

## ***Editorial***

*“Whatever your mind can conceive and believe, it can achieve.”*  
*“There is one quality which one must possess to win, and that is definiteness of purpose, the knowledge of what one wants, and a burning desire to possess it.”*  
*“The way of success is the way of continuous pursuit of knowledge.”*

*Napoleon Hill*

Dear readers, dear colleagues

In today's high competitive business environment which is characterized by quick and ongoing changes companies face many problems and challenges. As important aspects of dynamics of business development is it possible consider for example legislation, conditions for business running in some country and government support, level of taxation, level of research and development which are specific for some industry, level of competition in particular industry, globalization, information connections, etc. Due to these changes it is increasing the requirements to HR management and organization management. There exist new strategic assumptions, it is happening to information revolution and it is increasing the important of knowledge management. As the main attributes of success business running in this high competitive and turbulent business environment it is possible state: marketing assumptions, achievement of economics aims, technical and technological assumptions, human resources, good organizational management and changing role of management. The changes are seen primarily in management's conception and methods, the acquisition of information, and managers' professional qualifications. Due to the fact, that business environment is very turbulent it is gaining and keeping of company's competitiveness for executives very difficult task. The reasons for endeavor about competitiveness of company are quite obvious. It is for example to achieve better financial results, higher market value of company, etc. Achieve, form and keep a certain level of competitiveness is a unique process of every company.

As it was stated, one of the most important key to be success in today's high competitive business environment are human resources. The ability of company to obtain people with required knowledge and skills, effective ways of its using, ways of how to engagement the people, and the ability to reflect company's needs and requirements is a key for company's success.

Management of human resources is not easy question. To set up all processes regarding to human resources management and create HR policy and strategy which will be interconnected with corporate strategy can be very difficult especially in time when the companies become more and more complex to drive. To ensure effective and correct function of these processes are for current managers a big challenge. They deals with basic questions, for example, the questions associated with recruiting of people:

How to create very well-functioning system of hiring employees? What kind of people does the company need to hire? What strategies and policies use for attract them? What knowledge and level of education should they have? When are these people needed?

Another, no less important question is how to ensure for this people the work environment which will be inclusive and safety. Managers must set up principles which will be ensured respect for human rights and labor rights.

The questions associate with training of people can have a strategic importance. Which people, when and with what methods to learn? What result do we expect from learning? What is the cost of education? What ways of training use for develop high potentials? What should be the role of coach or mentor?

One of the most important questions regarding set up basic processes of human resources management is *How to motivate, stimulate and remunerate the people?* The vision of each company should be that motivated and satisfied workforce is a key assumption of individual and business performance. Within this context the company should create and provide career and development opportunities to its people.

It is obvious that human resources management is crucial to the success of the company. Human resource management is a demanding discipline. Correct set up of all HR processes can be challenging for business executives and requires not only knowledge about the company and its needs, but also knowledge of different managerial concepts, techniques and methods to set up these processes correctly and efficiently.

Given the increasing complexity of corporate governance, its organization and the need to be successful in a highly competitive business environment, human resource management requirements also grow, as well as knowledge management (acquisition, sharing and retention of knowledge).

Finally, I would like to thank all the authors and editorial board of this journal for their efforts, their participation and especially their contribution by publishing their research, ideas and opinions.

I hope that this effort will increase readers' interest about the area of human resources management and it will be lead to new inspirations how to solve current and future challenges associate with human resources management.

Ing. Lucie Jelínková, Ph.D.  
University of Žilina  
Slovak Republic