

## EDITORIAL

The first issue of the Journal of Business Sectors (JOBS) in 2026 features interesting articles from various fields of business. Twenty-nine authors from 10 countries (Hungary, Lithuania, Pakistan, the Czech Republic, Slovakia, Poland, Ghana, Ukraine, Georgia, and Azerbaijan) contributed to its preparation. These figures clearly confirm that the journal attracts authors not only from various parts of Europe, but also from Asia and Africa.

Another piece of good news is the journal's growing citation count in the world's leading scientific database, Web of Science. At this time, we have 95 scientific articles listed on Web of Science whose authors utilized findings published in JOBS in their work.

Another piece of good news for readers and authors is the indexing of JOBS in the prominent scientific database ERIH+. On behalf of the journal's editorial board, I would like to assure JOBS authors and readers that we are working intensively to comprehensively improve the quality of our journal.

In the first article, Professor Andrea Bencsik from Hungary defines, based on a theoretical model, the concept of sustainable knowledge and the conditions under which it can be achieved in functioning business organizations. To empirically validate the model, an international study was conducted involving experts from all continents. The study highlights significant differences in assessments of a culture based on trust, collaboration, and continuous learning: corporate experts identified these conditions as the most critical. Respondents from the Americas emphasized culture and leadership, while Asian experts rated trust as more important than other participants.

In the second article, an international research team composed of authors from Pakistan, Lithuania, and the Czech Republic examines how social and psychological factors shape women's aspirations for leadership positions in the Pakistani banking sector. According to their findings, there is a significant positive direct relationship between self-confidence and aspirations for leadership positions, while work-family conflict has no direct impact. Organizational culture appears to be a key mediator in the relationship between self-confidence and aspirations for leadership positions.

The aim of the study by Lorencová et al. is to examine and present differences in consumers' pro-environmental attitudes toward material reuse in relation to demographic characteristics such as gender, age, income, and place of residence. The research confirmed a statistically significant difference between genders, with women exhibiting stronger pro-environmental tendencies. The authors note that they found no statistically significant differences between age groups, income categories, or place of residence.

In the next article, the authors examine the impact of strategic sustainability orientation and socio-economic factors on community satisfaction with mineral extraction in Ghana. The results suggest that community satisfaction depends significantly on mining companies' strategic sustainability practices and the socio-economic policies they implement.

Digital transformation has become a key driver of productivity growth, innovation, and structural change in modern economies. The main objective of the article by Gajdosikova & Vovk is to examine the relationship between digital intensity and sectoral value added in EU economies. Their results suggest that digitalization strategies should be tailored not only to country-specific conditions but also to sectoral characteristics, as the economic returns from digital technologies vary across industries.

In the next article, authors from the Czech Republic examine Generation Z's preferences regarding working conditions, as well as the trade-off between work flexibility and income stability.

Authors from Ghana offer an interesting perspective on Total Quality Management (TQM) practices in the context of sustainable supply chain performance in the small and medium-sized enterprise. Their findings indicate that TQM practices have a positive impact on sustainable supply chain performance.

A study by Czech authors aims to provide new insights into digital transformation in the banking sector during the COVID-19 pandemic from the perspectives of employees and management. This paper examines internal organizational factors such as employee adaptation, managerial support, and the implementation of digital processes, which shaped the trajectory and effectiveness of the transformation process.

Another article examines the evolution of business models in digital movie streaming platforms. It focuses on examining the relationships among market growth, digital infrastructure, consumer behavior, and platform competition. The research findings highlight the role of digital infrastructure and competitive market conditions and provide practical insights for platform strategy.

In the final article, authors from Ambis University in Prague explore a topic that links corporate sustainability with the adoption of generative artificial intelligence, two important trends shaping modern organizations. The article shows that companies with stronger sustainability practices tend to see more benefits in generative artificial intelligence.

I believe that in the latest issue of the Journal of Business Sectors, you will find interesting articles that will enrich your academic profile and serve as inspiration for your future research.

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**Prof. Ing. Jaroslav Belás, PhD.**

*Editor-in-chief*

Trenčín, June 30

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