

## Editorial

In its essence, entrepreneurship is a multidimensional phenomenon (Žur & Urbaniec, 2016), but in each business activity and each industry entrepreneurship has a specific environment and, thus, issues that entrepreneurs have to deal with are specific as well. This EBER issue *Retailing and innovation* is putting the retail industry in focus.

Historically, retail was an industry focused on local markets and aiming to distribute goods in a narrow geographical area. But since the early 1990ties retail internationalization was one of the most obvious trends in modern economy (Knezevic & Szarucki, 2013) which changed retailers' perception and actions from narrow national towards the regional or continental level. Thus, the attention of many researchers was drawn to conceptualizations, research and discussion of the roots, drivers, scopes, dynamics and consequences of retail internationalization (for instance: Burt *et al.*, 2003; Alexander & Myers, 2006; Dawson, 2007).

The accession of Central and South-Eastern European Countries in EU and their opening to retail internationalization processes has led to a structural change in the domestic retail industry and had affected entire national economies (see Karasiewicz & Nowak, 2010; Knezevic *et al.*, 2011).

Increased entry of large retail chains in the region is changing relationships in distribution channels and has a direct impact on consumer behaviour. The resulting increased competition, followed by market consolidation has led to numerous consequences such as: changes in proportion of the negotiating power between retailers and suppliers, introduction of new technologies, changes in logistic processes, and implementation of modern and innovative marketing strategies. Therefore, continuous innovation has become the imperative for entrepreneurs in the region in this particular industry.

The aim of this issue is to present current trends and environment of entrepreneurship in retailing industry with focus on innovations in various forms of retail formats, private brands, improved supplier relationship and modern information and communication technologies which influence both retailers and consumers.

This thematic issue consists of six thematic articles and six nonthematic articles. In the first section, the retailing industry is in focus and the second section is dedicated to general issues in contemporary entrepreneurship.

In the first thematic paper, Sreten Ćuzović, Svetlana Sokolov Mladenović, & Djordje Ćuzović are exploring *the Impact of Retail Formats on the Development of Food Retailing*. In the paper authors analyse the development of retail formats of the largest global food retailers within the timeframe 2009-2014 and they empirically prove that continuing innovation in the field of retail formats is a prerequisite for business success in the long run.

The second paper deals with *The Importance of Store Image and Retail Service Quality in Private Brand Image-Building*. On the basis of primary research conducted in Bosnia and Herzegovina, Adi Alić, Emir Agić and Merima Činjurević, explain the role which store image and retail service quality can play in private brand image-building in the context of an emerging market.

The third paper entitled *Young Consumers' Perception of Problems and Usefulness of Mobile Shopping Applications* is written by Blaženka Knežević and Mia Delić. The paper elaborates how young consumers from Croatia perceive problems and usefulness of mobile shopping applications. The presented results are based on a wide-range primary survey on mobile commerce attitudes within young population in Croatia.

Marzanna Katarzyna Witek-Hajduk and Anna Napiórkowska, in the fourth paper entitled *A Framework of Retailer-Manufacturer Cooperation and Competition: Consumer Durable Goods Retailers' Case Studies* are studying the framework of cooperation and competition between retailers and key manufacturers from a perspective of retailers offering consumer durables. The research was conducted on the basis of in-depth and face-to-face interviews with managers of six SMEs or large retailers offering consumer durables in Poland.

Fifth thematic paper entitled *Innovative Positioning as a Marketing Tool of Retailers on the Food Market* by Grażyna Śmigielska and Magdalena Stefańska develops the theory of retail business positioning as part of marketing innovation-based strategy. Based on a case study in food retailers' positioning in Poland the authors explain that innovative retail formats and business models should be included retailers' positioning strategy.

The last thematic paper written by Tomasz Brodzicki is entitled *Internationalisation and Innovation Intensities of Polish Manufacturing Firms: A Close Nexus?* On a sample of Polish manufacturing companies, the author discovers a close and robust correlation between innovation and internationalisation intensities and suggests that rising innovation intensity allows companies to become more internationalised by raising their probability of exporting.

The second section of this journal issue deals with different general topics of modern entrepreneurship such as: immigrant entrepreneurship, welfare models, multinational activity, work system design and staff performance, ownership and management team structure, organizational practices and routines.

Mai Camilla Munkejord, in the article entitled *Becoming Spatially Embedded: Findings from a Study on Rural Immigrant Entrepreneurship in Norway*, investigated mutual connections between immigrant entrepreneurs, place and community. She claims that being supported by the rural community, immigrant entrepreneurs may be able to successfully create and exploit opportunities in rural area and positively contribute to economic development of local rural communities.

The next paper titled *Distinct and yet not Separate: Revisiting the Welfare Models in the EU New Member States* is contributed by Helena Tendera-Właszczuk and Michał Szymański who argue that the welfare state models pursued in the new member states of EU and in the EU-15 differ in terms of their effectiveness, social fairness/justice as well as in terms of the influence of public spending on the quality of life and reduction of poverty. In addition, on the basis of statistical analysis, they classified new member states in the Nordic model (Czech Republic, Slovenia and Cyprus), the continental

model (Hungary, Slovakia and Malta), the Anglo-Saxon model (Lithuania, Latvia and Estonia) and the Mediterranean model (Poland, Croatia, Romania and Bulgaria).

Andrzej Cieślak in his article entitled *Determinants of MNE Activity in Poland: The Case of Firms from EU-15*, empirically validates the theoretical predictions of the modified knowledge capital model of multinational enterprise. He identifies and explains the main reasons for undertaking international production in Poland by foreign firms from the EU-15 countries.

The article entitled *The Internationalisation of Family Firms: the Role of the Ownership Structure and the Composition of Top Management Team* by Aleksandra Wąsowska explains that the concentration of ownership within the family hinders the propensity to export, but it has no effect on export intensity and export scope. Also she finds that foreign ownership contributes to firm performance and that the impact of minority foreign ownership is more pronounced than the controlling foreign ownership. In addition, she claims that involvement of nonfamily managers enhances internationalisation.

Isichei Ejikeme Emmanuel, Isaac Ayanyinka Ayandele wrote the paper titled *Operational Work System Design and Staff Performance in the Nigerian Construction Industry*. They discuss that the key drive to improve performance is the satisfaction of staff coupled with an outstanding operational job design. On the basis of the primary research results, they firmly prove that there is a significant relationship between operational work system design and staff performance.

In the last paper, Zofia Patora-Wysocka brings the topic *Beyond Stability vs. Change Dilemma: Everyday Practices and Routines as Sources of Organizational Life*. She presents the problem of organizational practices and routines as important drivers of organizational survival, development and change. The paper explains the way of practice that is either radical or evolution-like, based on results of comparative case studies from creative and textile-apparel industries.

Papers included in this issue prove that the entrepreneurship is a complex research field which includes many different aspects and a great variety of issues. Moreover, thematic papers which are focused on a particular industry, in this case retailing, are shedding new light and give a valuable insight on specific contemporary trends and topics of interest of entrepreneurs and researchers in the field of retail marketing and management. We strongly believe that all studies make a valuable scientific contribution that can serve as the basis for fruitful scientific discussion and future research.

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