

Editorial

Dear readers,

this volume of the scientific journal Business Trends is devoted largely to contributions resulting from the project “V4 Scientific Centers for the Enhancement of Financial Literacy and Entrepreneurship Education”, Standard Grant of the International Visegrad Fund No. 21410134. Entrepreneurship education and financial literacy are two of the key challenges for the Visegrad Group countries. The aim of the project was to conduct research focused on the analysis and comparison of the current state of, and development possibilities for, entrepreneurship education and financial literacy in Visegrad Group countries. The University of West Bohemia was the project coordinator. Partners in the project consisted of two Slovak universities (the Slovak University of Agriculture in Nitra and the University of Economics in Bratislava), one Polish university (the University of Zielona Góra), and one Hungarian university (the University of Pécs). The papers presented are focused on best practices and the results of research done in the area of entrepreneurship education and financial literacy in Visegrad countries within the project during its implementation period (9/2014 – 8/2015).

The importance of entrepreneurship has boomed in several last decades. Entrepreneurship education represents a strong mainstream which has the ability to raise nascent entrepreneurs, foster innovation and arrange a continuous flow of information and knowledge. The paper of Tausl Prochazkova presents best practice examples of entrepreneurship teaching methods. The paper of authors Bedo, Csapi and Posza deals with incubation program at the University of Pécs, Hungary. Authors Majduchova, Gajdova and

Štetka focused on dissolving current gaps in entrepreneurship education and its impact on business development in Slovakia.

The terms “entrepreneurship” and “financial literacy” are closely connected and actually cannot be separated when dealing with attributes necessary for future business success. The paper of Krechovska aims to highlight the important role of financial literacy as one of the factors that ensures sustainable development in society. The paper of Toth, Lancaric and Savov examines the level of financial literacy of students in Slovakia and the influence of determinants education level and education focus. Results obtained in the qualitative research in the area of banking with a specific focus on the history, present and development tendencies of banking in the Czech lands are presented in the paper of Hruska and Dvorakova.

In addition to papers prepared within the project, you can find papers from other interesting areas. Information and communication technologies are definitely a phenomenon that has changed our world. The presented research of Petrtyl and Eger is focused on the comparison of e-business in selected countries. The paper of Reich, Czeglédi and Fonger discusses diversity management and expectations of employees on the effects of the workplace health management. Finally, the review of the conference proceedings “Opportunities and Threats to Current Business Management in Cross-border Comparison 2015” (University of West Bohemia, Pilsen) is included.

Michaela Krechovská