

From the Editor-in-Chief

With this first issue in 2026 (Vol. 20, No. 1), the journal marks its twentieth year of continuous publication. Since its first issue in 2007, the journal has provided an open access platform for scholarly and professional contributions in business performance, quality management, and organizational excellence. Its scope remains focused on theoretical and empirical research across sectors and regional contexts, with particular attention to Central and Eastern Europe and the application of recognized frameworks for performance, quality, sustainability, and organizational development in specific institutional and business environments. Beginning in 2026, the journal publishes articles exclusively in English. This editorial decision supports clearer international communication and facilitates participation by authors, reviewers, and readers from different academic communities, while preserving the journal's thematic connection to regional research questions and practice-oriented scholarship.

Recently, the journal updated its editorial, technical, and publishing framework. It operates under a Diamond Open Access model, with no submission fees, article processing charges, or publication fees, and uses a double-anonymized peer-review process. Manuscript submission, editorial processing, and peer review are managed through Open Journal Systems. Digital preservation is supported through the PKP Preservation Network, Hrčak, and the Internet Archive, where the journal's content from 2007 onward is also archived. The journal has become a member of the Open Access Scholarly Publishing Association (OASPA), is a signatory of the UN SDG Publishers Compact, and supports the SAGER guidelines. The editorial structure has also been updated. The Editorial Board consists of 34 members from 22 countries, while the International Editorial Advisory Board includes 23 members affiliated with institutions, companies, or organizations across 18 countries. These developments are recorded here as part of the journal's ongoing work on editorial quality, publication ethics, open access governance, digital preservation, and international discoverability.

The journal also notes with respect and gratitude the passing of Professor John L. Stanton (1945–2025), Saint Joseph's University, Philadelphia, United States of America, a former member of the journal's International Editorial Advisory Board.

The articles in this issue examine business excellence from institutional, sectoral, organizational, technological, and consumer perspectives. The issue features a study on institutional trust and sector-specific corruption in Greece, analyzing corruption as a constraint on governance quality, process integrity, and organizational performance. It also includes an analysis of price dynamics and competitiveness in the Croatian milk and meat sectors, focusing on price trends, import dependence, and structural challenges in domestic production. Quality management is explored through a review of total quality management in healthcare, connecting quality principles, implementation barriers, Lean/Six Sigma approaches, and digitalization. The issue also presents research on AI disclosure in large global corporations, distinguishing between corporate communication about artificial intelligence and evidence of operational transformation. Higher education is addressed through a study of student satisfaction with selected institutional business processes, while responsible consumption and retail performance are explored through research on corporate social responsibility and purchasing decisions during the transition to parenthood.

The journal's future development will focus on maintaining regular publication, a clearly defined scope, transparent editorial procedures, consistent peer-review practices, and well-documented publication ethics. In the coming period, the journal will continue to encourage empirically grounded and theoretically relevant contributions, with attention to research integrity, methodological quality, international authorship, responsible citation practices, and alignment of published content with the journal's stated aims and scope.

Sincerely,

Professor Tonći Lazibat
Editor-in-Chief & Founder