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# Editorial

It is our great pleasure to launch the latest issue of our journal “Organizacija”. Over several years, “Organizacija” has earned its position among the best scientific journals, as confirmed, *inter alia* by the fact that the journal is indexed in numerous databases, including renowned ones such as SCOPUS. Such success belongs to all of us: the members of the Editorial Team, Editorial Board, reviewers and authors, without whom the high status of the journal and its recognition throughout the scientific world would not be possible.

The “Organizacija” journal publishes papers from topics pertaining to broadly understood management and economics. You will find five selected papers from these areas in the current issue as well.

The basis for deliberations presented in the first paper entitled “*Public Support of Solar Electricity and its Impact on Households - Prosumers*” are the claims of the authors that energy efficiency and renewable energies have a great potential for economic development in Europe’s regions. Given this fact the authors present new agent model of household - prosumer and to compare two scenarios – “off grid household” and “on grid household”. The model is structured as a micro-level agent model, representing one household – prosumer.

The authors of the second paper – “*An Organizational Framework for Logistic Platform and its Subtypes in a Search for More Logistically Attractive Regions*” claim that regional sustainable economic growth on logistics bases requires the coordinated development of infrastructure, information and communications technology, and proactive education of logistics specialists. The goal is reachable with regional logistics platforms (RLPs). This current research develops a theoretical model for RLPs, consisting of (1) basic constituents, (2) an implementation area, and (3) stakeholders’ and operational benefits.

In turn, the third paper entitled “*Evaluation of the Influence of the Macro-environment on the Social Innovation Activity of Enterprises*” presents a toolkit for the evalua-

tion of the influence of the macro-environment on the social innovation activity (SIA) of enterprises. The authors claim that nowadays the emphasis on social components in the general mainstream of innovation activity is one of the strongest grounds for the successful functioning and development of enterprises. In several countries, social innovation activity is becoming a product of business in general, with associated expectations regarding profit.

The most significant contribution of the fourth paper entitled “*Measuring the Concentration of Insurance sector – the Case of Southeastern European Countries*” is that it determines the level of concentration in the insurance sector in the eight selected countries of South and Eastern Europe. Empirical research of concentration level in the insurance market is based on appropriate criteria of the development in the insurance sectors: total earned premiums, total earned non-life premiums and total earned life premiums.

And finally, the last paper entitled “*Sustainability and Sustainability Marketing in Competing for the Title of European Capital of Culture*” deals with the dimension of sustainability in the context of competing for the title of the European Capital of Culture (ECoC). Based on the comparative analysis of the applications of the respective cities, the authors claim that the proper integration of cultural policy into the social system impacts and changes cultural values and beliefs, shifting them towards sustainable behaviour and sustainability.

We believe that the articles will be interesting for scholars, policy-makers and practitioners. We also hope that a combination of theory and practice, together with the nature of the texts presented herein, allow us to meet the readers’ expectations.

## Guest Editors

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