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## **Editorial: intellectual property and international business**

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**Biographical notes:** Gorazd Justinek is the Dean of Faculty for Governmental and European Studies, New University and a former diplomat. His research interests include international business, particularly the internationalisation of small businesses, economic and commercial diplomacy and the competitiveness of economies and attracting foreign direct investment. He is the Founder and Editor of the *International Journal of Diplomacy and Economy*.

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We have in front of us the Vol. 6, No. 1 issue of *International Journal of Diplomacy and Economy*, which is a special issue devoted to a very important topic in international business, namely Intellectual Property (IP) and its International Perspectives. We are all aware that the world is nowadays globally interconnected and the present corona crisis has reminded us of this once more. This special issue aims to analyse recent developments in IP and international comparisons during the time of globalisation. It also examines recent trends in international IP protection, such as the use of new technologies (block chains, etc.). IP protection is one the most important prerequisites for a working global free trade (WTO). In this time of intense debate among the USA, EU, China etc. in regard of world trade, appropriate IP protection is even more important. For this special issue we have selected five interesting papers.

The first paper builds a bridge between various interest groups and promotes a functioning amalgam between authorities, specialists, planners, cultural workers and citizens. The claim that the future use of systematic instruments could support the development of long-term, socially sustainable urban projects that attract cultural tourism, promote a better life and activate civic participation. The toolbox approach highlights the issue of IP protection. A directory that shows who owns and what provides idea/trademark owners with a potential reference point to find out about their rights and the extent to which these rights are being used in the marketplace. This could be particularly helpful in those jurisdictions where proof of first use or genuine use is required. Block chain technology can also play an important role in the context of unregistered IP rights, such as unregistered design rights, as it can provide evidence of their conception, use, qualification requirements (such as authenticity and the country of origin, i.e. where the products manufactured in the design were first marketed) and status.

The second paper talks about block chain applications that appear as a new technology which disrupts traditional centralised authorities. Even though this technology has huge potential and receives increasing investments, researches are mostly

limited to crypto currencies like bitcoin. With subjective knowledge about block chain and individual trust, this study attempts to focus on the technology acceptance model in order to understand the dynamics behind its use by individuals. A quantitative research study was conducted with 94 users of Save-Ideas.com, which is a block chain-based website, and the results were analysed by partial least squares structural equation modelling (PLS-SEM). The findings indicate that individuals with knowledge of block chain technology will have greater trust in these websites and will perceive these websites as more useful.

The aim of the third paper is to highlight the relationship between tertiary education, nutritional standards and agricultural production. The authors performed a comparative theoretical analysis based on relevant literature. A literature study of qualitative-descriptive character of the bibliographic material that addresses the study of related areas, considering the scientific articles as a unit of analysis, was carried out. The evidence shows that rural areas are lacking in role models and motivation, coupled with poor dietary standards and poorly educated elder generations. The agricultural sector struggles and lacks support. Two main issues arise from this: a society with a lack of social mobility due to poor educational standards, poor social health involving cases of childhood obesity, malnourishment and underachievement. The solution would address the issues analysed above by putting in place a comprehensive plan of action, catering to the needs of both the educational and agricultural systems in marginalised, rural areas. Tertiary education institutions embed innovation into local communities and businesses by offering courses and learning opportunities that challenge young minds and help them to refine and specialise their skill set. Embedding innovation can be described as a form of strategic transformation. The results show that tertiary education provides a much-needed platform for knowledge exchange and transfer. Innovation systems work on the basis that a constant flow of technology and information between people, businesses and educational institutions takes place. The paper goes on to expand the idea of a synthesis of the two major sectors – access to tertiary education, and innovation – with a view to reaching the above goals, i.e. regional competitiveness, social welfare, viable economies in less populated areas and knowledge creation.

The fourth paper is more of a policy paper, utilising the cost-benefit analysis where the authors evaluate a unique supplementary concept to the traditional intellectual property protection and the long term social-economic feasibility of Save-ideas internet community. Many creative innovators have ideas about solving problems, improving lives, increasing productivity, preventing damage, saving money, etc. But unfortunately, most of these people do not have the money, nor the time to go down the conventional IPR protection route. With changes brought about by the Internet and crowd participation, new options to address this problem have emerged. Such a new solution is the save-ideas.com platform. The result of the analysis clearly justified used resources, while consequently straightening determination on continuation of the Save-Ideas (SIs) project with the current vision.

The fifth and final paper looks at innovation from a theoretical and practical perspective and recent developments, including open innovation and its importance for the EU. In the first section, the authors establish a link between the pursuit of competitiveness and R&D funding, innovation and economic growth. They then discuss the current status of the EU and its member states at EU level and globally, and present expert views on the concerns and identified challenges that the EU can and would best

address. The core section presents the case of Israel, which could be (so authors) used as best practice for the EU in several areas. Within ten years, Israel has succeeded in becoming one of the leading countries in the innovation race. Finally, the authors critically reflect on the material presented in the paper and draw several conclusions.