

EDITORIAL

Academic journals in the field of business (or management) have been under serious criticism in recent years. Many academics as well as practitioners blame those journals that, in an effort to realize “scientific” research comparable to hard disciplines such as physics or biology, have overly narrowed their focus and thus they are cut off from the real-life problems facing managers. The critics believe that contemporary business research focuses primarily on methodological rigor, whereas new ideas and relevance for business practice remains of secondary interest.

The criticism is supported by the fact that most academic journals in the field of business and management (in contrast to disciplines such as medicine) do not get appropriate attention from the business community. Managers are mostly excluded from the editorial boards of these journals and they do not participate in the review process.

Furthermore, according to the critics, the research papers in most academic journals are very often difficult to read and understand. Some even speculate that, in prestigious academic journals, a certain level of incomprehensibility is a necessary condition. Under these circumstances, business research seems to be often more an intellectual exercise than development of knowledge which should be interesting and useful for practitioners.

The Central European Business Review (CEBR) wants to prevent the above mentioned problems. The journal’s main objective is to bridge the existing gap between academics and practitioners within the region of Central Europe. Although methodological rigor is very important for us, relevance for business practitioners is our primary aim.

In each issue of CEBR we will present an interview with an influential CEE CEO. At the same time, we will invite managers to publish their opinions on up-to-date business problems (in the non-reviewed part of the journal called “Discussion”). However, practitioners’ involvement will be encouraged also in the reviewed part: co-projects of academics and practitioners will be highly appreciated. And finally, all research papers will be reviewed by two reviewers: one academic and one practitioner.

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