

EDITORIAL

In the second issue of CEBR, we focus primarily on the topic of sustainable corporate responsibility and “sustainable education”. In the first research paper Prof. Mathias Schüz introduces for the first time the holistic model of Sustainable Corporate Responsibility. His innovative model allows one to mirror and illustrate all of the existing Corporate Responsibility approaches, combined with the time-dimension of sustainability and thus contributes to CR-discussion worldwide. In the following research paper, Prof. Markus Prandini and his colleagues outline possible pathways regarding how business schools can provide responsible management education. The topic of “sustainable education” is analyzed also in the discussion part. All six contributions in this part are results of the international conference “Sustainable (Further-) Education for Future Managers and Entrepreneurs” which was held in Prague by the School of Management and Law at Zurich University of Applied Sciences and by the Faculty of Business Administration at the University of Economics, Prague in September 2012.

However, the second issue of CEBR also offers other interesting topics. Dr. Denisa Kasl Kollmannová analyzes the increasing consumption trend of counterfeit goods in CEE countries and its consequences. Dr. Martin Lukeš brings a conceptual paper on the existence and support of entrepreneurial behavior and innovation in larger companies. Lukáš Mohelský and Prof. Hana Machková analyze the development of the Czech automotive suppliers’ customer portfolio. And finally, Dr. Gina Cook maps the American values and traits which can cause differences in doing business from the norms typical in the CEE region. Last but not least, we present an exclusive interview with Prof. Hermann Simon who visited the University of Economics, Prague in June 2012.

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