

EDITORIAL

In the first research paper of the December issue, Dr. Wadim Strielkowski analyzes the issue of undeclared work and the burdens for the national economy which it is connected to. The author describes what measures can be undertaken in order to tackle this phenomenon. The second paper, written by assoc. prof. Hasebur Rahman, studies the relationship between service quality, customer satisfaction and customer loyalty on the case of a bank. The third paper investigates what is the importance of brands in the business-to-business world. However, this issue of CEBR also offers other topics: opportunities of the emerging markets of Africa for CEE companies, determinants influencing the internationalization of SMEs in the Czech Republic and Russia and the level of customer orientation in the Czech container shipping market. This CEBR issue also provides an interview with Josef Zeidler, the CEO of Hilti Czech and Slovak Republic. Last but not least, in the discussion part of the journal, we focus on the performance gaps between family and non-family firms.

assoc. prof. Miroslav Karlíček, Ph.D.
Editor-in-Chief