

EDITORIAL

Dear readers,

In this issue of Central European Business Review, you can find six research papers, one interview and a discussion paper.

The first article deals with the food industry's approach to the rising prevalence of obesity in children in the Czech Republic, which is becoming a serious issue in society and, at the same time, a topic which is being addressed by researchers and practitioners. The second article is intended for marketing researchers and professionals, and deals with the risk of the "vampire effect" in advertisements using celebrity endorsement. The third article is focused on the activities of Chinese companies in Switzerland, a country which is relevant for the audience of CEBR.

The following two papers deal with the issues of innovation. In the fourth research paper, the key elements of growth and innovation in small and medium Czech enterprises are determined. The fifth paper analyses the key trends and issues of regional innovation systems' development in Poland and Ukraine.

Finally, the last paper is focused on the effect of perceived business ethics on brand personality dimension and creation of brand equity in developing countries such as Iran.

Subsequently, in her discussion paper, Gillian Pritchett talks about the relationship between poetry and the world of business.

In the interview, John Wetsby, the Associate Vice President of the Global Innovation Center – EMEA at Merck in the Czech Republic, talks about his project in Prague, shares his opinion on the Central European business environment and cooperation with universities, and describes the main technology trends driving the development of a modern healthcare industry

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