

## EDITORIAL

The first 2014 issue of Central European Business Review offers many interesting topics. In the first research paper, Michael Bahles discusses the bias and preference of home-country goods on the case of East and West Germany. The second paper, written by Luboš Smrčka and Jaroslav Schönfeld, focuses on the topic of insolvency. In the third paper, the online behavior of Czech consumers and their preferences for different online communication channels are analyzed. The next paper reveals that employee training and job satisfaction have a significant positive relationship with company effectiveness. However, in this issue we focus also on financial analysis and on designing HR organizational structures. We also offer an interview with Prof. Hana Machková, member of the CEBR Scientific Board, who has recently become the new Rector of the University of Economics, Prague. Last but not least, in the discussion part, Gillian Pitchett questions “What Colour is your Ocean?”

Associate Professor Miroslav Karlíček, Ph.D.