

## EDITORIAL

In the first 2013 issue of CEBR, we focus primarily on the relationship between transformational leadership and creativity. The team of Prof. Tobias Kollmann from the University of Duisburg-Essen proposes that dependency on the leader is impeding employees' creativity, whereas empowerment is able to reduce the dependency on the leader and to reinforce the link between transformational leadership and creative performance. The second research paper, written by Dr. Denisa Kollmannová, analyzes a new trend in Czech marketing communications – anti-corruption claims and values used by a wide range of institutions – and discusses its possible impacts on the reputation of companies. The third paper, written by Assoc. Prof. Mojmír Helísek, questions if the Euro adoption will have positive or negative effects on the Czech economy. However, this issue of CEBR also touches other business topics: Integrated Business Planning, price dispersion on the Internet and best practices in human resource management. We offer also an interview with Marek Skysľak, who is the Country Manager of Procter & Gamble for the Czech and Slovak Republics. Last but not least, in the discussion section, Assoc. Prof. Arnold Schuh from Vienna University of Economics and Business asks whether or not regional headquarters for CEE have a future.

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