

EDITORIAL

In the first paper of this issue, Petra Barthelmess and her team analyze how students are concerned with environmental issues. In her comparative study, 1600 South Korean, Swiss and Czech students answered questions regarding ecological considerations and closeness to nature, etc. The second paper, written by three researchers from the University of Economics, Prague, presents a segmentation of the financial behavior of the Czech population. The authors identify seven consumer segments based on an on-line questionnaire completed by over 600 respondents. In the next paper, Associate Professor Arnold Schuh questions whether Central and Eastern Europe is still attractive for foreign multinational companies after the crisis. However, the second issue of CEBR offers also other topics. The fourth paper focuses on allocating optimum resources and eliminating waste in the food industry wrapping section, the fifth paper provides managerial guidelines for new market expansion and current market penetration on the example of a medical devices manufacturer and the last paper discusses Poland's public finance convergence with the euro area. Last but not least, we offer an interview with Kyriakos Kyriakou, the Managing Director of Nielsen CEE.

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