

Dear readers,

The issue of Central European Business Review presents five original research articles and one discussion paper.

The first article presents a theoretical overview of “radical candor”: a proactive and compassionate engagement in an unpleasant and direct feedback process. The paper discusses potential benefits of radical candor for contemporary state of the art in feedback-related behavior and proposes how it might be successfully applied in organizational settings.

The second paper analyzes how the perception and measurement of intellectual capital (IC) elements has changed over the past decade. The authors use a database on the opinion of top managers and show that intellectual capital has slightly gained importance during the years analyzed, but most companies give little attention to measuring these items correctly.

In the third paper, the authors deal with the popular topic of comparative advertising. They show that the attitude towards comparative advertising is rather positive in the Czech Republic. Their results suggest that gender of the recipient influences the general perception of comparative advertising, but there is no evidence of any impact of the gender and the age of the recipient on the change of the perception of any of the brands involved in the campaign.

The fourth paper presents a micro-simulation model of a hypothetical clearinghouse operating on the US equity market between 2007 and 2015. Based on this, the authors developed a logit regression model to specify an appropriate stress indicator and showed that their stress index calibrated to the position of the clearinghouse performs significantly better than the usual market proxies for financial stress.

In the fifth article, the authors analyze work-related attitudes of a sample of Czech Generation Z and compare them to the results of an international research study. Currently, instead of traditional jobs, human capital bearers tend to choose independent work in an online environment, and often work in coworking centers. The authors show that members of Generation Z may prefer independent virtual work in coworking centers, too. The total amount of available human capital, the lack of which is pointed out by companies, may grow thanks to new ways of working. Companies, which can use human capital of independent workers, gain a competitive advantage.

The discussion paper organizes general terms and aims, introduces the institutional environment, and highlights problematic areas in the area of social enterprises in Hungary with particular regard to social cooperatives.

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