

Editorial

Dear readers,

You hold in your hand a volume of high-quality Central and East European studies that are interesting, colourful, and visionary. Although the authors only represent four countries, their results are relevant for the whole region and correlate to wider international research. The studies are of a high academic standard and serve as a fitting prelude to the forthcoming Volume 25 anniversary edition.

The first article, from *Agnieszka Kacprzak and Katarzyna Dziewanowska*, examines the effect of the consumers' socio-demographic characteristics on their preferred types of experience. The consumption experience—be it 'passive' or 'immersive'—is an exciting subject in the field of marketing that stands for an alternative paradigm, especially if it is studied in the contexts of such demographic variables as gender, age, income, and place of residence.

The second article, from *Marek Botek*, deals with the job satisfaction and turnover intentions of correctional officers in a Prague prison. In such an institution, the handling of physical and mental demands poses a great challenge. How can one even apply the categories of job satisfaction (working hours, job content, salary etc.) and turnover intentions to a potentially dangerous environment? This HR topic is novel for Central and Eastern Europe.

The article from *Ondřej Machek, Jiří Hnilica, and Martin Lukeš* focuses on the stability of family firms during economic downturn and recovery. This is an interesting choice of topic and is very timely for the Central and East European region as well as internationally. In fact, it is becoming even more topical as the European Union starts to show certain signs of recess. New or restarted family businesses in Central and Eastern Europe constitute a fascinating research topic. Moreover, it is particularly interesting to explore whether the stability of small and medium enterprises differs between family and non-family firms.

The fourth article, from *Michal Plaček, David Špaček, František Ochrana, Milan Křápek, and Petra Dvořáková*, deals with the national quality awards and performance of Czech municipalities. In the CEE-countries, the implementation of public management tools such as performance management (Balanced Scorecard, KPI etc.), quality improvement, and benchmarking is currently developing. Regrettably, it is a slow process; however, it adds to the understanding of New Public Management and is therefore a very useful study.

The study from *Andrea Éltető and Beáta Udvari* entitled 'Export of Hungarian SMEs—testing network internationalisation' examines how network-participant and non-supplier firms were both forced to increase their export activities during the time of the global economic crisis in 2008. This is a very topical matter due to the forthcoming and in many ways plausible deceleration of European and

global economic growth. Even if only figuratively, the article draws the attention of the Central and East European governments to the prominent role of cooperation with the SMEs of the region.

As most of the readers of JEEMS are academic professors and researchers, they will not want to miss the article from *Nataša Bojković, Veljko Jeremić, Marijana Petrović, and Slaven Tica* about the preferences for car sharing service attributes among university students. While the topic may sound unusual for some, I am convinced that these questions will become more and more important in the future. According to the study, students focus on basic business and management factors like cost, distance, and parking convenience when considering vehicle sharing services. Networking may also be an exciting subsequent outcome of the topic, as the world moves in this direction in other segments.

The article from *Veljko Marinković, Vesna Stojanović-Aleksić, and Aleksandra Bošković* focuses on whether socially responsible companies benefit from higher levels of customer satisfaction, trust, and loyalty. The results of the empirical research show that there is a medium level of positive correlation between responsibility for community and environment on one hand, and trust on the other hand. The choice of topic deals with one of the timeliest matters nowadays: Social Corporate Responsibility should not just be a sounding PR slogan, but must be filled with real content, which is good for the company and the customer as well. Regarding methodology, in the situation of hardly measurable categories, the use of some medium-level correlations may provide some acceptable results.

Miklós Dobák

Member of the Advisory Board

In the latest **2018 Journal Citation Reports®** (Thomson Reuters, 2018) JEEMS received an impact factor of **0.571** (5-year impact factor: 0,742). Although somewhat lower than in the year before, we can be proud on this achievement. The Editorial Committee wishes to thank all authors, reviewers and friends of our journal who have contributed to this success and hope we can also count on you in the future!