

EDITORIAL

Dear readers,

As you can see, our journal has a new design starting from 2015. We believe that you will feel comfortable with our new cover. Besides the visual unification of all journals issued by the University of Economics, Prague, we believe that the new design will highlight the scientific focus of our journal which has been recently included into ProQuest and EconLit databases.

As to the contents of this issue, you can find six research papers and one interview. The first article deals with the competences of HR Managers and their impact on the organizational success of multinational companies' subsidiaries in the Central and Eastern European region. The second article is focused on the world economy in the financial crisis time and its impact on the European energy policy. The third article theoretically reviews CRM effects on customer satisfaction and loyalty. Our fourth article deals with the export promotion framework of the Czech Republic. The fifth article formulates 10 rules for dealing with negative contributions in social media. The last article carries out a comprehensive financial analysis of the Hungarian automotive industry.

Subsequently, an interview with Stephen Blanchette, the founder and Coach at LeapQ Consulting, is presented. In the interview, Mr. Blanchette talks about the necessity to change marketing, about the gap between saying and doing and about customer-centricity. He also opened up his best personal experience as a customer.

Ondřej Machek
Editor-in-Chief

