

Dear readers,

It is a pleasure to inform you that Central European Business Review has been included into the prestigious ERIH PLUS database.

In this issue of Central European Business Review, you can find five research papers. The first article is a comparative study focused on customer attitudes toward loyalty programs in Prague and London. The second contribution deals with shared value and its reflection in corporate projects. The third paper presents a case study on market entry strategies of passenger car manufacturers. Our fourth article presents a review on the emerging role of mindfulness research in the workplace. Finally, the fifth article is focused on the relationship between corporate social responsibility (CSR) reporting and financial performance.

We invite you to join our LinkedIn community where we provide you with the most up-to-date information on the development of the journal. If you are interested, please visit <http://www.linkedin.com/company/central-european-business-review>

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Editor-in-Chief

