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**Article**

## Editorial: Enhanced Research Boundaries? New results?

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## Editorial

### Enhanced Research Boundaries? New results?

Dear Reader,

The first issue in 2006 is a good example for the broadening of topics and methods of CEE research attempts in the last years. On the one hand, the topics under research become more and more similar to those published in Western management journals. This may be seen as a result of the normalization of the capitalist developments in transforming societies of Central and Eastern Europe under the conditions of a global world economy. At the same time this could be also seen as a diffusion of Western capitalist relationships and conditions throughout the whole societies in the East. This includes the spreading of research approaches and methods. On the other hand, there are still a number of topics and problems, related to the special situations in CEE countries.

The following articles can give you an idea of these developments and special problems. *Miha Škerlavaj* and *Vlado Dimovski* are analysing the relationships and connections between information and communication technologies, processes of organisational learning and the financial and non-financial business performance of Slovenian enterprises. This paper presents the results of a study involving 220 larger Slovenian companies. According to responses from Slovenian CEOs, a statistical analysis using a structural linear modeling technique has been carried out. The authors discuss their results also with respect to the 'ICT productivity paradox' and call for future longitudinal research in this field. They conclude with a discussion of the managerial implications of the results.

*Witold Nowiński* tries to combine empirical research based on quantitative data derived from a questionnaire survey and qualitative data derived from interviews. Both of these techniques of data collection were applied to a sample of experts active in M&A related services in Poland in order to assess and forecast the importance of restructuring and integration in cross-border acquisitions in Poland. In comparison to acquisitions in developed economies analogous transactions in Poland are characterized by the particularly high role of retrenchment, positive impact of changes among incumbent managers and the relatively lower role of integration depth. Potential changes are expected to go in the direction of reducing the role of restructuring and increasing the role of integration.

Instead of a quantitative analysis, *Julia Rozanovas* "Portrayals of corporate social responsibility: a comparative analysis of a Russian and a Canadian

newspaper” uses a qualitative case analysis. She examines the discussions of corporate social responsibility in the Russian “Nezavisimaya Gazeta” and the Canadian “Globe and Mail”. An inductive thematic analysis revealed that in both countries corporate social responsibility was portrayed from the perspectives of three major stakeholders – the enterprises, the state, and the civil society. Despite of thematic and stakeholder similarities, significant differences emerged in presentation of reasons for which companies adhere to corporate social responsibility. The influence of the state was emphasized in the Russian articles, while the Canadian articles focused on the role of the civil society. The paper places the findings in the theoretical context of the social role of business in different institutional settings, and points out directions for further research into the media representation of corporate social responsibility.

Despite of the well known topics as well as research methods, the overall results and findings of the three studies clearly points to typical problems of management in CEE countries worth to be explored more in depth.

*Rainhart Lang (Editor-in-chief)*