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Editorial

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Editorial

Dear Reader,

Dear readers, as you can see from the title of this editorial we were again successful in compiling an interesting JEEMS issue comprising very diverse but relevant topics from various CEE countries.

Bogdan Lipičnik and *Katharina Katja Mihelič* assess the role of graduate education in Slovenian enterprises. The title of their article raises the question, whether there were great expectations, however, the results of the analysis show that there was quite a variety of expectations among students, HR-managers and companies. Half of the students, although regarding graduate knowledge as useful for enterprises, think that a graduate degree could be a barrier when seeking employment in Slovenia. According to the author this is an alarming fact that calls for further consideration. HR-managers see a graduate degree as useful and the subsequent knowledge as needed in Slovenian companies. By contrast, almost half of the companies investigated do not seek candidates with graduate degrees and would not employ one in the near future. Based on these contradictory results Bogdan Lipičnik concluded that there is a need for further investigation in this subject.

Ágnes Nemcsicsné Zsóka explores the role of organisational culture in the environmental awareness of companies. In her study of a Hungarian company she found that environmental values are of particular importance. This could be illustrated by the organisational culture of that company showing consistent pro-environmental behaviour regarding all awareness components except values. So, consistent behaviour of the company was observed considering its ecological knowledge, environmental attitudes, willingness to act and actual behaviour. However, the in-depth analysis of its environmental values changed the apparently positive surface picture. According to Ágnes Nemcsicsné Zsóka the findings of her research indicate a need for a stable and unambiguous integration of environmental values into the organisational culture to ensure that pro-environmental organisational behaviour appears in a consistent manner in reality.

Marian Gorynia, *Jan Nowak*, and *Radosław Wolniak* investigated the motives and modes of FDI in Poland. In their qualitative study they were able to confirm the results of the literature about the motives of FDI in CEE. For example, their first hypothesis generated out of the analysis proposes that the main motives for undertaking FDI fall into the market-seeking and efficiency-seeking categories. However, referring to the link between motives and modes of FDI in CEE, an issue neglected by previous research, they were not able to identify a clear pattern. Here, more research needs to be done in order to examine whether a particular motive causes a typical FDI mode.

The research note by *Milan Nikolić, Dejan Djordjević, and Dragan Čočkalo* deals with aspects of PR function in Serbian companies. They interviewed 70 PR managers, approximately one third of the total number of PR managers in Serbia. They present an outstanding number of different results in their research note. To highlight just a few, the majority of PR managers in Serbian companies have a university degree and most of them have graduated from economics, management, journalism, and literature. PR managers' job satisfaction and motivation are at a considerably high level. Moreover, a large number of PR managers perceive themselves as very successful in their jobs. Overall, the findings suggest that the occupational field of the PR manager is very important for the company's business success.

Ingo Winkler

(Member of the Editorial Committee)