

## Editors' Introduction

This issue of Research in Economics and Business: Central and Eastern Europe includes two empirical research papers on financial markets and one paper on branding issues in Eastern European countries.

In the first paper, Ádám Banai, András Kollarik and András Szabó-Solticzky (Hungary) explore the potential for identifying systemically important banks using network theory. The authors develop a novel approach – the Aggregated Centrality Index – to determine the network connections of individual banks. The authors demonstrate based on Hungarian data that the index enables them to capture important systemic information.

The second paper, by Roxana Wright (USA), investigates branding models in the consumer goods industry. The author explores differences across three clearly identified branding paradigms of selected Romanian companies. The paper sheds light on some interesting relationships between branding and company performance.

The third paper by Ádám Banai, András Kollarik and András Szabó-Solticzky (Hungary) focuses on the network topology of the short-term foreign exchange swap market. Their study provides interesting empirical insights into the network structure of the Hungarian FX swap market.

For this issue, the rate of acceptance for submissions was 33%. We are grateful to all the authors who submitted papers to our journal, and we are very thankful to the external reviewers for their kind assistance to the Editorial Board in the paper review process.

On behalf of the Editorial Board,

Urve Venesaar  
*Editor-in-Chief*

Aaro Hazak  
*Managing Editor*