Contents

Economics

- 4 An Expanded Conceptualization of "Smart" Cities: Adding Value with Fuzzy Cognitive Maps
 Bárbara P. Miguel, Fernando A. F. Ferreira, Audrius Banaitis, Nerija Banaitienė, leva Meidutė-Kavaliauskienė, Pedro F. Falcão
- 22 Food Prices, Taxes, and Obesity in Canada and Its Implications for Food Taxation
 Stephen J. Clark, Ludwig O. Dittrich, Stephen M. Law, Dana Stará,
 Miroslav Barták
- 36 Alternative Measures of Macroeconomic Imbalances in the EU

 Design and Verification

 Stanislav Kološta, Pavol Kráľ, Filip Flaška

Business Administration and Management

- 54 Modelling Internationalization of High Growth Firms: Micro Level Approach Renata Korsakienė, Vratislav Kozak, Svajonė Bekešienė, Rasa Smaliukienė
- 72 Ethics in Business and Communication: Common Ground or Incommensurable? Tomas Kačerauskas
- 82 Policies to Promote Corporate Social Responsibility (CSR) and Assessment of CSR Impacts

 Jintao Lu, Licheng Ren, Wenfang Lin, Yifan He, Justas Streimikis
- 99 Change Equation Effectiveness: Empirical Evidence from South-East Europe Mladen Čudanov, Vesna Tornjanski, Ondrej Jaško
- 115 The Impact of TQM Practices on Key Performance Indicators: Empirical Evidence from Automotive Dealerships
 Omar Sabbagh, Mohd Nizam Ab Rahman, Wan Rosmanira Ismail,
 Wan Mohd Hirwani Wan Hussain
- 130 Collaboration for Innovation in Small CEE Countries Viktor Prokop, Jan Stejskal, Oto Hudec
- 145 The Level of Organizational Culture as a Constant Challenge for Company Management An Empirical Research in the Czech Republic and Poland Marcela Sokolova, Vaclav Zubr, Anna Cierniak-Emerych, Szymon T. Dziuba

Finance

- 157 Estimation of International Tax Planning Impact on Corporate Tax Gap in the Czech Republic

 Lukáš Moravec, Jan Rohan, Jana Hinke
- 172 Institutional Ownership and Simultaneity of Strategic Financial Decisions: An Empirical Analysis in the Case of Pakistan Stock Exchange Rabeea Sadaf, Judit Oláh, József Popp, Domicián Máté

Marketing and Trade

189 Optimization of Media Planning Variables for Television
Based on the Advertiser's Industry
Pedro Reinares-Lara, Josefa D. Martín-Santana, Eva Reinares-Lara

Information Management

206 Decision Tree Modelling of e-Consumers' Preferences for Internet Marketing Communication Tools during Browsing

Jolanta Sabaityté, Vida Davidavičiené, Jarmila Straková, Jurgita Raudeliūniené

Others

222 Notices and Instructions for the Authors of the Articles