Editorial

We are proud to present, again on time, the fourth issue of the Journal of CENTRUM Cathedra (JCC). We follow the requirements of the Web of Science to ensure our journal is indexed in the Social Science Citation Database. Hence we include the research of CENTRUM Business School professors and international faculty members from different schools worldwide.

This journal is the result of the professional work of our scientific and technical committees. This outcome would not be possible without the service support of CENGAGE Learning: ensuring the high quality of our journal in the academic world.

All the articles in this issue are based on international publishing standards. The papers have gone through a rigorous selection process with our committees and a blind peer-review process. In this round, we chose to replace the doctoral research proposals with two academic studies. This issue now contains seven articles written by seven authors, each interested in a different topic, and from a different region around the globe.

Included are international authors of note, focusing on Latin America, Eastern European countries, Australia, and the UK. This international diversity encourages a richer and refined understanding of our region. In the first article, titled “Zen and Management Education”, Fred Phillips notes that information technology companies and others are increasingly using Zen imagery to tout the tranquility their solutions will create. He examines the nature of Zen (with special reference to Japanese Zen), the relation of Zen to management, and possible points of insertion of Zen into the management curriculum. The second article, “Leveraging Champions to Build a Knowledge Management System for the RD and Marketing Interface”, by Viny Caraballo, describes the role of champions, and how to facilitate the link between the processes of flow and information sharing.

In the third article, “Economic Development and its Effect on Income Distribution Evidence from Australia”, Ohidul Haque investigates the progress of economic development and its effect on income distribution in Australia between 1970-2000 by using household expenditure survey data complemented by the test of Kuznets hypothesis. The next article, “Multipliers of the Peruvian Economy 2002”, presents an application of the input-output model to estimate the multiplier effects of investments and exports on the Peruvian economy developed by Torres-Zorrilla. The fifth article, “The Recession, the Older Consumer and the Market Response of UK Banks”, written by Ian Chaston, uses a survey done of UK bank employees to verify what opportunities exist and if these opportunities can be exploited for market services to the 50+ age group.

On a different note, the final two articles are theoretical models applied to different regions. In the sixth article, “Unionized Oligopoly and Outsourcing”, Arsen Melkuniam models the option to outsource in the context of unionized labor markets in exporting industries. The seventh article, developed by Rossitza Wooster and titled “Foreign Direct Investment Patterns in Transition Economies: An Evolutionary Game Theoretic Perspective of the 1990s”, employs a game-theory framework to examine the dependency on economic restructuring in a transitional economy and the contribution of enterprise restructuring by foreign firms.

We express enormous gratitude to the reviewers for the time involved in the evaluation process. This review is fundamental to deciding on the finest quality research papers. Any suggestions or contributions to our journal are highly appreciated. We have no doubt that this edition, like the previous versions, will make an impression on the local and regional academic communities.

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