

---

## EDITORIAL

*JEL classification:* Y20.

---

-----TRANSFORMATIONS IN -----  
**BUSINESS & ECONOMICS**

© Vilnius University, 2002-2015  
© Brno University of Technology, 2002-2015  
© University of Latvia, 2002-2015

---

*Transformations in Business & Economics* (TIBE) journal continues in providing a focused outlet for high quality research in the ever-expanding area of *Development Economics* in the field of Social Sciences and related disciplines. The field research should not be limited by any narrow conceptualisation of development economics, but embraces interdisciplinary and multi-facet approaches to *economic theory, business management, marketing, as well as general transformations in the economic, social-cultural, ecological, technological, competitive, demographic and political-legal environment*.

Therefore, we expect *original and authentic manuscripts, never published before in any format and not submitted to any other publishing institution*, which are based on fact-centred research to establish economic and business management regularities, where the theory is motivated by substantiated empirical findings, where disciplined application of economic principles is used to explain and predict the real-world behaviour of organisations, markets and industries. We will continue to seek for:

- **empirical studies**, which provide convincing and significant findings of fact. Careful establishment of an interesting or puzzling empirical regularity is of value to the field if the author has a convincing explanation for the phenomenon;
- **theoretical studies**, which stress relatively robust ideas, and combine theory with a sense of empirical magnitudes, presenting fresh viewpoints and theoretical perspectives, new literature overviews and concept classifications, where a systems' approach is a central focus of the research;
- **explanatory research studies** about a firm, an industry, or a business practice according to economic principles. Such a *case study* must go well beyond the purely descriptive by illuminating the ways in which industry practice and institutions can be understood in terms of economic principles. Factors that resist economic explanation also should be identified.

The current issue of TIBE presents guests and special editorials in groups of scholars from Lithuania and Romania. Their main research fields are related to the problems of expatriatism and immigrants. The guest editors (Ingrida Sarkiunaite and Dovile Roche) analysed the factors of expatriates' international assignment success. The Romanian team of scientists – Vasile Dinu, Raluca Mariana Grosu, Andreea Simona Saseanu – discussed the issues of “Romanian Immigrant Entrepreneurship: Utopia or Reality? An Overview of Entrepreneurial Manifestations of Romanian Immigrants in Andalusia, Spain”.

The current issue of the journal presents groups of articles by scholars from the Czech Republic, Romania, Poland, India, Slovakia, Ukraine, Russia, and Lithuania. The integrated marketing communications and state economics are discussed by Lithuanian, Czech, Romanian, and Polish scholars. Some of them are analysing media economics, consumer perceived value, and loyalty of the customers; while others discuss the public economy and economic challenges in relation to the change and development in the state or union. A fruitful discussion which covers both the solutions for SME and the critical evaluation of innovations is welcomed as well.

*Prof. Dr. (HP) Dalia Štreimikiene*  
*Editor-in-Chief*