
EDITORIAL

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

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Issue Review

Transformation in Business & Economics journal continues providing a focused high quality research in the area of Development Economics and related disciplines. The current issue of journal presents guest and special editorials by groups of scholars from Lithuanian Sports university scientists with Belgian, Spanish, Slovak, Serbian, Russian, Romanian, Polish, Latvian and Lithuanian colleagues. The four major topics of transformations in business and economics are addressed in this issue: 1. business management constructs in competitiveness processes 2. marketing issues in transforming service sector 3. human resource management from the perspective of market economy 3. education and science challenges in the context of the economic system

Business management constructs in competitiveness processes were investigated by scientists from Romania, Poland, Serbia and Lithuania. *O.R. Lobont and A.C. Nicolescu* analyse whether cultural diversity is a determinant of the entrepreneurial activity? *J.Greblikaite et al.* provides some empirical evidence about the development of social entrepreneurship in the European Union: policy and situation of Lithuania and Poland. *D. Stanujkic et al.* researches an extension of the MULTIMOORA Method for solving the complex decision-making problems based on the use of interval-valued triangular fuzzy numbers.

Marketing issues in transforming service sector were investigated by the scientist from Poland, Spain, Latvia and Lithuania. *E. Glińska et al.* analyses current desired attributes of the city used in the process of its branding - perspective of city marketers in Poland. *K. Bradauskiene et al.* investigates conceptual formation model of sports event spectators' behaviour: theoretical and practical aspects. *B.Svagzdiene et al.* researches the assessment of recreational services, promoting healthy lifestyle at water bodies: Lithuanian case. *C.L. Subijana et al.* provides some empirical evidence about Madrid magic box: a case analysis of the residents' impact.

The group of scholars from Slovakia, Poland and Lithuania has focused on investigating human resource management from the perspective of market economy. *E. Jasinskas et al.* in the article presents features of qualification improvement of human resources in public and private sector. *V.B. Fominiene et al.* reveals the career competency of employer's career: aspect of human resources management in tourism sector. *J. Vveinhardt et al.* deals with actual issues of the preparation of companies in developing regions to become socially responsible: management culture assessment by employees.

Education and science challenges in the context of the economic system were discussed by the scientists from Lithuania. *D. Valanciene et al.* presents the changes of science paradigms: new science reflections in scientific articles of economics. *D. Selickaite and D. Reklaitiene* analyses global impact of Erasmus exchange students for Lithuanian economical growth.

Sustainable development problems in different sectors were discussed by the scientists from Russia, Romania and Lithuania. *E.Lisin et al.* provides some empirical evidence about business competitiveness of Russian power plants in current market situation. *S Bodosca and D. Streimikiene* presents – a step further for sustainable development in tourism.

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