

EDITORIAL

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

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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 papers of groups of scholars from Spain and Lithuania. Their main research fields are focused on the conceptualisation of measurement of service quality in sporting events and legacy. The papers emphasize that for international sporting events the created infrastructure remains as future legacy (i.e. business), also sport events combined with the soft factor of better service quality have a great impact for decisions making.

The **guest paper** (*Ferran Calabuig Moreno, Josep Crespo Hervas, Vicente Prado-Gasco, Javier Mundina Gomez, Irena Valantine, Aleksas Stanislovaitis*) is concentrated on the management of sports events through Structural Equation Modelling (SEM) and the EVENTQUAL scale is used for research. The **special paper** by *Giedre Gudaityte, Edmundas Jasinskas, Mindaugas Balciunas, Dalia Streimikiene* presents evaluation and comparison of legacy value of the European Men's Basketball Championship for 2007-2013 in different countries and the disadvantages of MERLIN methodology are observed.

The current issue of journal presents articles by groups of scholars from the Poland, Czech Republic, Malaysia, Croatia, Spain and Lithuania.

All the accomplished researchers of this issue are divided into sections based on the analysis and conducted case studies. The first section is named "**Measuring the Economic**

Contributions of Creative sector", and these studies were carried out by such authors: *Rolandas Strazdas, Jurate Cerneviciute* (Lithuania), *Dorota Witkowska* (Poland), *Vojtech Korab, Petra Koudelkova* (Czech Republic). The "**The internationality: An Interdisciplinary Synthesis of Theory and Methods**" argued by *Mariana Sueldo, Dalia Streimikiene* (Lithuania), *Lidia Danik, Elzbieta Duliniec, Izabela Kowalik* (Poland), *Amran Rasli, Fakhri Baghirov, Ye Zhang* (Malaysia), *Jurgita Sekliuckiene* (Lithuania) and the best practices from early internationalisation of Polish SME's, educational services offered by Lithuanian and Malaysian Universities from the Turkish students' views were analysed and discussed. The theoretical framework of ritualized behavior has been analyzed as well. The third platform of discussion is named "**Economic Principles: The local impact of global economic decisions**", and the authors: *Piotr Lis, Slawomir Zwierzchlewski* (Poland), *Ivan-Damir Anic, Jelena Budak Edo Rajh* (Croatia) investigated a willingness to provide personal information and conditions for a currency crisis and the local impact by them to four Western Balkan post-transition countries and Poland.

A fruitful discussion on these selected articles is welcomed.

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Editor-in-Chief*