

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.

TIBE presents guest and special papers of groups of scholars from China and Lithuania.

The **guest paper** (*Ming Tang, Huchang Liao and Virginijus Tamasevicius*) is concentrated on the *Transformations in Business & Economics*, which is an international peer-review journal in the field of business and economics, which was retrieved by Web of Science since 2005. This article used bibliometric methods include two main approaches: performance analysis and graphic science. The authors of this article conducted a bibliometric review of TIBE documents from 2005 to 2019.

The **regular paper** written by *Tomas Kacerauskas*. Attention was drawn to the creative economy and creative society. The areas of creative economy are grouped in different lists suggested both by scholars and by government. The paper deals both with different classification of creative economy and with the concept of creative society. The survey results reveal the classification creative sector in the government shows some focus on the creative economy since they are recognized as having an important role in the national economy.

The current issue of journal presents articles by groups of scholars from Czech Republic, Slovak Republic, Poland, Montenegro, China, South Africa, Romania, Pakistan, Malaysia, 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 “**Problems of Economic Efficiency Assessment in Different Sectoral Analysis**”, and these studies were carried out by such groups of scientists: *Martin Zavadil*, *Vladimir Rogalewicz* and *Anna Vaclavikova* (Czech Republic), *Beata Gavurova* (Slovak Republic), *Svitlana Bilan* (Poland), *Ranka Krivokapic* (Montenegro), *Qingyou Yan*, *Wenhua Zhang*, *Jiahai Yuan*, *Yu Ai* and *Gang Lu* (China). The “**Consumer Access Possibilities by Integrated Marketing Communications**” is argued by *Rodney Graeme Duffett* (South Africa), *Tudor Edu*, *Iliuta Costel Negricea* and *Rodica Milena Zaharia* (Romania), *Tadas Limba*, *Kestutis Driaunys*, *Mindaugas Kiskis* and *Aurimas Sidlauskas* (Lithuania), *Luka Uskokovic* (Montenegro), the authors’ works give meaning and reflect the possibilities of using different integrated marketing communication tools. The effectiveness of integrated marketing tools is assured by measuring and comparing with the consumer attraction opportunities that ensure business success.

The third platform of discussion is named “**Analysis of National Financial Management Areas**”, and the authors (*Yuliang Zhao*, *Fengyu Liu* and *Changyue Liu* (China), *Muhammad Usman* (Pakistan), *Kumar Debasis Dutta* (Bangladesh), *Hafezali Iqbal Hussain*, *Fakarudin Kamarudin*, *Nazratul Aina Mohamad Anwar*, *Annuar Md. Nassir*, *Fadzlan Sufian* and *Khar Mang Tan* (Malaysia), *Xinxin Jing*, *Xiao Zhang* and *Tiesong Hong* (China), *Robert Dankiewicz* (Poland), *Mihaela Simionescu* (Romania)) investigated and tried to uncover the importance of applying different financial management opportunities to evaluate business performance in different sectors. As the field of financial management has a significant contribution to the overall situation of the country and the business, its analysis and scientific discussion have an exceptionally significant contribution to the overall area of the financial industry. The last section “**Influence of External Environment Analysis on the Company’s Internal Activities**” gathered together such authors – *Martin Cepel* and *Elena Gregova* (Slovak Republic), *Jan Dvorsky* and *Jaromir Vrbka* (Czech Republic), *Le Yang*, *Qingyou Yan* and *Ming Li* (China), *Tomas Balezentis* (Lithuania), *Saghir Pervaiz Ghauri*, *Rizwan Raheem Ahmed* and *Muhammad Farooq Arby* (Pakistan), *Raimonda Martinkute-Kauliene* (Lithuania), *Jolita Vveinhardt*, *Daiva Majauskiene* and *Dovile Valanciene* (Lithuania). The scholars used different methods for their survey, because the deficiencies in describing the uncertainty of external environmental impact to its important to the casual activities, and business success’ that depends on internal business attitudes.

A fruitful discussion on these selected articles is welcomed.

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