
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 guest and special papers of groups of scholars from Poland, Slovak Republic, Czech Republic and Lithuania.

The **guest paper** (*Tomas Saulius, Dovile Valanciene and Svitlana Bilan*) is concentrated on the concept of "critical thinking", which is described as something of unquestionable value both for meaningful education and competitiveness in the labour market in the informational era. Due to the main scientists' question - what specifically one adds to "thinking" when one calls it "critical"? - article developing scientific discussion on the what conception of critical thinking and what practical implications of this conception are the most relevant in business education settings?

The **regular paper** written by *Vytautas Snieska, Valentinas Navickas, Adriana Grencikova, Jana Marie Safrankova and Martin Sikyr*. Attention was drawn to a shortage of workforce and useful ways to attract and keep enough qualified and motivated people so when the importance of dealing with these issues will grow with the entry of post-millennials into the labour market. The paper deals with new challenges in the labour market and propose a set of fundamental human resource management practices that should help various employers recruit, employ and develop post-millennial employees. The survey results reveal

how current post-millennials are motivated to learn and grow, and what may reduce their employability.

The current issue of journal presents articles by groups of scholars from China, Canada, Chile, Italy, Iran, Serbia, Montenegro, Pakistan, Romania, Croatia 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 “**Integrated Assessment of Managing Firm Resources in Dynamic Business Environments**”, and these studies were carried out by such groups of scientists: *Junshu Du, Shaofeng Peng, Wei Song and Jisheng Peng* (China), *Xiaosong Zheng, Yupei Zhai, Ziqi Wang, Jie Song and Sijian Wu* (P.R.China), *Yunchao Du and Renxiang Wang* (China), *Mohammad Hasan Aghdaie* (Canada), *Sarfaraz Hashemkhani Zolfani* (Chile), *Fausto Cavallaro* (Italy), *Mohammad Hossein Morshed Varzandeh* (Iran), *Arman Derakhti* (Chile), *Dragan Pamucar* (Serbia). The “**Solving Challenges in Creating Better Business Environments**” is argued by *Tadas Limba, Kestutis Driaunys, Andrius Stankevicius and Antanas Andrusevicius* (Lithuania), *Nikola Milovic, Mijat Jovic and Vladimir Djuric* (Montenegro), *Minja Simovic* (Serbia) the authors’ work on the strategical thinking and organization solutions also possibilities of using different solving issues to create a better environment to create and manage business. The effectiveness of business activities is based on different challengers that can be managed with marketing, financial, supporting, personal developments, sales and integration tools.

The third platform of discussion is named “**The Evaluation of Consumer Behavior in the Digital Age**”, and the authors (*Qingyou Yan, Guangyu Qin, Meijuan Zhang, Wei Li and Lizhong Chen* (China), *Saima Hussain and Rizwan Raheem Ahmed* (Pakistan), *Cristian-Bogdan Onete, Vanesa Madalina Vargas and Sandra Diana Chita* (Romania) investigated and tried to uncover the nowadays bossiness activities and digitalization, not only in the organizational management aspects, also on the case of customer performances and activities. To create image, brand, organization reputation is the becoming necessity to use digital age created tools and other aspects to empowerment and engaged customer in the different perspective of products and services. The last section “**Economic and Socio - Cultural Evaluation of Creative Industries**” gathered together such authors – *Misko Radjenovic, Mimo Draskovic* (Montenegro), and *Justin Pupavac* (Croatia), *Marinko Skare and Zeljko Kukurin* (Croatia), *Vasile Dinu, Violeta Mihaela Dinca, Alina Mihaela Dima and Mihai Andronie* (Romania). The scholars used different methods for their survey, because the differences in the creative industries have got some wide range of activities and also services, that have a direct interaction to economic and social activities, create value and can be ranged as the separate aspect that have big impact in main country evaluation by economic and socio-cultural aspects.

A fruitful discussion on these selected articles is welcomed.

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