

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 Russian Federation, Czech Republic and P.R.China. Their field of research relates to sustainable education, which should be designed to help understand the essence of “who, why and how”, because the sustainability problem needs to be properly addressed, and only then to develop sustainability education programs. The authors offer some theoretical and managerial implications for sustainability in general and for the sustainability of higher education, as well as for future fields of study.

The **guest paper** (*Vyacheslav Volchik, Oxana Posukhova and Wadim Strielkowski*) is concentrated on digitalisation and sustainable higher education using the analysis of the institutions of professional academic dynasties and assessing their constructive and destructive potential for the sustainable development of universities and higher education institutions. Therefore, the aim of the article – evaluating from two perspectives - constructive and destructive - to analyse the development and functioning of professional dynasties in the context of processes and organizational mechanisms of academic sphere.

The **regular paper** written by *Jingyao Su and Jing Jiang*. Attention was drawn to empirical research and analyses the joint curriculum documents of TNHE programs in the major of computer engineering of several Chinese universities. Their research field is

significant differences of curriculum systems between TNHE programs and non-TNHE programs, including education goals, required credit points and course distribution. Their study creates a mechanism for continuous improvement of TNHE programs' curriculum system and elaborates three aspects of joint curriculum integration: effective utilisation of introduced course resources, the establishment of joint courses and condensing of course content.

The current issue of journal presents articles by groups of scholars from China, Slovakia, Hungary, Philippines, Czech Republic, Saudi Arabia, Republic of Korea, Thailand 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 "**Digital Age Transformation: The Customer Challenges and Experience**", and these studies were carried out by such groups of scientists: *Antanas Usas, Edmundas Jasinskis* (Lithuania), *Aiting Xu, Yingqi Zhang, Min Lin, Canyang Jin* and *Yuhan Zhu* (China), *Tadas Limba, Kestutis Driaunys and Aurimas Sidlauskas* (Lithuania), *Jiaxiang Hu, Chenming Zhang* and *Hong Yang* (China), *Dano Ferdinand, Samer Khouri, Drabik Peter, Vernerova Dominika* and *Kukura Marek* (Slovakia).

The "**Estimating Regional Differences in Working Conditions**" is argued by *Eva Grmanova* and *Eva Ivanova* (Pakistan), *Liptak Katalin* and *Vasa Laszlo* (Hungary), *Karacsony Peter* (Slovakia), *Yuriy Bilan* (Lithuania), *Yi Xiong* and *Sicheng Li* (China), *Yang Gao* (Philippines), and these authors investigated significant differences and tried to uncover the link between the world's regions and each country's income level, which are reflecting countries' economic and professional structures as well as environmental factors (such as access to the Internet or possession of a personal computer, or housing situation), which are relevant at the present time for home-based work.

The third platform of discussion is named "**Evaluation of Factors Affecting Business Potential**", and the authors (*Pavol Kral, Ivana Podhorska, Anna Kotaskova* and *Anna Siekelova* (Slovakia), *Petra Partlova* (Czech Republic), *Xinyue Peng, Li Luo* and *Huchang Liao* (China), *Edmundas Kazimieras Zavadskas* (Lithuania), *Abdullah Al-Barakati* (Saudi Arabia)) work is focused on the importance of change in business as it enables business to meet the dynamic needs and create growth opportunities. Authors were evaluating the viability of the business opportunity and draw attention to several key factors that should drive the decision-making process.

The last section "**Overcoming Challenges Using Adaptability to Change**" gathered together such authors – *Aleksandras Vytautas Rutkauskas, Viktorija Stasytyte* and *Raimonda Martinkute-Kauliene* (Lithuania), *Qingyuan Shen* (Republic of Korea), *Binbin Chang* and *Xiaoyan Tao* (China), *Ruifeng Ma* (Thailand), *Petra Vasanicova, Sylvia Jencova, Beata Gavurova* and *Radovan Bacik* (Slovakia), *Yaya Zheng* and *Wengan Jiang* (China). The scholars used different methods for their survey and their work was focused on assessment models trying to link, within a single modelling framework, main economic models, which allow to identify and analyse the importance of change in business as it enables business to meet the dynamic needs and create growth opportunities.

A fruitful discussion on these selected articles is welcomed.

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