

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 several countries. Their field of research relates to determine what role COVID-19 pandemic plays in the economic development of local regions and education. Due to the rapid and unplanned change to teaching and learning, shopping business in the online format brought by COVID-19 has likely impacted many, these changes require timely decisions. The authors offer some theoretical and managerial implications for the mitigating these consequences.

The **guest paper** (*Simona Ioana Ghita, Andreea Simona Saseanu, Rodica-Manuela Gogonea and Raluca Mariana Grosu*) is concentrated on three major objectives considered of high relevance for the topics addressed in the context of the COVID-19 pandemic. Therefore, the aim of the article –to reveal online shopping profiles within different European countries, most members of the European Union, before and during the COVID-19 pandemic, considering both demographic and economic characteristics. The analysis is reasonable on six relevant variables allowed the determination of five clusters, which identify online shopping profiles.

The **regular paper** written by *Razvan Zaharia, Rodica Milena Zaharia, Tudor Edu and Iliuta Costel Negricea*. Attention was drawn to investigate the factors influencing student satisfaction with online education in higher education in Romania during the COVID-

19 pandemic. Their research field is examined the impact of the pandemic context to education, which pushed it in directions nobody considered before. Their study expands the literature through the tested model, including as explanatory factors both educational constructs and descriptive variables.

The current issue of journal presents articles by groups of scholars from China, Slovakia, Pakistan, Hungary, Czech Republic, Montenegro, Poland, Romania 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 “**Creating a Positive Impact through Sustainability: Understanding the Different Practice**”, and these studies were carried out by such groups of scientists: *Ge-zhi Wu* and *Da-ming You* (China), *Jaroslava Heckova*, *Beata Gavurova*, *Zuzana Birknerova*, *Alexandra Chapcakova* and *Lucia Zbihlejova* (Slovakia), *Syed Hasnain Alam Kazim* and *Rizwan Raheem Ahmed* (Pakistan), *Laszlo Vasa* (Hungary), *Josef Abrham* (Czech Republic), *Melica Delibasic* (Montenegro), *Xueli Chen*, *Shasha Luo* and *Biaowen Xu* (China), *Tomas Balezentis* (Lithuania).

The “**Discussions on Development Opportunities and Challenges: Practical Recommendations**” is argued by *Dawid Szostek*, *Adam P. Balcerzak* and *Elzbieta Rogalska* (Poland), *Tomas Kacerauskas*, *Zivile Sedereviciute-Paciauskiene* and *Jolita Sliogeriene* (Lithuania), *Xuefeng Shao*, *Di Wang*, *Xinda Li* and *Hualu Shao* (China), and these authors investigated challenges and opportunities for organizational behaviour, which are massive and rapidly changing for improving productivity and meeting business goals. They invited to open and informed discussions on pressing development opportunities and challenges.

The third platform of discussion is named “**The Quest for Business Model Evolution: The Theory and Practice**”, and the authors’ (*Yuliang Liu*, *Canhua Kang*, *Zhaolin Duan* and *Yanlin Sun* (China), *Yunchao Du*, *Renxiang Wang* and *Mingwei Li* (China), *Rui Jiao* and *Rangkun Qi* (China), *Erum Zahoor Zaidi*, *Rizwan Raheem Ahmed* and *Saqlain Raza* (Pakistan) work is focused on traditional business model innovation but applies it to a much-expanded context. Progress has been limited due to the core ontology of the business model concept itself, that’s why the quest for competitive advantage was applied a conceptual methodology and research data.

The last section “**Projected Economic Prospect and Scenario Analysis: Research-Based Evidence**” gathered together such authors – *Jun Chen*, *Shiyan Xu*, *Chenyang Zhao*, *Shuqi Yao* and *Xiao Luo* (China), *Lv Pengfei*, *Yao Zheng*, *Wang Chunning*, *Zhu YueQin* and *Liu Wei* (China), *Irina Albastroi Nastase*, *Lelia Voinea*, *Teodor Mihai Negrea*, *Dorin Vicentiu Popescu*, *Razvan Dina* and *Mihai Felea* (Romania), *Xueying Tian* and *Yufan Wang* (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.

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Editor-in-Chief*