

---

## EDITORIAL

---

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

© Vilnius University, 2002-2022  
© Brno University of Technology, 2002-2022  
© University of Latvia, 2002-2022

---

*JEL classification:* Y20.

### *The Contents Review*

In these challenging and uncertain times, it is our great honor to invite you to a new genuine scientific journey through this special issue of *Transformations in Business & Economics*.

This issue is focused on the research interests of some professors and researchers within the Faculty of Economics and Business Administration, Alexandru Ioan Cuza University of Iași as well as on colleagues' from other prestigious universities, both from Romania and from abroad. We would therefore like to thank them all for investing their efforts and valuable research in this special issue as well as for their overall contribution to the field of economics and business, from an interdisciplinary approach. This issue brings to the fore 16 articles grouped in four sections:

- The impact of digitization and IT on business and consumers
- Internal and external analysis of companies performance using different operational functions
- Analysis of the private and public sector in different sections
- Research and analysis of various fields in the European Union

The first section is an invitation to focus and debate on the role of digitization. In the current global economic context, when technologies become increasingly important and further reconfirm the essential role they have in the society, research cannot ignore issues such as the complex relation between man and artificial intelligence, mobile commerce, or the key role of digital strategies in various fields, etc. Consequently, all these aspects are dealt with, both theoretically and empirically, within this section. Thus, Dinu, Bucur, Enache, Frățiloiu, Cohen-Tzedec and Vasiliu propose a paper which deals with the importance of consumer trust for the mobile commerce at the European level. Tugui et al.'s research is based on a questionnaire and brings to the fore the relationship between technology and the individual in the future societal context and provides a clear perspective on the expected societal and economic digital transformations as a result of the manifestation of technological singularity scenarios. The third paper in this section, authored by Voda et al., is focused on the issue of digitization in education and is based on a study carried out on participants from four faculties in the fields of social sciences and humanities at Alexandru Ioan Cuza University of Iași. Their conclusions highlight, once more, the importance of digital skills, digital training assessment, digital infrastructure, education institutions incentives etc. in assessing a digital strategy in education. In their paper entitled "Financial Rewards and Benefits Attracting Students to Work Online Remotely", Turnea, Prodan, Neșțian, Tiță and Danileț focus on a current trend in the labor market, enhanced by the Covid-19 pandemics – online remote work- and analyze the main financial rewards and benefits preferred by students in this particular situation. Their research results underline that, when accepting an

online, remote job, students are mostly attracted by a motivating salary and a flexible work schedule, while most of them showed a preference towards a hybrid work arrangement in the future.

The second section of this issue comprises five papers revolving around the issue of company performance. From the very beginning of this section, Toma, Carp, Afrăsinei and Georgescu's empirical research focuses on Romanian companies listed on the Bucharest Stock Exchange and assesses the influence of discretionary accruals on investment performance. Based on China's example, Peng, Zhang and Zheng's paper is focused on the influence of a firm's accounting information opacity on the accuracy of security analysts' forecasting. Michalkova, Kovacova, Cepel and Belas propose a research at the Visegrad group countries' level by approaching the relation between insolvency prediction and corporate bankruptcy. Li and Zhang study the mediating effect the knowledge transfer has in the relationship between relational governance and performances of supplier alliance while Shen and Qian's article addresses the effect of team entrepreneurial passion on new venture performance.

The third part brings forward several aspects of the private and public sector and proposes analyses in different sections. The first paper in this section – “The Bright Side of Consumer Suspicious” - belongs to Manolică, Vulpe, Roman, Drăgan, Nistorand Matei. By combining qualitative and quantitative analysis, the authors analyze consumer behavior and attitudes during the Black Friday period and openly express their intention to provide Black Friday key actors, i.e. marketers, businesses, and companies, with relevant results. The next two papers in this section are focused on the example of China. The work of Mingwei Li, Bingxue Shao and Zhuo Li provides an analysis of the role that infrastructure plays in tourism and debates on the issue of the coupling coordination degree of high-speed railways while that of Ni Zhang and Weina Ding approach the issue of low-carbon economic transformation from the perspective of influencing paths of China's financial investment in science and technology. The last paper in this section is focused on the issue of mortality caused by drinking and smoking. The three authors - Beata Gavurova, Miriama Tarhanicova and Anton Jura – provide an analysis of the socio-economic factors in the Czech Republic.

The last platform of discussion revolves around the research and analysis of various fields in the European Union, fields which are, in fact, major issues and priorities at the European level. Considering the worldwide demographic challenge of population ageing, the paper of Sîrbu et al. brings to the fore an analysis of the micro- level determinants of the subjective well-being among older adults in the European Union countries. Based on data from the Survey of Health, Ageing and Retirement in Europe, this study reveals that good health, employment, social support and a level of income that enable households to make ends meet have a positive effect on subjective well-being while education negatively affects the subjective well-being of older adults. The paper authored by Creangă et al. addresses several aspects related to European clusters, their role in regional development and their relation with several indicators such as: employment rate, patent applications, GDP and Gross domestic expenditure on R&D by sector. The remaining article published in this special issue – “Climate Change Approach in EU Countries vs Economic Development” –investigates one of the biggest challenges of our times (i.e. climate change), its relation with several economic development indicators and clearly underlines the importance of the European Union's “voice” in this matter.

We would kindly like to thank all authors who accepted our invitation to contribute to this special issue as well as the *Transformations in Business & Economics* team for giving us this opportunity and for the excellent collaboration.