

## EDITORIAL

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-----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 China and Romania. The authors are focused on meaningful engagement. In summary, the engagement indicates the level of commitment, motivation, and active participation of individuals or groups in economic activities or organizational roles, which influences productivity and overall performance.

The **guest paper** (Yang Liu, Tudor Edu) investigates live streaming commerce (LSC), examining how space and atmosphere factors enhance telepresence (TLP), social presence (SOP), and flow experience (FE), which in turn drive engagement (ENG) and purchase intention (PI). The findings reveal that visibility and authenticity, as space characteristics, along with entertainment and activity, as atmosphere characteristics, have significant positive effects on TLP, SOP, and FE, while these variables also strongly influence ENG and PI. Using a non-random sampling technique and an online questionnaire, the study formulates practical implications for LSC businesses and streamers.

The **regular paper** written by Mihaela Covrig, Simona Irina Goia (Agoston), Ramona Stefania Igret, Cristian – Virgil Marinas, Oana-Alexandra Burca. Attention was drawn to investigate the emotional intelligence and its relationship with the work engagement among Romanian IT&C professionals using a questionnaire-based survey. Their research field involves IT&C professionals because they are traditionally considered to have fewer soft skills than other types of professionals. Contrary to initial authors' assumptions, the study revealed that respondents exhibit a high level of emotional intelligence and that a direct relationship between emotional intelligence and work engagement exists. Additionally, the research highlights significant variations in these factors based on control variables such as gender, age, residence, and income level.

The current issue of journal presents articles by groups of scholars from China, Montenegro, Pakistan, Romania, Malaysia, Kuwait, Slovakia, India, Serbia, Spain, Brazil 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 **“UNRAVELING THE INFLUENCE OF GREEN DEVELOPMENT ON ENVIRONMENTAL RESPONSIBILITY”**, and these studies were carried out by such groups of scientists: *Wei Wang, Aiting Cai, Xundong Shi and Panqian Dai* (China), *Gabija Stanislovaityte, Asta Mikalauskiene, Remigijus Ciegis and Agne Lauzadyte-Tutliene* (Lithuania), *Marija Jankovic* (Montenegro), *Mirela Cristea, Raluca Mihaela Dracea, Nicoleta Sirghi, Ciprian Panzaru and Laura Brancu* (Romania), *Muhammad Sadiq* (Malaysia), *Talla M Aldeehani* (Kuwait), *Syed Muhammad Salman* (Pakistan), *Carmen Nastase, Carmen Chasovschi, Ancuta Lucaci and Maria Orhean Vranceanu* (Romania), *Jiufeng Zhao and Sihui Liu* (China).

The **“ADVANCED PERSPECTIVES ON FINANCIAL ENGINEERING, ECONOMIC MODELING, AND PORTFOLIO OPTIMIZATION”** is argued by *Subrata Jana, Bibhas Chandra Giri, Anirban Sarkar and Chiranjibe Jana* (India), *Edmundas Kazimieras Zavadskas* (Lithuania), *Adela-Adriana Jurita, Paul Sorin Lazar, Elisabeta Butoi, Atanasiu Iustin Pop and Cristina Dragomir* (Romania), *Patrik Zihala, Marianna Sinicakova and Veronika Sulikova* (Slovak Republic), *Di Zhang, Jing Liu, Xihao Wu and Chen Chen* (China), *Ivan Mihajlovic, Vesna Spasojevic Brkic, Martina Perisic, Isidora Milosevic and Sanela Arsic* (Serbia), and these authors investigated the challenges and opportunities in financial engineering, economic modelling, and portfolio optimization, and emphasized that advanced analytical techniques and technological innovations enhance decision-making in a dynamically changing economic environment. They invited open and informed discussions to foster knowledge exchange and develop informed perspectives on the evolving landscape of economic development.

The third platform of discussion is named **“STRATEGIC DIGITAL TRANSFORMATION: ENHANCING BUSINESS THROUGH INNOVATION”**, and the authors' (*Shikun Zhang, Bo Yang, Yaru Li and Chunchun Chen* (China), *Cheng Yuan, Liu Xia, Chen Jinyu and Wang Yaqi* (China), *Guoxu Fan* (China), *Francisco Garcia-Lillo and Pedro Seva-Larrosa* (Spain), *Xuegong Du and Yanping Wang* (China), *Viera Kubickova, Henrieta Harcsova and Barbora Bruskova* (Slovakia), *Yarui Zhang, Xiaocui Li, Junsheng Lu and Xueli Mao* (China)) works focused on the challenges and opportunities of strategic digital transformation, recognized as essential for businesses striving for sustained growth. The authors analysed how it empowers organizations to drive innovation, enhance operational efficiency, and maintain competitiveness in a rapidly evolving technological environment.

The last section **“UNDERSTANDING AND RESHAPING SOCIOECONOMIC DEVELOPMENT TO OVERCOME CHALLENGES”** gathered together such authors – *M. Isabel Garcia Aliaga, Alvaro Hernandez-Tamurej and Domingo Ribeiro-Soriano* (Spain), *Meng Wang, Xiaofang Xie, Hejie Zhang, Yue Du and Zhe Chu* (China), *Xue Zhang* (China), *Shahjehan Manthar, Ghulam Muhammad, Muhammad Zahid and Rizwan Raheem Ahmed* (Pakistan), *Sonsoles Martin-Naranjo, Reyes Gonzalez, Jose Gasco and Juan Llopis* (Spain), *Rafael Barbera Gonzalez and Cesar Garcia* (Spain), *Maria Vaquero-Diego* (Spain), *Alexy Orozco Valencia* (Brazil), *Donal Nicholas Ryan* (Slovenia). The scholars are focused on an investigation and tried to uncover the dynamics of socioeconomic development by identifying main issues. Their work elucidates key patterns, challenges, and opportunities that influence tourism, cultural values, leadership, offering valuable insights into growth and development.

A fruitful discussion on these selected articles is welcomed.

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