

EDITORIAL

JEL classification: Y20.

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 Romania and Lithuania. The authors offer some theoretical and managerial implications for the mitigating their consequences of process they are analysing. These studies collectively highlight how market image shapes competitive organisational outcomes while also questioning the role of irrational or “non-optimal” economic behaviours in influencing broader decision-making processes.

The **guest paper** (*Mihai Carp, Irina Chiriac, Mihai-Bogdan Afrasinei and Iuliana Eugenia Georgescu*) presents a clear empirical research design, uses quantitative methods and relies on a substantial dataset. The authors analyse 200 companies over a nine-year period, applying correlation and regression techniques to evaluate how corporate image affects commercial and stock performance.

The **regular paper** written by *Tomas Kacerauskas*, offers a conceptual and philosophical exploration rather than an empirical investigation. The author develops theoretical theses on the role of “stupidity” in economic behaviour, drawing on reflection, classification and interpretation rather than quantitative evidence. Its broader, thought-provoking perspective, which traditionally invites wider intellectual discussion beyond strict empirical boundaries.

The current issue of journal presents articles by groups of scholars from China, Czech Republic, Romania, Hungary, Pakistan, Spain, Slovakia, Malaysia, Mongolia, Uzbekistan, Iran, Columbia, United States 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 “**FOSTERING TRANSFORMATIVE SHIFTS IN SUSTAINABILITY AND ENVIRONMENTAL BEHAVIOUR**”, and these studies were carried out by such groups of scientists: *Yuanjian Li* (Malaysia), *Syed Muhammad Salman* (Pakistan), *Purevdulam Altantsetseg* (Mongolia), *Jamshid Paradaev* (Uzbekistan), *Monika Garai-Fodor* and *Nikolett Huszak* (Hungary), *Farbod Salehi* (Malaysia), *Soma Gholamveisy* and *Reza Rostamzadeh* (Iran), *Jonas Saparauskas* and *Zenonas Turskis* (Lithuania), *Simona-Roxana Ulman*, *Krisztina Melinda Dobay*, *Costica Mihai*, *Cristina Cautisanu* and *Camelia Anisoara Gavrilesco* (Romania), *Joana Zukauskiene* and *Vytautas Snieska* (Lithuania), *Maria del Carmen Garcia* and *Javier Oliver* (Spain), *Sorely Garca* (Columbia), *Rima Tamosiuniene* (Lithuania), *Rasa Bartkute*, *Jurga Grikietyte Cebataviciene*, *Vitalija Skeruviene* and *Ingrida Griesiene* (Lithuania), *Li Li* and *Qingyuan Shen* (China), *Xiaogang Zhu* and *Xuan Zhang* (China).

The “**PERSPECTIVES ON TRADE DYNAMICS AND STRUCTURAL SHIFTS IN REGIONAL DEVELOPMENT TRANSFORMATION**” is argued by *Liu Hanhui* (China), *Dan Costin Nitescu*, *Maria Cristina Dragomir*, *Valentin Murgu*, *Ciprian Sebastian Turcan* and *Mariana Bunea* (Romania), *Luyan Dong* (China), *Michal Fabus* (Slovakia), *Manuela Tvaronaviciene* (Lithuania), *Linzhi Wang* and *Jing Xu* (China), *Xin Kang*, *Pengxing Yin*, *Hong Wang*, *Lin Li* and *Hongrui Fan* (China), *Eva Stichhauerova*, *Miroslav Zizka* and *Marian Lamr* (Czech Republic), *Yuntao Liu* (China), and these authors investigate how regional development, trade integration and structural economic shifts create both challenges and opportunities for competitiveness and long-term growth. Their work invites broader discussions on how regions adapt to global pressures, technological change and evolving market conditions, while emphasising the need for informed policy responses and strategic coordination.

The third platform of discussion is named “**TRANSFORMING ORGANIZATIONAL SYSTEMS THROUGH INNOVATION MANAGEMENT AND DIGITAL CAPABILITY BUILDING**”, and the authors’ (*Yuntao Liu*, *Ruoshan Fan* and *Sanxin Su* (China), *Huizhong Chi* and *Huixin Yang* (China), *Xingyuan He*, *Tianxin Li* and *Lin Wang* (China), *Elizabeth Kohl*, *Steven T. Walsh* and *Reilly White* (United States), *Aiste Kukyte*, *Edmundas Jasinskis* and *Virginijus Tamasevicius* (Lithuania)) contributions explore how governance models, digitalisation and innovation capabilities shape organisational transformation. Their work highlights that meaningful strategic change requires not only technological advancement but also internal shifts in structures, culture and decision-making processes. The authors emphasise that organisations can enhance resilience and performance only when digital innovation is integrated with adaptive governance and continuous learning.

The last section “**UNDERSTANDING TRANSFORMATIVE SHIFTS IN CONSUMER BEHAVIOUR AND MARKET PROCESSES**” gathered together such authors – *Hajra Arif*, *Ghulam Muhammad* and *Rizwan Raheem Ahmed* (Pakistan), *Shahryar Ghorbani*, *Figen Yildirim* and *Ali Altug Bicer* (Turkey), *Edmundas Kazimieras Zavadskas* and *Jurgita Antucheviciene* (Lithuania), *Reza Rostamzadeh* (Iran), *Ona Grazina Rakauskiene*, *Birute Visokaviciene* and *Lina Volodzkiene* (Lithuania), *Armenia Androniceanu* (Romania), *Olimpia State*, *Mihail Ovidiu Tanase*, *Maria Cristina Iorgulescu* and *Georgica Gheorghe* (Romania), *Cristina Rodica Boboc*, *Ana Maria Babaligea*, *Simona Ioana Ghita*, *Claudiu Nicolae Ghinea* and *Cristian Constantin Francu* (Romania). The scholars examine how evolving consumer behaviour and shifting market conditions shape societal responses to economic and social change. Their findings highlight the interplay between behavioural patterns, market signals and social adaptation across diverse contexts.

A fruitful discussion on these selected articles is welcomed.

Prof. Dr. (HP) Dalia Štreimikienė,

Editor-in-Chief