

Vol. 24, No 1 (64), 2025

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

© Vilnius University, 2002-2025
 © Brno University of Technology, 2002-2025
 © University of Latvia, 2002-2025

CONTENTS

EDITORIAL 19

GUEST PAPER. *Algis Mickunas, Tomas Kacerauskas.* Three Economic-Social Systems and Freedom of Speech 21

REGULAR PAPER. *Min Xu, Zhang Chen, Cai Rongrong.* The Spatiotemporal Characteristics and Flow Pattern of Inbound Tourist Flow Based on UGC Data: A Case Study of Southern Jiangsu 33

ARTICLES**ADVANCING DIGITAL TRANSFORMATION THROUGH INFORMATION AND INNOVATION MANAGEMENT**

Jing Zhang, Linman Wu, Xiaoyue Li. Does Digital Transformation Reduce Corporate Financial Risks? A Dual Perspective of Internal Disclosure and External Supervision 55

Fuyong Chen, Yingying Xin, Nana Ma. Can Digital Transformation Affect the Exports of Foreign Trade Firms?..... 82

Qian Li, Xiaoning Li, Qianqian Zhai, Wei Li, Shoaib Ahmed Wagan. Impact of Digital Financial Inclusion on Agricultural Enterprise Innovation 102

Jing Jiang. Pathways for Driving Industrial Progress under the Sustainable Development Goals Framework..... 123

Alexandra Raluca Jelea, Adriana Manolica, Teodora Roman, Patricea Elena Berteau. Smart Consumer – A First Qualitative Step for a Scale Development 149

Yiping Guo. Corporate Governance (CG) and Environmental Reporting (ER): Evidence from China's Financial and Non-Financial Sectors..... 184

EMERGENT PERSPECTIVES ON GREEN SKILLS: DRIVING CHANGE FOR A SUSTAINABLE FUTURE

Lin Feng, Adejare Yusuff Aremu. The Impact of Green Marketing on Consumer Purchasing Behaviour: The Moderating Effect of Social Influence..... 202

Alexandra-Madalina Taran, Andrea Ginguta, Miruna-Lucia Nachescu, Marilen-Gabriel Pirtea, Malgorzata Tarczynska-Luniewska, Gratiela-Georgiana Noja. Renewable Energy, Climate Change and Sustainable Development Nexus in an Era of Globalisation. The Role of Global Governance 218

Luminita-Stefania Bozdog, Remus Ionut Naghi, Gheorghe Preda, Sorin Ioan Prada. The Influence of AI Chatbots on the Purchase Intention of Sustainable Products 238

Aisha Khan, Ansa Savad Salim, Abdurrahman Adamu Pantamee, Bushra Tufail, Sanjar Mirzaliev. The Impact of Economic related Outcomes on the Sustainable Energy Technologies in Top Ten Asian Countries..... 262

Shen Yue, Sun Weichen. Regional Inequality and Influencing Factors of Province-Level Energy-Related Carbon Emissions in China 281

<i>Huanhuan Jin, Huarong Deng, Dongyu Xu, Zhouyi Zhang.</i> Impact of Bank Credit on Green Total Factor Productivity of Private Enterprises: Microanalysis from China	298
---	-----

A COMPREHENSIVE ANALYSIS OF LEADERSHIP SKILLS AND NAVIGATING EMPLOYMENT TRENDS

<i>Rita Remeikiene, Ligita Gaspareniene, Aleksandra Fedajev, Aleksandra Hotkova, Sandor Kovacs.</i> Study of Platform Workers' Attitudes towards Social Security, Legal Regulation and Job Satisfaction: Age and Status Differences.....	316
<i>Diana Reklaitiene, Zilvinas Stankevicius, Jolita Vveinhardt.</i> How does Perceived Leadership Style Impact Athletes' Values?.....	339
<i>Rana Salman Anwar, Rizwan Raheem Ahmed, Vishnu Parmar, Armenia Androniceanu.</i> Employee Empowerment and Technology-Driven Customer Relationship Management: Enhancing Brand Management in the FMCG Sector through SEM-SVM Analysis	355
<i>Jingyao Su.</i> Management of Transnational Higher Education under the Belt and Road Initiative: Growth Scale, Regional Cooperation and Major Category Layout	386
<i>Andreea Simona Saseanu, Raluca Mariana Grosu, Simona Ioana Ghita, Andreea Bianca Ene.</i> Employees' Perspectives on Leadership in Times of Crises in Romanian SMEs...	403
<i>Ondrej Drahotsky, Petra Kovacova, Jaroslav Belas Jr., Jozef Habanik.</i> Factors of Employee Engagement in Czech Automotive Companies	419

UNDERSTANDING YOUR LOCAL ECONOMY: TO IDENTIFY AND ANALYSE REGIONAL TRENDS

<i>Elahe Mansouri, Ali Husseinzadeh Kashan, Jalil Heidary Dahooie, Edmundas Kazimieras Zavadskas, Jurgita Antucheviciene.</i> A Hybrid Multi-Criteria-Decision-Making Method and Geographic Information System for Selecting the Location of Wood Production Factories Using Palm Wastem	434
<i>Beata Gavurova, Miroslav Gombar, Dagmara Ratnayake Kascakova, Jaroslava Heckova, Alexandra Chapcakova.</i> Trends in Development and Determinants of Cross-Border Mergers and Acquisitions in the European Area	456
<i>Baofeng Li, Huanhuan Guo, Hongmin Zang, Tigui Chen.</i> Effect of Chinese Personal Income Tax Adjustment on Income Distribution Based on General Equilibrium	478
<i>Wei Chen, Jingjuan Ma.</i> Trade Friction and Enterprise Cost Leadership Strategy: Empirical Evidence from China.....	499
<i>Dragos Paun, Alin Ionel Ienciu, Nicoleta Maria Ienciu.</i> Examining Financial Sustainability in Investor-Backed vs. Independent Start-Ups: A Romanian Perspective	522
<i>Oszkar Dobos, Agnes Csiszarik-Kocsir.</i> Project-Oriented Perceptions of Research, Development and Innovation in Hungarian, Polish and Romanian Enterprises.....	534

REVIEWS

BOOK REVIEWS.....	548
PROMOTING NATIONAL AND INTERNATIONAL SCIENTIFIC EVENTS.....	552
PROMOTING INTERNATIONAL SCIENTIFIC NETWORKS.....	554
NOTES FOR CONTRIBUTORS	557

24 tomas, 1 (64), 2025

VERSLO ir EKONOMIKOS

----- TRANSFORMACIJOS -----

© Vilniaus universitetas, 2002–2025

© Brno technologijos universitetas, 2002–2025

© Latvijos universitetas, 2002–2025

TURINYS

REDAKTORIAUS ŽODIS 19

IŽANGINIS STRAIPSNIS. *Algis Mickūnas, Tomas Kačerauskas*. Rinkos ekonomika
seka iš žodžio laisvės ar atvirkščiai?..... 21SPECIALUSIS STRAIPSNIS. *Min Xu, Zhang Chen, Cai Rongrong*. Vartotojų sukurto
turinio vertinimas – erdvėlaikio charakteristikos ir įvažiuojančių turistų srautų modelis: pietų
Jiangsu atvejis..... 33

STRAIPSNIAI

SKAITMENINĖS TRANSFORMACIJOS PAŽANGA PER INFORMACIJOS IR INOVACIJŲ VALDYMĄ

Jing Zhang, Linman Wu, Xiaoyue Li. Ar skaitmeninė transformacija mažina įmonių
finansinę riziką? Dvejopa vidaus informacijos atskleidimo ir išorės priežiūros perspektyva..... 55*Fuyong Chen, Yingying Xin, Nana Ma*. Ar skaitmeninė transformacija gali paveikti
užsienio prekybos įmonių eksportą?..... 82*Qian Li, Xiaoning Li, Qianqian Zhai, Wei Li, Shoaib Ahmed Wagan*. Skaitmeninės
finansinės įtraukties poveikis žemės ūkio įmonių naujovėms..... 102*Jing Jiang*. Keliai pramonės plėtrai skatinti pagal darniojo vystymosi tikslų sistemą..... 123*Alexandra Raluca Jelea, Adriana Manolică, Teodora Roman, Patricea Elena Berteau*.
Išmanusis vartotojas – pirmas kokybinis žingsnis siekiant plataus masto plėtros..... 149*Yiping Guo*. Įmonių valdymas (CG) ir aplinkosaugos atskaitomybė (ER): Kinijos finansų ir
nefinansinių sektorių duomenys..... 184

NAUJOS ŽALIŲJŲ ĮGŪDŽIŲ PERSPEKTYVOS: POKYČIŲ SKATINIMAS SIEKIAM TVARIOS ATEITIES

Lin Feng, Adejare Yusuff Aremu. Žaliosios rinkodaros poveikis vartotojų pirkimo elgsenai:
moderuojanči socialinė įtaka..... 202*Alexandra-Madalina Țaran, Andrea Gînguța, Miruna-Lucia Năchescu, Marilen-
Gabriel Pirtea, Małgorzata Tarczynska-Łuniewska, Grațiela-Georgiana Noja*. Ar
viešojo valdymo kokybė naudinga Europos Sąjungos sveikatos priežiūros sistemoms?
Sveikatos finansavimo tarpininkavimo vaidmuo..... 218*Luminita-Stefania Bozdog, Remus Ionut Naghi, Gheorghe Preda, Sorin Ioan Prada*.
Dirbtinio intelekto pokalbių robotų įtaka ketinimui pirkti tvarius produktus..... 238*Aisha Khan, Ansa Savad Salim, Abdurrahman Adamu Pantamee, Bushra Tufail,
Sanjar Mirzaliev*. Ekonominių rezultatų poveikis tvariosios energetikos technologijoms
dešimtyje didžiausių Azijos šalių..... 262*Shen Yue, Sun Weichen*. Provincijų regioninė nelygybė ir su energija susijusio anglies
dioksido išmetimo įtakos veiksniai Kinijoje..... 281

<i>Huanhuan Jin, Hualong Deng, Dongyu Xu, Zhouyi Zhang.</i> Bankų kreditų poveikis privačių įmonių žaliajam bendrajam gamybos veiksnių našumui: Kinijos mikroanalizė.....	298
---	-----

IŠSAMI LYDERYSTĖS ĮGŪDŽIŲ IR UŽIMTUMO TENDENCIJŲ ANALIZĖ

<i>Rita Remeikienė, Ligita Gasparėnienė, Aleksandra Fadajev, Aleksandra Hotkova, Sandor Kovacs.</i> Platformų darbuotojų požiūris į socialinę apsaugą, teisinį reguliavimą ir pasitenkinimą darbu: amžiaus ir statuso skirtumai.....	316
<i>Diana Rėklaitienė, Žilvinas Stankevičius, Jolita Vveinhardt.</i> Kaip suvokiamos lyderystės stilius veikia sportininkų vertybės?.....	339
<i>Rana Salman Anwar, Rizwan Raheem Ahmed, Vishnu Parmar, Armenia Androniceanu.</i> Darbuotojų įgalinimas ir technologijomis pagrįstas santykių su klientais valdymas: prekės ženklo valdymo gerinimas FMCG sektoriuje atliekant SEM-SVM analizę.....	355
<i>Jingyao Su.</i> Tarptautinio aukštojo mokslo valdymas pagal „Vienos juostos, vieno kelio“ iniciatyvą: augimo mastas, regioninis bendradarbiavimas ir pagrindinių studijų programų išdėstymas.....	386
<i>Andreea Simona Saseanu, Raluca Mariana Grosu, Simona Ioana Ghita, Andreea Bianca Ene.</i> Darbuotojų požiūris į vadovavimą Rumunijos smulkaus ir vidutinio verslo įmonėse krizių metu.....	403
<i>Ondrej Drahotsky, Petra Kovacova, Jaroslav Belas Jr., Jozef Habanik.</i> Darbuotojų įsitraukimo veiksniai Čekijos automobilių pramonės įmonėse.....	419

VIETOS EKONOMIKOS SUPRATIMAS: NUSTATYTI IR ANALIZUOTI REGIONINES TENDENCIJAS

<i>Elahe Mansouri, Ali Husseinzadeh Kashan, Jalil Heidary Dahooie, Edmundas Kazimieras Zavadskas, Jurgita Antuchevičienė.</i> Hibridinis daugiakriterių sprendimų priėmimo metodas ir geografinė informacinė medienos gamybos sistema naudojant palmių atliekas įmonės statybos vietai parinkti.....	434
<i>Beata Gavurova, Miroslav Gombar, Dagmara Ratnayake Kascakova, Jaroslava Heckova, Alexandra Chapcakova.</i> Tarpvalstybinių susijungimų ir išigijimų plėtros tendencijos ir lemiami veiksniai Europos zonoje.....	456
<i>Baofeng Li, Huanhuan Guo, Hongmin Zang, Tigui Chen.</i> Kinijos gyventojų pajamų mokesčio koregavimo poveikis pajamų paskirstymui remiantis bendrąja pusiausvyra.....	478
<i>Wei Chen, Jingjuan Ma.</i> Prekybos trinties ir įmonių sąnaudų lyderystės strategija: empiriniai įrodymai iš Kinijos.....	499
<i>Dragos Paun, Alin Ionel Ienciu, Nicoleta Maria Ienciu.</i> Investuotojų remiamų ir nepriklausomų pradedančiųjų įmonių finansinio tvarumo tyrimas: Rumunijos perspektyva.....	522
<i>Oszkár Dobos, Ágnes Csiszár-Kocsir.</i> Į projektus orientuotas mokslinių tyrimų, plėtros ir inovacijų suvokimas Vengrijos, Lenkijos ir Rumunijos įmonėse.....	534

APŽVALGOS

KNYGŲ APŽVALGOS.....	548
BŪSIMI NACIONALINIAI IR TARPTAUTINIAI MOKSLO RENGINIAI	555
REIKALAVIMAI STRAIPSNIAMS	600

EDITORIAL

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

© Vilnius University, 2002-2025
 © Brno University of Technology, 2002-2025
 © University of Latvia, 2002-2025

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 China and Lithuania. The authors are focused on the relationship between freedom of expression and movement. In summary, freedom of speech and movement is an economic engine that drives innovation, global investment, and improves societal prosperity, and tourism becomes a living example of these freedoms, allowing ideas and cultures to connect, opening the way for sustainable economic growth.

The **guest paper** (*Algis Mickunas, Tomas Kacerauskas*) investigates the interconnection between economic wealth, the socio-economic system, and freedom of speech. The findings revealed that all systems potentially consist of three elements necessity, chance, and freedom. Using methods of classification, comparison, and philosophical reflection, the author concludes that there is a connection between democracy, freedom of speech, and well-being, which leads to economic prosperity.

The **regular paper** written by *Min Xu, Zhang Chen* and *Cai Rongrong*. Attention was drawn to the internal connections between elements of the regional tourism system, which serve as a basic and simplified expression of changes within the complex relationships of the tourism network. Their research field involves utilizing data processing, social network technology, P-DBSCAN density clustering, and Markov transition probabilities. By analysing Flickr's geotagged photo data, the paper explores the spatio-temporal characteristics of tourist flows from both spatial and temporal perspectives, presenting a case example to illustrate the findings. The study revealed that the time sequence period of tourist flow has obvious fluctuation characteristics, and travel time distribution tends to be balanced.

The current issue of journal presents articles by groups of scholars from China, Pakistan, Romania, Poland, Malaysia, Uzbekistan, Slovakia, Hungary, Iran 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 “**ADVANCING DIGITAL TRANSFORMATION THROUGH INFORMATION AND INNOVATION MANAGEMENT**”, and these studies were carried out by such groups of scientists: *Jing Zhang, Linman Wu and Xiaoyue Li* (China), *Fuyong Chen, Yingying Xin and Nana Ma* (China), *Qian Li, Xiaoning Li, Qianqian Zhai and Wei Li* (China), *Shoaib Ahmed Wagan* (Pakistan), *Jing Jiang* (China), *Alexandra Raluca Jelea, Adriana Manolica, Teodora Roman and Patricea Elena Bertea* (Romania), *Yiping Guo* (China).

The “**EMERGENT PERSPECTIVES ON GREEN SKILLS: DRIVING CHANGE FOR A SUSTAINABLE FUTURE**” is argued by *Lin Feng* (China), *Adejare Yusuff Aremu* (Malaysia), *Alexandra-Madalina Taran, Andrea Ginguta, Miruna-Lucia Nachescu, Marilen-Gabriel Pirtea and Gratiela-Georgiana Noja* (Romania), *Malgorzata Tarczyska-Luniewska* (Poland), *Luminita-Stefania Bozdog, Remus Ionut Naghi, Gheorghe Preda and Sorin Ioan Prada* (Romania), *Aisha Khan* (Malaysia), *Ansa Savad Salim and Abdurrahman Adamu Pantamee* (Oman), *BushraTufail* (Pakistan), *Sanjar Mirzaliev* (Uzbekistan), *Shen Yue and Sun Weichen* (China), *Huanhuan Jin, Hualong Deng, Dongyu Xu and Zhouyi Zhang* (China), and these authors investigated challenges and opportunities of green skills in business environment, and considered that, through the use of advanced technologies and innovative methodologies, it will reveal the potential for integrating green competences into education and industries for a sustainable future. They invited to open and informed discussions and shared fulfilling experiences.

The third platform of discussion is named “**A COMPREHENSIVE ANALYSIS OF LEADERSHIP SKILLS AND NAVIGATING EMPLOYMENT TRENDS**”, and the authors’ (*Rita Remeikiene and Ligita Gaspareniene* (Lithuania), *Aleksandra Fedajev* (Serbia), *Aleksandra Hotkova* (Slovakia), *Sandor Kovacs* (Hungary), *Diana Reklaitiene, Zilvinas Stankevicius and Jolita Vveinhardt* (Lithuania), *Rana Salman Anwar, Rizwan Raheem Ahmed and Vishnu Parmar* (Pakistan), *Armenia Androniceanu* (Romania), *Jingyao Su* (China), *Andreea Simona Saseanu, Raluca Mariana Grosu, Simona Ioana Ghita and Andreea Bianca Ene* (Romania), *Ondrej Drahotsky, Petra Kovacova, Jaroslav Belas Jr. and Jozef Habanik* (Slovakia)) works were focused on leadership skills are essential for navigating evolving employment trends, fostering adaptability and innovation in the workforce. The authors examine how aligning talent with industry demands allows effective leadership to foster resilience and ensure success in a rapidly evolving job market.

The last section “**UNDERSTANDING YOUR LOCAL ECONOMY: TO IDENTIFY AND ANALYSE REGIONAL TRENDS**” gathered together such authors – *Elahe Mansouri, Ali Husseinzadeh Kashan and Jalil Heidary Dahooie* (Iran), *Edmundas Kazimieras Zavadskas and Jurgita Antucheviciene* (Lithuania), *Beata Gavurova, Miroslav Gombar, Dagmara Ratnayake Kascakova, Jaroslava Heckova and Alexandra Chapcakova* (Slovakia), *Baofeng Li, Huanhuan Guo, Hongmin Zang and Tigui Chen* (China), *Wei Chen, Jingjuan Ma and Taosheng Wang* (China), *Dragos Paun, Alin Ionel Iencu and Nicoleta Maria Ienciu* (Romania), *Oszkar Dobos and Agnes Csiszarik-Kocsir* (Hungary). The scholars are focused on an investigation and tried to uncover the dynamics of regional economies by identifying and analysing trends. Their work elucidates key patterns, challenges, and opportunities that influence local economic landscapes, offering valuable insights into growth and development.

A fruitful discussion on these selected articles is welcomed.

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