

EDITORIAL

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

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Transformations in Business & Economics (TIBE) journal continues to provide 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 multifaceted 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, not previously published and not under consideration elsewhere, which are based on evidence-based research aimed at identifying 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:

- 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 papers in the current issue of TIBE underscore several overarching themes. First, technological innovation, particularly artificial intelligence and digitalization, continues to reshape organizational processes, employee experiences, and market structures. Second, sustainability considerations are increasingly integrated into economic decision-making, extending beyond environmental concerns to encompass social responsibility and long-term resilience. Finally, human-centered approaches remain essential, reminding researchers and practitioners alike that organizational success depends not only on technological capabilities but also on employee well-being, stakeholder trust, and inclusive governance.

The current issue of the journal presents articles by groups of scholars from Spain, China, Lithuania, Pakistan, Romania, Montenegro, Slovakia, Turkey, Estonia, Canada, Hungary.

The contributions in this issue are organized into a guest paper, special paper and into f sections.

The issue opens with a guest paper by V. Snieška, D. Burkšaitienė, who investigate the macroeconomic determinants of housing affordability in the European Union. The authors contribute to ongoing discussions surrounding social equity, housing accessibility, and the broader implications of economic policy across European countries.

In the special paper, I. Honkova examines the impact and causes of creative accounting risks in small enterprises in the Czech Republic. The findings highlight the vulnerabilities faced by smaller organizations and emphasize the importance of transparency, ethical conduct, and effective financial oversight in fostering sustainable business practices.

This issue is organized into four thematic chapters:

The first section "**Digital Transformation, Artificial Intelligence, And Organizational Adaptation**" explores the transformative potential of emerging technologies at different levels and organizations, and reveals the challenges associated with their implementation. Erdmann, Toro-Dupouy

explore institutional resilience and stakeholder perceptions regarding artificial intelligence adoption in turbulent economic contexts. Monsalve-Alama *et al.* investigate the evolving dynamics between paywalls, clickbait strategies, and artificial intelligence within online media ecosystems. Cao, Teng examine how digital villages may strengthen regional economic resilience through innovation and fiscal investment, while Skučaitė offers a conceptual perspective on organizational ambidexterity, emphasizing the need to balance operational efficiency with adaptive complexity during periods of transition.

Human Resources, Employee Well-Being, Diversity, and Organizational Behaviour section notes that as organizations evolve, attention to the human aspect of work becomes increasingly important after technological changes. The study by Anwar *et al.* explores workplace xenophobia and resistance to change, drawing attention to inclusion and employee performance in the context of the "new normal." Kozová *et al.* provide insights into Generation Z employees' perceptions of increasing job demands and expectations of constant availability. Complementing these perspectives, Pan *et al.* investigate AI-induced stress and employee engagement, demonstrating the importance of cognitive appraisal processes and mindfulness in technology-driven workplaces.

Contemporary Challenges and Innovations in Sustainability Assessment and Environmental Management shows the importance of sustainability as one of the defining priorities of the twenty-first century. X. Yin *et al.* investigate the impacts of trade liberalization and green supply chains on sustainability and energy transition processes. H. Musa *et al.* work demonstrates how digital tools may support more sophisticated and accessible sustainability evaluation methods. A broader perspective is provided by Balšiūnaitė and co-authors, whose systematic literature review synthesizes evidence regarding the economic impacts of environmental sustainability practices. Governance dimensions of sustainability are explored by B. Ma *et al.* The social dimensions of sustainability are represented by B. Švagždienė *et al.*, Lakis *et al.* analyse the effects of climate variability on agricultural yields in Lithuania, while Istudor and colleagues explore tensions between food security, competitiveness, and sustainability within Romania's pig sector.

And final section **Economic Development, Finance, Marketing and Sectoral Development** reflects the diversity and dynamism of contemporary economic and business research. D. Wang *et al.* investigate the effects of fintech development on manufacturing productivity in China, emphasizing regional disparities and spatial spillover effects. H. Zhang *et al.*, provide an empirical analysis of fiscal space and government debt sustainability, offering evidence-based insights into public finance management. Industry-specific development is explored by M. Huang *et al.*, who examine the mechanisms driving high-quality growth within China's sports industry. Alternative tourism forms receive attention in the bibliometric analysis conducted by J.R. Caro-Barrera *et al.* The changing nature of value creation is addressed by T. Limba *et al.* whose study conceptualizes brand value co-creation as a structure of power, encouraging new perspectives on stakeholder relationships within marketing processes. The creative economy is represented by Jia Niu, who investigates financing efficiency within the music industry through collaborative innovation between music enterprises and financial institutions. And finally, M.S. Flores *et al.* examine Generation Z perceptions of marketing within Spain's professional women's football league, raising important questions regarding audience engagement, gender representation, and the strategic role of marketing in emerging sports markets.

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