
Editorial

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Biographical notes: Renata Korsakiene is an Associate Professor at Vilnius Gediminas Technical University, Lithuania. She has experience at senior level positions working in domestic private and public companies. She was a Visiting Professor at Universities in Netherlands, Switzerland, Finland, Spain, Portugal, Latvia and Turkey. She has authored and co-authored a monograph and six books, more than 70 scientific papers, published in scientific journals and conference proceedings indexed and abstracted in numerous international databases. She has served on the editorial board of eight journals. She is a partner in several EU or national funded projects. Her research focuses on business internationalisation, international entrepreneurship, human and social capital, and regional development issues.

Agota Giedre Raisiene is a Professor at Mykolas Romeris University, Lithuania. She is an editorial board member of 13 scientific journals published in Lithuania, Portugal, Spain, Slovakia, Macedonia, Ukraine and Hungary. She edited, authored and co-authored nine monographs, scientific books and textbooks in Lithuania and abroad, and published over 50 research papers in international scientific journals. Since 2010, she was a Visiting Professor at universities in Finland, Spain, Slovakia, France and Austria. She participates actively in the consolidation processes of academic community, society education and business training. She is the co-founder and President of an international academic association of management and administration (avada.lt), an editorial team member and columnist in the magazine *Psichologija Tau = Psychology for You*, and co-founder of a business consulting company, Bridge2Apex. She has trained managers from major Lithuanian business companies.

Knowledge-based economy and knowledge-based society have become the priorities of many countries. Thus, information, knowledge and innovations are the main driving forces shaping everyday life (Sahlberg, 2010).

Innovation activities are seen as the phenomenon comprising modernisation of production and service structures, development of new products and increasing

competitiveness of companies on international scale. Hence, innovation activities contribute to the development of the economy and companies (Adekola et al., 2008) and let to solve societal challenges (Raisiene et al., 2013). The researchers and practitioners assert that innovations come from different sources. However, companies, focused on innovation development, are confronted with various issues such as, lack of financial resources, uncertain demand, etc. Therefore, the questions related with critical success factors, contributing to the development of innovations still remain unanswered.

Acquisition of appropriate information plays a key role in the development of innovations. However, nowadays decision-makers are flooded with information. The researchers started to claim that the era of big data is underway (Boyd and Crawford, 2012). Big data is related with the advanced trends in technology influencing decision-making and is seen as a powerful tool addressing various issues of society in the fields of economic development, public health, etc. However, tools and techniques to trace and manage changes as well as appropriate metrics are essential (Fuschi and Tvaronavičienė, 2014) and have to be investigated.

Various techniques which deal with big data impact innovations in business model and decision-making. The companies use information technologies to support rigorous, constant business experimentation that guides decisions to test innovations in customer experience what leads to a radical transformation in research, innovation and marketing (Bughin et al., 2010). These trends are of particular relevance to web-based companies constantly concerned with users' engagement. Finally, the application of information technologies transforms business models (Wahl and Prause, 2013) and contributes to the development of companies.

The development of traditional and new retail forms change behaviour of consumers. Hence, the number of opportunities can be exploited by various stakeholders aiming to change behaviour patterns. These opportunities range from information dissemination to engagement of consumers into collaboration activities. However, the perceptions of different consumer groups as well as behaviour patterns require additional investigations.

This issue of *IJBEM* has three papers presented at European Interdisciplinary Forum 'Drivers for Progress in the Global Society' which was organised on June 18–19, 2014 in Vilnius, Lithuania and two additional papers focused on the above discussed issues.

Developing countries have experienced huge problems related with low productivity of labour, high energy consumption in industry, growing prices of natural resources as well as cost-based competition in various industries. Hence, Valeria Kolosok and Yana Trusova in the paper 'Competitiveness and innovative development of industrial enterprises: a case of Ukraine' focus on metals and mining companies, playing an important role in economy of Ukraine. The analysis of statistical data let the authors to reveal the priorities of Ukrainian industrial companies and to disclose main factors hindering development of innovations. The authors developed valuable insights and suggestions in the field of innovative development.

Aiming to develop innovations, managers want make data driven decisions. Hence, the problem how to deal with large amounts of data in everyday life is discussed by Askoldas Podviezko in the paper 'Use of multiple criteria decision aid methods in case of large amounts of data'. The author deals with limitations of statistical methods and suggests multiple criteria evaluation methods. The insights provided in the paper are of particular relevance to the decision-makers confronted with big data.

Web-based companies are constantly concerned how to increase sales and user engagement. Hence, Aurimas Paulius Girčys in his paper 'Correlation of common

knowledge variables and search engine marketing elements' discuss whether correlation between common knowledge variables and search engine marketing elements prevails. The main focus of any search-engine marketing advertiser is related with keywords, click-through-rates, and conversions. The majority of keywords does not generate reliable advertising impact and instead just exhaust the sponsor's advertising budget. Bidding on the right keywords is essential in optimising advertising budget spending. The author suggests statistical model that links advertising effectiveness to keyword characteristics. The study provides campaign optimisation insights relevant to the paid search advertisers.

Small and medium size enterprises (SMEs) play a significant role in economy of developing countries by contributing to revenue generation and employment. Notably, smallness is seen as disadvantage of SMEs as the firms often lack resources (especially capital resources) and capabilities that restrict possibility to capture business opportunities. Maria Laura Ferranty MacLennan, Ilan Avrichir and Cleber da Costa Figueiredo in the paper 'Export performance in emerging markets: upgrading evidence from a cluster in Brazil' investigated export performance of SMEs by applying value chain approach and clusters. The paper presents interesting insights into export performance and upgrade of products. On the other hand, the obtained results shed some light on process and functional upgrading. Hence, the ideas presented by authors could help entrepreneurs aiming to expand both in national and international markets.

The emergence of new retail formats has been changing consumer behaviour in developing countries. Hence, Devinder Pal Singh Sidhu and Dheeraj Sharma in the paper 'Indian consumer style inventory and its role in predicting Indian mall patronage intention' investigates consumer behaviour. The application of consumer style inventory let the authors to get interesting results and provide valuable insights into marketing strategies.

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