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## Editorial

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The aim of this special issue is to analyse the current state of the relationship between ICT development and SMEs because of new factors that characterise today's economic climate. The issue will deal with the diverse and complex questions of small organisations change caused by ICT development.

Development of information and communication technologies (ICT) becoming more powerful in the economic sector. ICT development has not only advantages but also causes certain challenges for organisations and for consumers as well. Small and medium-sized enterprises (SMEs) are the most common type of firm found in today's global economy and for this reason research in the ICT development caused changes of small businesses becoming extremely important.

Today's technologies have enabled organisations to transform their paper-based processes into IT-supported processes. It forces networking and more flexible, open, agile, and collaborative environment. Herein relationships with partners are important to enable business process automation, organisational flexibility, and digital management of products and information flows (Lee et al., 2011). Visibility Platforms/Tools (94%),

Big Data Analytics tools (90%), and Cloud (80%) are seen as the biggest ICT enablers to have digital solutions (Eurostat, 2015). Researches in the field of using ICT in B2C and B2B were conducted by De Vries et al. (2012), Soares et al. (2012), Davidavičienė (2012), Levina and Vilnai-Yavetz (2013), Picard (2012), Pinjani and Palvia (2013) and many others.

ICT development changes can take many forms, such as consumer behaviour changes, IT security issues, e-business solutions opportunities, a new type of emerging markets, changes in international or internal communication, etc.

Changes that have affected the market and businesses, such as changed society and changed management of SMEs caused by ICT development must be analysed and documented in the near future so that existing empirical studies and theories may constitute a multi-disciplinary guide for researchers, scholars, consultants, entrepreneurs, businessmen, managers, government agencies, policymakers.

Sloka et al. (the paper 'The review of internet marketing use in Latvia's companies') analyse issues related to advertising activities on the internet at Latvian companies depending on the company turnover growth or not. The theoretical findings related to advertising in internet marketing and empirical research results are presented. The survey which has been realised by the assistance of telemarketing company (telephone interviews) among companies selected from companies register LURSOFT. Various statistical indicators were employed for the analysis; indicators of descriptive statistics, cross tabulations, Kruskal-Wallis test and Kolmogorov-Smirnov test was used. The analysis indicates that there are a lot of challenges in the better use of advertising activities in internet marketing. The companies could become more competitive by application of advertising activities in internet marketing. Internet marketing is most frequently used by the companies with big and growing turnover and the second largest users are companies with big and not growing turnover. Internet marketing is less frequently used by the companies with small and growing turnover and companies with small and not growing turnover. The differences in internet marketing use are not statistically significant.

Sabaitytė and Davidavičius (the paper 'Challenges and solutions of adopting public electronic services for the needs of Z generation') investigate nowadays society via the need of different generations individuals. They pay attention to natural change of society, which lead to the new generation of individuals who will take up most of the society's structure, at the same time raising questions about behaviour in virtual space of the individuals who formed in a fully computerised environment. The psychological characteristics of consumers emphasised in order to form a conceptual psychological profile of generation Z, which would create preconditions to adapt the electronic service solutions for the youngest generation of society. This leads to forming guidelines of information technologies (IT) solutions for adaptation for generation Z based on analysis of scientific and practical literature, systematisation, comparison. The analysis revealed that little attention is given to the electronic consumer segmentation and identification of the need of narrow user groups oriented technological solutions when evaluating development opportunities of electronic services. It is proposed to assess the adaptation of e-services through the compatibility of interaction elements with the user's psychological characteristics, using proposed features to improve the interaction process: smaller amounts of information, complexity reduction of e-services' order process, individualisation, increase user awareness of further involvement and the required time, help on decision when choosing options, extensive options of e-communication.

However, in order to identify the dimension's indicators according to the provided guidelines, it proposed to carry out deeper assessments of specific solutions, which would create premise to identify quantitative and qualitative expressions of features, as well as the interaction of solutions.

Peng et al. (the paper 'A university–industry cooperation model for small and medium enterprises: the case of Chengdu KEDA optoelectronic technology Ltd.')

presented the study results and develop a firm-dominated incremental cooperation model. This was a result of the critical review of current literature and various cooperation models. A number of strengths and shortcomings identified. The objective of this theoretical model is to contribute to overcoming the existing gap within academic literature and theory pertaining to University-Industry (U-I) cooperation (in the context of SMEs) while improving practice in real world context. The uniqueness of the new cooperation model provides a number of benefits over the previous ones in relation to better communication channels and an incremental process that aids in the elimination of risk and cost. Therefore, the probabilities of success for this model, especially in the context of SMEs, should be underlined. According to the findings of the study, both from the university and industry, that a clear definition of objective and targets from the outset is critical to the success of innovative activities. In addition, was emphasised the need of flexible and non-ambiguous communication mechanisms need. As well it was noticed that communication further enhances the trust between actors. It should be taken into account limitations of this study, such as a number of cases used in this study. Only one successful cooperation case in this study limits the generalisability of the results. Therefore, as far as future research is concerned, more cases should be conducted to show the advantages and disadvantages in real applications of the firm-dominated incremental model. Any cooperation model is suitable for specific participants and contexts. Thus, the need to analyse more practices in order to improve the process of U-I cooperation; since each industry has its own characteristics, should be considered the industry which the enterprise is in to develop cooperative models.

Gaile-Sarkane et al. (the paper 'Internet banking adoption: case of Lithuania and Latvia') Banking sector have developed and extended usage of different services at a distance using the internet in the last decade. Internet-based banking services dominate over other historically provided alternatives. This paper explores the adoption of internet banking in Lithuania and Latvia. Internet banking success model developed based on four main factors – ease of use, perceived risk, trust, perceived usefulness. A survey of Lithuanian and Latvian respondents carried out. Correlation and regression analysis used to determine which factors influence intention to use internet banking. The results showed that the most important in both countries is perceived risk, which has a positive direct impact. Moreover, two additional factors distinguished and analysed in the study, they are website design and customers' satisfaction with e-banking services. Limitation of the study is the respondents – they were individuals; thus the results do not reflect companies' intention to use e-banking system.

Ianioglo and Polajeva (the paper 'The essence and phases of the comprehensive system of ensuring the economic security of enterprise'). In present conditions of the instability of the environment, entrepreneurs assume the most of the business risks. In this regard, the problems of ensuring the economic security of enterprise become particularly important. The comprehensive system of ensuring the economic security of enterprise worked out and the results presented in the paper. Four main phases of the process of ensuring the economic security identified. The main directions of

strengthening of the economic security of enterprise for each of the functional components presented. Ensuring the economic security of enterprises serves as a basis to achieve its strong economic performance and development of the economy as a whole.

Minamisaki (the paper 'Importance of intelligence for strategic scenario building: the information section role in research and development') the results of research of Japanese companies are discussing, where the importance of information collection, and the subsequently generated intelligence, for scenario planning presented. The role of an information section, whose function is the collection of information and data are also evaluated.

Summarising opinions of scientists from China, Estonia, Japan, Lithuania, Latvia, Portugal, and the USA, it is possible to point out that the ICT development and implementation in various fields influence society and business. ICT bringing new challenges which increase the need of scientific research, studies in all areas since it is vital in terms of the development of regions, country, society and organisation.

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