

## EDITORIAL

The *Journal of International Studies* focuses on theoretical and policy-making issues faced by Central and Eastern European Countries' (CEEC) economies which were formerly command or centrally-planned. CEE countries are still facing the strategic and socio-economic choices in the transitional economy, beware of their situation in global world transformations and challenges of globalization. CEE countries had different reactions towards the ways of their economic development. Designate veritable priorities in the economy form a system of strategic purposes and impact a mechanism of their realization.

The Journal also deals with the in-depth debates faced by both transitional and mature market economies, which could serve as a pattern or a plausible solution for the emerging economies. We believe that the *Journal of International Studies* will serve as a thought-provoking medium for numerous political, economic, social and cultural themes behind the concept of globalization and international economics, which have long been sought after by those involved in theoretical and practical considerations of the matter.

We are of the opinion that the elite of the society should be called for a close participation in the transformation processes, and an active role of the academia is most appreciated. The Journal is dedicated to enhancing the link between academic theory and its application at both micro and macro levels.

The authors are expected to critically interrogate the much-abused term of globalization and demonstrate, in a highly convincing and eminently readable manner, our need to adopt a far more creative socio-economic and strategic response to the forces currently transforming the society at different scales.

The Editorial team encourages all authors to present their material in such a way that the implications for economists and practitioners are fully explored. Thus, the research community benefits by linking academic activity to end-user concerned.

This *Journal* can extend your understanding of key issues and build a framework for future research and policy formulation. By highlighting new perspectives on major economic trends, the *Journal of International Studies* assists in finding solutions to the problems facing many economies around the world today.

The current *issue* of the *Journal of International Studies* focuses on two main topics: marketing perspective of places and destinations and company management in modern environment. The issue includes 12 articles from 17 authors from Ukrainian, Hungarian, Lithuanian, Australian and Polish academic establishments and non-governmental organizations.

Editors  
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