

## Editorial Note

The Editors introduce Volume 1, 2015 of the scientific journal 'Social Sciences'. This is the 87<sup>th</sup> number since the beginning of its publication in 1994.

The first part of the current issue 'Enterprises and Clients in the Global Market' involves three articles on related topics. Vytaute Dlugoborskyte, Monika Petraite and Stephan Buse have contributed the article 'Linking Entrepreneurial, Strategic and Network Variables in Explaining the Emergence of Born Global R&D Intensive Firm' that aims to answer the question which variables play an essential role in shaping the formation of R&D intensive born global firms. The authors first of all provide rationale for the model relevant the analysis of the variables determining the formation of the born global firm. The model is oriented towards the analysis of strategic choices as a defining factor at the level of entrepreneurial behaviour, firm strategy and network. The empirical research relates entrepreneurial, strategy based and network variable manifestations and underpinnings in born global R&D intensive firms of Lithuanian origin. The aim of the article 'Determinants of Polish Companies' Debt Financing Preferences' by Anna Bialek-Jaworska and Natalia Nehrebecka is to identify the determinants of the Polish non-finance companies' choices in respect of debt financing, with the monetary policy impact and the year effect taken into consideration. The study has been conducted using the robust, system GMM method (*Generalised Methods of Moments*), based on a research sample of corporate data of the years 1995-2012 (800 thousand observations). Neringa Langviniene in her contribution 'Factors Influencing the Online Group Buying: Behaviour Peculiarities of Leisure Services Coupons Buyers' addresses the following questions: what factors influence the buyer to buy products and services in OGB; what are the opportunities for leisure services providers to attract more clients to buy leisure coupons online? Drawing on the customer behaviour analysis, the author claims that the factors influencing to buy leisure services in OGB sites are attractiveness of the site design, guarantees provided by the provider and the impulsivity of the buyer; specialization of the site is not so important in buying the leisure services coupons, as buying other products or services online.

The articles in the second part of the issue present theoretical and practical insights into educating future specialists with reference to the labour market, the potential of higher education and comprehensive schools. The article 'Students' Integration into the Labour Market: Formation of Motivation, Salary Needs and Expectations' by Laura Pilukiene addresses the problem of inadequate wage expectations of prospective employee. She evaluates the problematic aspects of young persons (18-23 years old) integration into the labour market associated with the desired wage expectations. Ewelina Zarzycka and Justyna Dobroszek have contributed the article 'Education in the Area of Management Accounting/Controlling in Poland and Germany' which aims to examine the process of education in the area of management accounting/controlling in Poland and Germany, taking into account the Bologna higher education system currently applicable throughout the European System and involving division of studies into first-cycle studies (bachelor's degree) and second-cycle studies (Master's degree). The very strong link between the Polish and the German economies, geographical proximity of the two countries and numerous investments of German companies in Poland make it possible to put forward the research hypothesis that the Polish education system in the area of management accounting/controlling is similar to the German model. The data analysis showed that the comparative analysis between Poland and Germany in the area in question indicates significant differences in the manner of training management accountants/controllers. In the opinion of the authors, the controller path in Germany is significantly more adequate which was the reason for rejecting the initial hypothesis of the article. The article 'Educational Environments for Students' Organizational Learning' by Palmira Juceviciene and Gintare Valineviciene also concerns improving the process of developing future specialists. It addresses the question of designing the university educational environment that empowers students' organizational learning. The theoretical model of educational environments for students' organizational learning (EDENSOL) is an answer to this question. The EDENSOL model relates the approaches of management and education. Knowledge management allows analysing organizational learning from the point of view of the SECI model which encompasses the phases of socialization, externalization, combination and internalization. The SECI model, as well as other constituent parts are important for developing the ENDESOL model: in particular, Ba, which is not only developed on the basis of the results in the above phases, but also is the source of knowledge for organizational learning to take place in all the phases. The approach of education allows expanding the concept of Ba by the constituents of content and process. Aldona Augustiniene, Judita Jociene and Raimonda Minkute-Henrickson in their article 'Social Responsibility of Comprehensive Schools: Teachers' Point of View' point out that the main purpose of educational institutions is to provide educational services and to educate the young generation; therefore, social responsibility of educational organization is one of the obligations of a service organization rather than oriented towards individual persons (Toremen, 2011). But the extent to which social responsibility of this kind of institution manifests itself, also the way it manifests itself, are very important. In the article the social responsibility of a comprehensive school is defined as responsibility voluntarily taken by its community members against society and environment for its performance and the impact of its solutions; the entirety of moral principles, democratic and sustainable development values, transparent and ethical behaviour manifesting in voluntary active participation, self-education of socially responsible behaviour and the obligation to consider needs of stakeholders, to comply with laws and international standards. The main result of the study is the rationale provided for the model of social responsibility of a comprehensive school; the model relates the characteristics of social responsibility of a comprehensive school and the elements of planned behaviour theory. The model has been empirically validated.

Thus issues of social reality are addressed in this number of the journal. It is important to note that that the articles are contributed by researchers not only from different universities and countries, but there is also a tendency articles are co-authored by researchers from different countries, as well as experienced researchers together with doctoral and Master's students. We hope that this tendency will remain in the forthcoming issues of the journal and the issues addressed by the articles will be interesting to the readers in the academic communities and practitioners in different countries.

We are kindly asking our contributors to submit manuscripts on-line at [www.socsc.ktu.lt](http://www.socsc.ktu.lt). Alternatively, please e-mail them at [socmokslai@ktu.lt](mailto:socmokslai@ktu.lt) or send a hard copy at the below address. Every issue and the website of the journal presents the requirements of the articles to be published in the journal 'Social Sciences'

Professor Dr Brigita Janiunaite  
Editor-in-Chief

The Editorial Board  
*Social Sciences*  
Mickevicius 37-1207  
LT-44244 Kaunas  
Lithuania

Telephone: +370 37 300130; fax: +370 37 300102; e-mail: [socmokslai@ktu.lt](mailto:socmokslai@ktu.lt)  
Web site: [www.socsc.ktu.lt](http://www.socsc.ktu.lt)