

Editorial Note

We introduce Issue No. 2. (80), 2013, of the scientific periodical journal 'Social Sciences', which has been published since 1994.

Articles getting out in the present issue deal with multidisciplinary as a background for a broad range of problems and concerns. Among those are positive and negative effects of globalization upon society and organizations, safe survival and sustainable development aspects of a city and organization, issues of individual's creativity and leadership competence in organizations and in contemporary society. The existing safety and sustainability in social reality is bound up with meticulous cognition of this reality. The investigations introduced in this issue suggest that the development on all levels: society, region, city, organization, group, or individual, largely depends on the secured cognition and on avoiding dishonesty and falsehood in social and educational research.

The first part of the issue 'Phenomenon of Born Global Companies' features articles which reveal systemic factors, influencing the formation of born global companies - knowledge and technology intense and active in international markets - on the levels of an industry branch, organization, or individual (authors Vytaute Dlugoborskyte and Monika Petraite). Jurgita Sekliuckiene and Simona Maciulskaitė further relate to born globals in the context of internationalization, investigating their activity peculiarities, based on the theoretical analysis of their features, such as fast internationalization, niche market orientation, entrepreneurship, or risk taking. The authors disclose the importance of networking as a prerequisite for internationalization, as born globals basically rely on networking and partnerships upon entering foreign markets. The evidence of empirical investigation reveals a range of strategic decisions undertaken by born global Lithuanian IT companies on their way to internationalization.

The second part of the journal, 'Specifics of Contemporary Enterprise Activities', offers Jolita Rakickaitė and Rimgaile Vaitkiene' overview of preconditions for organizational competence communication at a professional service firm. Disclosing preconditions has been based on analytical, behavioral, and organizational dimensions (Morgan and Piercy, 1994). In the next article, Tatjana Mavrenko (Latvija) investigates the issues of social inclusion, a very important category in modern society, and does so in quite a specific context of socially inclusive microfinance institutions. Research results reveal business and society attempts to find a perfect business model, innovative or recurrent, and disclose inability of the market and society to empower poor or unbankable households and enterprises to become a part of the financial market and economy. Having described Cooperative Savings and Credit Unions (CSCUs) in Latvia as a formal socially inclusive and self-sustainable business model, the author suggests CSCUs as microfinance institutions, suiting the researched financial markets. The purpose of Tatjana Mavrenko's article is to analyze peculiarities of operation and management of CSCUs, to find main problems, and to develop proposals for the improvement of CSCUs' operation and increase of their social potential in the country; author's valuable insights are practically useful for solving after-crisis effects not only in Latvia, but also in other countries. Junona Almonaitiene in her article 'Leadership and creativity: is there a common psychological background for both?' deals with one of the topical issues, that is, leader and organization manager's efforts and ability to create conditions for employee creativity and innovation. As a matter of fact, more and more creativity is expected from leaders themselves; therefore, it stands to reason to investigate the ties between creativity and leadership, supposing that those two can be determined by similar, or even identical, internal (psychological) factors. With this aim in mind, the author guides the reader through the investigation on students' activities, which confirms the supposition that emotional involvement and a way of life as its determinant may be predisposing factors of high levels of creativity at work and also of leadership.

The third part, 'Social Reality and Its Cognition: the Aspect of Safety', opens with Inga Stankevice and her colleagues' investigation of safety in a city, as a construct, within the framework of a city master plan. The article applies the method of space syntax for the identification of land uses, most vulnerable to crime. Lina Gaiziuniene and Gintautas Cibulskas' article 'Factors influencing falsehood in online educational research' also, to some extent, analyzes the issues of safety. As a matter of fact, research and social research, in particular, aim at the cognition of social reality. Few of the methods or instruments, used in this process, objectively reveal social reality. The fact that sometimes respondents do not reveal the truth or provide the information they want to is one of the reasons. Under such circumstances, the view of reality gets distorted, and the interventions, undertaken in the situation, might be erroneous. The authors suggest a structural model which systematizes the factors influencing falsehood in quantitative online and educational research and which is based on four fundamental principles of validity: theoretical, contents, investigation, and result validity. All the modifiers of falsehood in research are distributed along these four types and relate to researcher's attitudes, research contents, preparation and implementation of the investigation, and also result analysis and generalization.

The editorial board of the Journal expect readers' notice of the concerns, published in this journal issue, and encourage further solving contemporary society problems in disciplinary and interdisciplinary areas, presenting their solutions and strategies.

The Editorial Board looks forward to articles written in the context of interdisciplinary and multidisciplinary problems of the social sciences. As a consequence of involvement into the project 'Publication of Research Periodicals' in the frame of EU Structural Funds Operational Programme for the Development of Human Resources 2007-2013, we are transferring the editorial activities into the *Open Journal System* (OJS). We hope to benefit from this in our daily editorial performance.

Therefore, we are kindly asking our contributors to submit manuscripts on-line at www.socsc.ktu.lt. Alternatively, please e-mail them at 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'.

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