

Editorial Note

It is our pleasure to present the second issue of the journal 'Social Sciences' in 2011. This is the 72nd issue since the journal was launched in 1994. Eight articles are published in four parts of this issue.

The first part 'Search for Competitiveness in Business and Production' involves two articles. The first one is by Junona Almonaitiene 'Motivating Employees in Small and Medium Business Enterprises in the Context of Intense Workforce Emigration'. Drawing on the theory by Herzberg, it analyses the factors of employee motivation to find out which of them might be able to decrease the flow of emigration in a country of the EU with a large scale of emigration. The contribution 'Critical Success Factors for the Implementation of the Synchronized Production System' by Ausra Skrupudaite and Robertas Jucevicius analyses the possibilities of implementing a synchronized production system, which originated in Japan, in a country with only 20 years of experience in the market economy.

The second part of the issue is devoted to the issues of improving the interaction between business and consumers. It also consists of two articles. Rimgaile Vaitkiene and Inga Stankeviciene analyse prioritizing the dimensions of consumer value through consumer capital.

The research results are an important contribution into the development of a less revealed approach to value marketing. The contribution by Imante Markeviciute and Aukse Blazenaite suggests a broader view of this interaction by analysing the interaction between consumers and business people in fashion industry.

The third part of the issue is dedicated to important issues of people as citizens in the society and leaders at work in new democratic countries that are only acquiring the experience of the market economy. For this reason, this part is referred to as 'Citizenship and Leadership: Specific Features in the East European Context'. It consists of two articles: 'Citizenship typology in Lithuania: traditional active or postmodern citizenship?' by Jurate Imbrasaite and 'Students' Perception of the Emergence and Acceptance of Leaders: the Role of Gender' by Aurelija Stelmokiene and Aukse Endriulaitiene. Jurate Imbrasaite addresses the research issue drawing on the fourth wave of European Values survey conducted in Lithuania in 2008. Aurelija Stelmokiene and Aukse Endriulaitiene, from a theoretical and empirical point of view, analyse the issue leader acceptance, especially with reference to the question about the influence of gender characteristics on the perception of leaders by young people.

The fourth part of this issue addresses the issues of encouraging success in the field of education. The first article is by Ona Visockiene, Egle Kidykaite and Antanas Bagdonas. It discusses the factors influencing students' achievements in general secondary schools. Agne Juozaitiene and Berita Simonaitiene approach the encouragement of success in education through the prism of motivators of teacher job satisfaction.

The content of this issue may seem very diversified at the first glance. All its parts, however, are united by the topic of countries with little experience of a democratic way of life and market economy seeking to become full members of the union of developed countries. Highlighting these problems and searching for their solution make this issue of the journal coherent and attractive not only to researchers but also to professionals addressing practical issues.

The Editorial Board looks forward to new articles written in the context of interdisciplinary and multidisciplinary problems of the social sciences. Every issue and the website of the journal presents the requirements of the articles to be published in the journal 'Social Sciences'.

Editor-in-Chief

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