

**INTRODUCTORY WORD OF THE EDITOR IN CHIEF****Angelė Lileikienė, Prof., dr.**

Lithuania Business University of Applied Sciences Klaipėda,  
Lithuania

Dear Colleagues,

The journal „European Science“ is dedicated to the publication of new scientific ideas, focused on presenting the results of theoretical-methodological and applied research not only in a European context but also in a broader context. The consistency of the journal, published 4 times a year, allows researchers to present their research results in a dynamic way, as well as to compare scientific conceptualization in the context of research conducted by researchers from other countries.

„European Science“ is a wide-ranging research journal because it covers a broad range of scientific disciplines. Research interests: management, history, law, medicine, political science, economics, pedagogy, cybernetics, public administration, etc.

I invite researchers from EU universities and other scientific institutions to actively publish scientific articles in the journal „European Science“.

**INTRODUCTORY WORD OF A MEMBER OF THE EDITORIAL COUNCIL**

**Larysa Yankovska**  
**Professor, Doctor of Economics Sciences,**  
Honored Worker of Education of Ukraine,  
Chancellor of Lviv University of Business and Law

Dear scientific society,  
authors and readers of the journal!

We are glad to be able to communicate with you from the pages of this magazine. Lviv University of Business and Law is a co-founder and makes every effort to maintain and promote the scientific journal „Europska Veda“. Together with the founder, the European Institute of Further Education and the constant leader Dr.h.c., mult. JUDr., PhD., LL.M, Zat'ko Jozef, MBA, Honor., Prof., mult. we carry out numerous scientific and practical events that arouse general interest and publicity in scientific circles. Furthermore, Lviv University of Business and Law professors and lecturers are active authors of the „Europska Veda“.

Today, the scientific journal „Europska Veda“ is widely known in the Slovak Republic, Ukraine and worldwide. It is one of the leading interdisciplinary journals, which unites theorists and practitioners in economic, legal and social disciplines. Moreover, the journal provides quality review and open access to publications, which is extremely important for the free dissemination of knowledge. We hope to reach new scientific heights thanks to further efficiency work. Good luck!

Best regards.

**INTRODUCTORY WORD OF THE EDITION FOUNDER**

EURÓPSKY INŠTITÚT DALŠIEHO VZDELÁVANIA  
EUROPEAN INSTITUTE OF FURTHER EDUCATION

**Jozef Zaťko**  
**Dr.h.c. mult., JUDr., Ph.D., LL.M, MBA,**  
**Honor. Prof. Mult.**  
President EIDV, Podhajska, Slovak Republic

Dear Colleagues!

European Science journal is a peer-reviewed international scientific publication established by the European Institute of Further Education (Slovak Republic). The European Science Editorial Board increased its membership with respected and distinguished scientists from Ukraine, Poland, the USA, Lithuania and Malaysia in 2019.

This year has brought us many challenges, but we continue to work productively and adapt to the new normal, both in our daily lives and professional activities of the EIDV. The Editorial Board of the European Science journal selects manuscripts for publication, and the Reviewing Editors work on specific recommendations for quality improvement of the scientific papers selected for publication upon peer reviews and subsequent amendments by authors. With this we ensure the scientific rigor of our publications.

As scientific knowledge increases and the boundaries of science moved forward with increasingly ambitious and complex goals; the development of big science projects need the involvement of hundreds if not thousands of scientists from different countries and institutions. To facilitate future scientific works, the construction of large scientific facilities is becoming more and more essential for the achievement of the scientific goals, bringing minds together, discovering and disseminating knowledge, as well as improving society's well-being.

However, no project would be feasible and sustainable without the understanding and support of the international public opinion, fully aware of the importance of its purpose both from a scientific point of view and from that of the technological, economic and social implications. Close collaboration between scientists and science communicators is therefore more relevant than ever to ensure that information on those issues are accurately and thoroughly presented to the scientific community and to the public.

We are delighted to remind our readers and our scientific community that the European Science journal accepts the articles of scientific importance that contribute to resolving topical challenges and contributes to knowledge generation and dissemination, which would continue to progress knowledge and feed our community, society and nations with critical thinking and unbiased information. To this we ensure utmost transparency and integrity in accepting and processing manuscripts submitted for publication with the European Science.

We uphold the principles of scientific integrity in research practices, results achievement and maintenance of balance between the interests of the authors, readers, editorial board, reviewing editors and institutions where the research was conducted. We hope and believe you will continue to enjoy reading and benefitting from this journal, and we take this opportunity to encourage you to reach out to us for opportunities to publish your own thought-provoking ideas in future issues. We are glad to work together with you to bring your thoughts and ideas to benefit our community of readers.

We sincerely extend our respect and gratitude to you for your continuous support and cooperation.

Best regards,

**EDITORIAL COUNCIL MEMBER OF THE EUROPEAN SCIENCE JOURNAL****Maria Telovata,  
DrSc., Professor,**

Honored Education Worker of Ukraine,  
Certified expert of the National Agency  
for Higher Education Quality Assurance, Head  
of the Accounting and Taxation Department  
of the National Academy of Statistics, Accounting and Audit

I extend my sincere congratulations to EIDV President Josef Zat'ko, whose dedicated work ensures high standards of the journal, as well as to the editorial board of the international scientific publication and to authors publishing their findings in European Science.

A feature of the European Science scientific publication was that it was founded by European Institute of Further Education (Slovak Republic). A combination of specifics of higher educational institutions in Slovakia, Ukraine, Poland, the Czech Republic, Serbia and Baltic States allows to improve the quality of selection and review in materials of scientific publications. It is the experienced specialists in the fields of law, economics, management, administration, pedagogy, psychology and philosophy of these universities has constituted the basis of the editorial board of the international scientific publication.

The demand for the international publication in academia, authority among the educational intellectual society, experts and practitioners, doctoral students, graduate students and students, everyone who wishes to be a part of the scientific likeminded unity, suggests that the journal has found its reader. The most essential, acute and urgent challenges of our time are constantly revealed on its pages.

The popularity of the journal is mainly because of the work of the editorial board making every effort to form the journal interesting and useful. I believe that the role of the scientific publication is quite significant, because it is published in English and registered in 20 scientific databases, which gives an opportunity to integrate into the world, European scientific space, and to exchange professional experience, opinions and views for our scientists.

At the same time, the journal strives to promote the development of fundamental and theoretical, scientific and practical researches, ideas for achieving topical targets and its introduction into practice. The editorial board of the European Science scientific publication does its utmost to develop concepts, implement information technology involving young people in science and to prepare the national leadership elite for our countries.

Therefore, I wish you all health, well-being, happiness, prosperity and optimism. May success and encouragement always come your way inspiring to new professional achievements!

## ASSOCIATE AND MANAGING EDITOR



**Robert Jeyakumar Nathan, Assoc. Prof., Dr., Ph.D., M.Phil.,**

Deputy Director,  
Academic Innovation and Product Intelligence, Centre for  
Lifelong Education and Learning Innovation (LEARN),  
Faculty of BusinessMultimedia University, Melaka, Malaysia

### Biography

**Dr Robert Jeyakumar Nathan** received his Bachelors in Business Administration (Honours) in Marketing with Multimedia; and Masters of Philosophy (Management) from Multimedia University, Malaysia. He conducted his postgraduate research attachment on leadership with Swinburne University of Technology, Melbourne (Hawthorn Campus) under the Asia Pacific Leadership Project (APEL Australian Government Grant) in Australia. He obtained his PhD (International Marketing) from Universiti Malaysia Sabah, Borneo Malaysia. Robert is a certified trainer with Pembangunan Sumber Manusia Berhad (PSMB) under the Malaysian Ministry of Human Resources. He also holds certified Stanford University Train the Trainer (TTT) for Design Thinking, and has obtained Distinction in IPA Foundation Certificate from the Institute of Practitioners in Advertising (IPA) UK.

Prior to joining the academia, he worked as Systems Analyst for Siemens Semiconductor AG (now Infineon Technologies AG), a semiconductor company based in Munich, Germany. Robert specializes in Manufacturing Statistics and Big Data Analytics and has conducted statistical, data mining, and enterprise knowledge and project management workshops in the Asia Pacific, Japan, Europe and North America. He received Covey's 7 Habits training and mentorship in Siemens as well as IPMA (EU International Project Management Association) Project Management experience, managing Class D, C, B and large scaled A projects in the global operation of the company. He is active in the company Occupational Safety and Health committee and employee safe work initiatives. This includes conducting trainings on Behaviour-Based Safety and Ergonomics at workplace. His training involves bringing together engineers and managers from multiple cultural backgrounds and to unify diverse work teams to perform in unity towards achieving excellence.

Robert is currently attached to Multimedia University in Malaysia as Senior Lecturer with the Faculty of Business and the Head of Department for Marketing Degree Program. He does corporate trainings for executives on Design Thinking and Innovation, Leadership, Service Marketing, Digital Entrepreneurship, Fintech and Digital Banking Solutions, Workplace Communications, Job safety analysis and Ergonomics, and Emotional Intelligence. He participates in academic research projects in Malaysia, Singapore, Europe, Australia and in the Middle East. His research interests include Marketing and Internet of Things; Electronic Commerce & Industrial Revolution 4.0; Empathetic Leadership; Usability and Ergonomics; and Occupational Safety & Health.

Active in research and mentoring, he has published over 80 refereed academic journal papers, book chapters and conference proceedings; most of which are in Web of Science

and Scopus indexed. He believes is quality and depth in academic research and publishing, and has often called on to the university to be conscience of the society, and for academics to be a lighthouse to the community. He has penned his thoughts and published two notable works with the Australian Universities' Review calling for academic integrity and honesty in teaching and research. In 2013 he published an article entitled "**Universities at the Crossroad: Industry or Society Driven?**" with the *Australian Universities' Review*, Vol. 55, issue number 2. In year 2019, he wrote "**Publications, Citations and Impact Factor: Myth and Reality.**" *Australian Universities' Review*, Vol. 61, Issue number 1. Both works iterates the importance for academics not to engage in dishonest academic practices, instead focus on improving society through high quality teaching and research with integrity.

Robert serves in the Malaysian Academic Movement (MOVE) as the Assistant Secretary General, affiliated to Education International, Brussels. He promotes quality education and accessibility of education to all in line with the United Nation's Sustainable Development Goal Number 4. He is among the 50 Global Advocate for SDG#4. He also represents Education International as Panel for Education and Research with the United Nation's Agency - World Intellectual Property Organization (WIPO) in Geneva, where the Standing Committee for Copyright and Related Rights meet twice yearly. Robert has been Visiting Scholar with Szent Istvan University, Hungary in year 2019, The University of Newcastle Australia and University of Wollongong Australia in Singapore, and sits in the Academic and Exam Board of Academies Australasia College in Singapore.

TRANSFORMING SOCIETY THROUGH INNOVATION



## WE ARE INTRODUCING A MEMBER OF EDITORIAL COUNCIL



### **Valentinas Navickas**

Doctor of social sciences (economics), professor at Kaunas University of Technology (Lithuania), the School of Economics and Business.

Author of more than 300 scientific publications (including monographies published in Czech Republic in 2013 and Slovak Republic in 2016, 2018) and scientific articles, published in Lithuania and abroad. Author of five experimental development projects. Prepared 6 doctors of social (economics) science; now he is research adviser of 3 persons maintaining a doctor's thesis of social (economics) science.

Other experience includes diverse activities in both public and private space. Examples include, Lithuanian-Polish Cross Border Cooperation Program executor, head of Strategic planning of Molėtai city district. Also, acted as an independent expert on economics on multiple projects in various industries, such as forestry, real estate and others. Few of the projects include "Analysis of Lithuanian Forest Entities Taxation System and Suggestions for Improvement"; "Development of methodology for setting differentiated profit rate of forest enterprises"; "Methodology for calculating the economic depreciation of real estate" as well as "Analysis of the feasibility of establishing a system to measure changes in the real estate market" and "Determining the significance of factors and risks affecting real estate and business value through expert survey".

Has prepared all or part of 4 textbooks for higher education institutions (universities and other) with few of the following topics "The peculiarities of European Union markets"; "Management Control in Multinational Firms"; "Development Economics" and "Peculiarities of European Markets"

Has received multiple awards, including Acknowledgment of Lithuania's Minister of Economy for leading the best Master's thesis in the 2013 Lithuanian Master's thesis competition in the field of social sciences.

Few other positions includes Expert of the Lithuanian Research Council; Member of KTU Doctoral Committee in Economics; Expert and member of the Academic Council, Eastern European Development Agency (Slovakia); Chief Editor of International Journal of Management: Theory and Applications (US, ISSN 2281-8588); Chief Editor of Journal of Management = ISSN 1648-7974 and also member of Editorial Boards in multiple other journals, including ones in Lithuania, Slovakia, Slovenia, Turkey.

Furthermore, participant and member of multiple scientific committees in international scientific conferences in Lithuania, Slovenia, Slovakia, Turkey, Poland, Indonesia, Taiwan, Japan and elsewhere.

Other positions also include head of expansion in American football club Kaunas "Dukes" in Lithuania.

Able to communicate in 5 languages: Lithuanian, Russian, French, English and Slovak.

Fields of scientific interest: international economics, logistics, clusterization, competitiveness, economical growth, corporate social responsibility.

## HOW TO BECOME A SUCCESSFUL AUTHOR OF A PAPER TO BE PUBLISHED IN A WORLD-CLASS SCHOLARLY JOURNAL?



**Miroslaw J. Skibniewski**  
**Prof., Ph.D**

University of Maryland, College Park, USA

### An invited Guest Editorial

JUDr. Jozef Zat'ko, Publisher of *Europska Veda*, has asked me to prepare and convey a set of guidelines for authors who wish to be successful in preparing and submitting scholarly papers for consideration for publication in world-class, globally scoped academic journals, such as those indexed in Elsevier's **Scopus™** and ScienceDirect™ and/or in Clarivate Analytics' **Web of Science™** databases. My guidelines provided below are intended for relatively junior authors, with limited prior experience in publishing, who are preparing their manuscripts in the realm of applied sciences. Some of the issues being raised herein are universal and as such they are equally applicable in other scholarly domains as well. I have based these guidelines on my 25+ years of experience as an editor-in-chief of a high-ranking international research journal in my own academic discipline. The journal has been included for a number of years both in Scopus™ and in the Web of Science™, earning their relatively high CiteScore™ and Impact Factor™ designations.

Academics work in an increasingly competitive environment. With many narrowly defined scientific disciplines, the race to the top has become relentless. There are currently over two thousand academic journal publishers worldwide, publishing over twenty thousand journals. The total number of refereed journal papers now exceeds 1.6 million annually and it is still growing rapidly. The largest numbers of such papers originate from the U.S.A., with China closely behind. A growing, and still largely unregulated, market for open-access publications further complicates the publishing environment. Over 90 percent of academic journal papers ever published will have been published in our professional lifetime. Ethical issues in academic publishing abound.

A successful article should contain the following major components, preferably but not necessarily presented in the stated order.

1. The title:

The title of an article should be as short as possible, but it should reflect the main issue addressed in the paper as well as the paper content. In most cases, the title of the article is decided after the entire content of the article has been completed. The wording of the title should avoid uncommon acronyms or descriptors confining the contents of the paper only to one country or one geographic region.

2. The abstract:

The abstract is an advertisement of your paper. It should be written in clear, short sentences which are easy to understand and should accurately reflect the contents of the paper and its main contribution to the global body of knowledge. One must avoid unnecessary



sentences that belong to the introduction section of the paper. An good abstract should contain only 6 short sentences as follows: 1) The scientific domain and the problem within the domain which is the subject matter of the paper, 2) The research question to be answered in the paper, 3) The means and methods (scientific tools) used to obtain the answer to the stated research question, 4) The answer to the research question, 5) The meaning and importance of the answer and the results obtained, 6) The future research directions based on the results of the completed research reported in this paper. The entire abstract should not exceed one-half of a printed page.

3. The keywords:

Keywords are the labels of your manuscript used in scientific databases containing many thousands of papers. A correct use of keywords will determine if your article is noticed by potential readers, or if it is only glanced over before the reader decides to move on the next article in the database without reading yours. Keywords that are generic in nature are always ineffective.

4. The introduction:

This section should set the stage for what is presented in the article. One must provide a clear description of the problem to be addressed along with detailed explanation of the importance of the problem. One should also define the group of stakeholders – the larger the better – for whom the stated problem is important. This is followed by the definition and detailed description of the specific research question to be addressed. A detailed justification of the importance of the question stated is also essential, along with a description of other related questions which are not being addressed in your paper. A clear definition of the future beneficiaries of the answer to be obtained must also be provided.

5. The literature review:

One must provide a critical, very brief and comprehensive summary of the most relevant prior research by the author(s) of this paper as well as by other writers worldwide attempting to address the same research question or other closely related questions. Such questions may have been addressed within the same subject domain, but also in different domains - sometimes in scholarly fields unrelated to one's own. All cited publications should be critically reviewed; do not cite publications that you have not fully absorbed and have not explained their relevance to the subject matter presented in your paper. Avoid an excessive number of self-citations or citations of publications from the same country or from the same geographic region.

6. The research methodology (your own selection of means and methods/tools employed to answer the stated research question):

This section contains the detailed description of your approach to obtain the answer to your research question. Provide a clear justification of your selection of this approach and briefly discuss any alternate approaches which were also initially considered but ultimately discarded, along with justification of such a decision. Do not regurgitate a detailed description of established, well-known analytical tools, procedures or testing methods – it should suffice to cite relevant sources. Your description should be complete, i.e. it should be possible for a reader to reproduce the results of your research with the use of the stated means and methods used to obtain your research answer. Describe in detail your data formatting and other requirements related to the performance of statistical tests and analyses. Avoid procedural shortcuts which may render your methodology description useless to interested readers.

7. The research results:

Provide a clear, detailed description of your results obtained by you with the use of the research methodology described in item 6 above. Concentrate on the main points and avoid digressing to only loosely related or unrelated topics. Your description should be aided by well-formatted and fully readable tables and figures emphasizing the main points being made. Avoid the inclusion of lettering and labels in a language other than English, as these will be useless for an audience unable to read in that language. Provide clear

evidence and description of the validation of the obtained results by other researchers or in professional practice related to your academic field. Normally, validation attempts with the use of computer simulation only based on arbitrarily constructed models will be considered insufficient by reviewers assigned to evaluate your paper, as such reviewers often prefer the evidence of real-life implementation of your results.

8. The discussion of research results (discussion of the importance of the answer to the stated research question):

This may be the most important section from which the potential reviewers will begin their examination of your paper. Describe what your results mean and why they are important for the audience/readers/stakeholders targeted by this paper. Elaborate in detail on the contribution of your results to the body of new knowledge in your own scientific discipline and beyond.

9. Conclusions and directions for future research:

This section provides a brief summary of the most important findings produced by the presented research. Describe in detail why this finding may be important to a global audience, not merely to your national or regional stakeholders. One must also describe the limitations of the results obtained and suggestions on how these limitations may be overcome with follow-up research. Additionally, one should provide a detailed description of how the results presented will inspire future generations of researchers worldwide aspiring to make contributions in the same or related fields of academic and professional endeavor.

10. The references:

Make sure that all cited items contain complete bibliographic data. Avoid citing an excessive number of references which may be redundant and references in languages other than English. If one feels compelled to cite a non-English language reference, make sure to provide an English translation of the title (in parentheses next to the title in the language of the publication). There is a growing trend to provide a digital object identifier (DOI) for each journal paper or conference proceedings article being cited that has such an identifier, an ISBN for each book reference, and a web address with the date of last access for all other resources. There is also a diminishing emphasis on a particular format of references (as long as the cited items are listed in a consistent manner), as the article typesetting processes at the publishers are currently automated and conversions from one referencing format to another are straightforward.

Most high-ranking journal publishers have been quietly removing strict limitations on the number of pages or words a paper is allowed to contain due to the fact that most paid subscriptions are currently electronic. This removes the burden of the authors to conform to the volume limitations of their articles, allowing for a complete presentation of relevant research results. Additionally, datasets used in the conduct of the research being presented may be stored in cloud-based repositories accessible by all concerned.

Owing to the limitations of space, this guest editorial does not touch upon numerous contemporary issues related to the publication of papers in scholarly journals. However, I often conduct hands-on, full-day workshops in academic settings worldwide for aspiring and active academics interested in sharpening their writing skills and in becoming successful in publishing their papers in top-ranking international scholarly journals. There are ample opportunities to address individual interests and answer specific questions during such workshops. I hope to see many of the readers of this editorial in a workshop to be conducted in the future in a location near you.

*Mirosław J. Skibniewski*

*10 February 2019*

*University of Maryland, College Park, USA*

*<https://pm.umd.edu>*

*<http://e-construction.umd.edu>*

**WE ARE INTRODUCING A MEMBER OF EDITORIAL COUNCIL****Viktor Beschastnyy**

Doctor of Juridical Science, Professor,  
Honored Lawyer of Ukraine.

**Date of birth:** 9 November, 1959.

**Education:** higher, graduated from Kharkiv Law Institute (now – National University «The Yaroslav Mudry Law Academy of Ukraine»), on a speciality «Jurisprudence», Donetsk State University of Management, on a speciality «Finance». In 2005 he defended the thesis for the scientific degree of Candidate of sciences in Public Administration on the topic: «A mechanism of public administration by professional training of the internal affairs personnel». In 2010 he defended the thesis for the scientific degree of Doctor of Public Administration on the topic: «A mechanism of public administration by the development of higher educational institutions of the system of the Ministry of Internal Affairs of Ukraine». In May 2018, he was awarded a Doctor of Science degree in speciality 12.00.08 «Criminal Law and Criminology; Penal enforcement Law».

Since 1981 he served in the internal affairs agencies. 1983-2003 – service in the internal affairs agencies of Donetsk region. Since 2003 – the rector of Donetsk Institute of Internal Affairs at Donetsk National University (now – Donetsk Law Institute of the Ministry of Internal Affairs of Ukraine).

Chairman of the Board of Rectors of relocated universities. Since 2020 – the Head of Secretariat of the Constitutional Court of Ukraine.

**WE ARE INTRODUCING A MEMBER OF EDITORIAL COUNCIL**

**Kostytsky Vasyl**  
**DrSc., Professor,**

Academician of the National Academy of Legal Sciences of Ukraine, Honored Lawyer of Ukraine, Kyiv, Ukraine

Dear colleagues! Dear readers!

We would like to take this opportunity to wish you heartily a merry Christmas and Happy New Year!.

The beginning of the New Year is marked by high hopes for the end of the world's COVID-19 coronavirus pandemic, which has proved to be not the only but the most dangerous and brutal challenge of modern globalized life for our civilization. Together with the obvious changes in climate and the exacerbation of inter-ethnic and inter-religious tensions, the pandemic threatens the well-established principles of social and individual life by the spread of poverty and the existence of military conflicts, the possibility of a negative impact of global warming and unrestrained ethnic relocations to Western Europe, the verification by political crises of the achievements of liberal democracy and indignation against remnants of dictatorial regimes, the growth of the legal mass – the number of laws and regulations – and the restriction of human and civil rights and freedoms...

There is a lot of big and small problems. Remarkably, many elites, Governments and officials are showing confusion or slow progress in finding and implementing optimal solutions. This is particularly regrettable given that we are entering an era of postliberalism in which ideas of humanity, the primacy of human rights and freedoms before individual selfishness and human rights have had to give way to sociocentric ideas in order to save peoples and civilizations. Indeed, the great Ukrainian writer I. Kotliarevskyi wrote in «Eneida» as about today: «where the common good is in decline, forget the father, forget the mother and fly to do your duty». As a universal instrument and regulator, as a social phenomenon and an enduring social value, the law is called upon to address these challenges.

Well, today we have to implement the of T. Jefferson's credo: try to do your duty at all times, and history will justify you, even if you fail. It is also a great test for legal science, which is called upon to find theoretical and methodological justifications for solving the basic problem and assigning right as a measure of good and justice (Ulpian), a means of balancing personal interest and the common good (V. Soloviov). The duty of scientists is clear. We will try to implement it using our main weapon – a word, including in the pages of important scientific journals.

*May God help us!*  
*Best regards, Prof. Vasyl Kostytsky.*