

Research Focus

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Editorial

Victoria Folea, Ovidiu Folcut

Welcome to the first issue of Research Focus! Our Journal aims to bring up the special interests of graduate and undergraduate students in the area of social sciences. Throughout its issues, the Research Focus will, well, *focus* on these special interests in areas of economics and business and management, however, articles pursuing different interests will be published as well.

We intend to bring you what topics and issues are interesting for young people, undergraduate and master. Our young colleagues are extraordinary, they have many things they would like to discuss, and they are passionate about certain areas that they would like to explore more. As we grow older and/or more experienced, we tend to stick to well-established avenues of research, the ones that have precise labels and can be easily recognized by peers. Our young colleagues, however, bring their fresh ideas and perspectives, helping us to find new and innovative ways of thinking and research.

These fresh ideas have their own voice. While working with articles for this first issue, we discovered that students like to express their ideas in a very personal manner. Their passion for the topic they write about becomes apparent in the style they use; they are involved and committed, they want to speak directly to the audience, they make things close and personal. Their enthusiasm and passion are wonderful!

The Journal

The Research Focus Journal is open to all students, undergraduate and graduate, and young researchers that want to have their perspective, point of view or results more visible. The Journal welcomes manuscripts from all scientific and academic disciplines. Special issues dedicated to certain topics may be launched. *Research Focus* considers multiple types of submissions in the journal: Research Articles (peer-reviewed scholarly papers), Literature Review Research Articles (focused on specific topics), and Opinions (may include interviews or invited papers). *Research Focus* publishes two issues per year. For open issues, submissions are accepted at any time. For the special issues, a call for submissions will be announced, with a deadline for publication within three months from the call was open.

All submitted research articles will be evaluated in an open peer review process by two reviewers (referees) with expertise in the relevant subject area.

Manuscripts that are literature review are verified by the Editorial team and do not undergo a peer review. Research articles and Opinions are submitted to peer review. The reviewers provide comments within two to four weeks, highlighting scientific errors and evaluating the design and methodology used. The referees also judge the originality of the paper.

Open Access

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Volume 1, Issue 1

In the first Issue of Research Focus (2019), we are happy to bring you a selection of articles illustrating the research interests of graduate students regarding mainly digital technologies but not only.

Digital technologies impact our everyday life, both social and professional aspects of it. We literally live in the digital era, and it is interesting to see the trends and patterns forming already. Therefore, we dedicated the first Issue of Research Focus to exploring the current landscape of digitalization by reviewing the existing literature on topics such as marketing, finance, banking, aviation, and esports.

Serena la Ferrara and **Alexandru Toma** show that the marketing world has transformed into a very efficient environment and has connected everybody with everything. Digital marketing offers a simplified way of understanding and use of technology, saves a lot of money and helped people reach new horizons ("**Marketing in the Digital Era**". "**Digital Marketing**").

Facing global digital challenges and opportunities, the banking system is changing at a breathtaking speed, striving to improve their services and develop modern methods to keep their customers. **Cosmin Andrei Mateias** and **Vincenzo Ranelli** show that among the digital innovations banks take into consideration are smart banking, blockchain, cryptocurrencies as well as robo-advisory ("**Smart Banking: Cryptocurrency and Blockchain. A snapshot of the future.**" "**Digitization in Finance: Fintech and Automated Investment Tool**"). Moreover, **Maria-Emilia Catut** tells us that blockchain will have a major impact on international trade finance as well because it will eliminate intermediaries, thus reducing transaction costs ("**The power of digitization in international trade finance**").

Artificial Intelligence continues to evolve and expand impacting not only finance and banking but also the travel industry as a whole. **Mahmoud El Masri** shows that, while the race for an autonomous car and improvements to our driving experience remains in the headlines, the airline industry is making strides as well ("**Artificial Intelligence in Aviation Sector**").

A very interesting topic is brought up by **Ivan Todorov Churov**. His passion for esports reveals interesting developments and trends in this area, as well. Esports combines two concepts, sport and video gaming, becoming 'esports' in the online realm. 'Esports' is already present, and it will be a significant domain in the future – be it from a financial, marketing, entertainment, etc. point of view ("**Esports - introducing the basics**").

However digital our world is at the moment, we should not forget that business deals and agreements are still reached at the negotiation table. Our life and work may well be online and digital but **Omar Hussein** reminds us that we still need important negotiation skills and knowledge to navigate around, especially in a globalized multi-cultural world ("**International Business Negotiations**").

We hope you enjoy reading the papers and find new insights that can develop into further research questions and studies.

Victoria Folea & Ovidiu Folcut

Editors

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