PROLOGUE

We are living in the 21st century, the century of communication and innovation! Nevertheless, many companies and educational institutions have not yet arrived there; teaching materials and teaching methods often have the status of the 90s.

International business, travel and education are now becoming increasingly important and are changing fast. The world knowledge doubles every four years nowadays, in some specialties as IT-Technology even faster.

This means that modern education must keep pace with the time, with new and innovative ways to share experiences as well as the improvement of skills in a rapidly changing global and modern scientific world.

Innovative development takes place simultaneously at all levels, not limited to issues, trends or activities. Stagnation means regression. Modern education and training needs new methods and modern forms, which must be adjusted to global communication and life-style.

Also globalization faces companies increasingly with new and greater challenges in competing for market share. The rapid development of technology and the change of customer behavior require complex and efficient operational management as well as innovative ideas as an existential necessity for the success of businesses today.

The European Union created the SBA, the Small Business Act to improve and create further small business as the spine of the economy. Our scientific works look forward to this act and will show examples as a first attempt to innovative ideas.

For this reason we are creating a network among European Universities, educational institutions and business entities to further research the impact of globalization, demographic development and other factors on the SBA and to publish the results in future common scientific publications.

The first article describes a new approach as Sepike Academy as a modern education business institution in the future global market based on the results of scientific research of the second article needs and realities of innovative forms of learning in higher education.

The third article describes the principles of market demand. We found it crucial for any further research and publication to basically express the needs and to rethink about nowadays modern needs of customers and consumers in the 21st century. Many companies have forgotten the needs of their customers and in particular their employees, the common thinking is only profit-orientated. How companies will make any profit in the future without thinking about their employees? And modern educational institutions need to think about customers, marketing, strategies etc. too to further attract students in a shrinking domestic market because of negative demographic development.

Old times are gone, only innovative and modern thinking institutions will survive and will find new profitable niches to establish and secure their future existence.

The next article "estimating calculative rate of interest by simulation" explains motivating and stimulating facts in modern teaching and business.

Brand of education as a potential economic development of countries as we described above is the need to rethink actual education and to strategically change them into a brand, the educational institution in the modern market need a name which everybody knows and talk about. Universities such as Harvard, Cambridge and Oxford show such example.

The SBA targets to secure and strengthen the economy in European countries, but how should young people create SMEs without specific and modern practical education? So the next two articles are focused on "criteria and parameters of labor efficiency" and "employment security of youth" which is crucial for reducing expenditures for the state and to increase taxes at the same time. Only modern education in economical sphere including practical experience for young students will give them the knowledge and possibility to create own businesses and to become young professionals. This is the loop back to the first and second topic of our publication showing crucial development and examples.
But despite of all positive efforts in modern life and business we also have to talk about "business stress as a result of evolution of social and economic systems to strengthen innovative management". Without thinking about such facts, all other efforts are worthless because time of decision making got shorter with modern technology as well as the pressure rises for management and leaders which we have to cope with. Modern sicknesses such as "burn out" are results of such changes and business stress damaging the economy year by year.

The last article of part two focuses on global innovation economy: factors of its present day development to underline above mentioned topics.

The third part of this publication is focused on practical examples of possible SMEs, such as: "the tendencies of implementing managing systems of business relationships in Lithuania", "strategic development of innovative types of tourism in Ukraine", "organizational mechanism public-private partnership in waste management business", "development of innovation policy of Ukraine under structural reforms", "state protectionism as a modern alternative to economic liberalism", "cadastre appraisal of land and the peculiarities of conducting it in the republic of Belarus" and "balance of feed and food".

Modern businesses are focused on topics where people a couple of years ago just smiled about and called it nonsense. For example network-marketing and recommendation-marketing came up several years ago and are quite successful in the sphere of wellness and food supplements. These kinds of business established a complete new way of trading and marketing without huge stores, shops etc. and are focused only on consumers' recommendation.

When we talk about other forms of modern business then we will find out that many countries changed governmental functions to private partnerships and such ways are possible to improve and to give positive examples to other countries. All those forms are possible to be done by SMEs. But one example of SMEs in the past and the future is tourism, which always was based on small enterprises, mostly family businesses when talking about hotels, restaurants, etc.

In this sphere, there is also a huge market and possibility to establish and create SMEs according to the SBA of European Union and many others.

Our aim is to further show practical examples and to work together in a network among universities to further establish SMEs as so called junior enterprises and to give young students the first real practical experience during their study.

We are thankful to all authors taking part in this publications and hope for further cooperation ad research in this sphere according to the Small Business Act.