

PROLOGUE

The Century is going forward and communication and innovation becomes more and more important! Unfortunately, many companies and educational institutions still work and teach as they did decades ago and also teaching materials and 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 Association 1901 SEPKE is fighting for improvement in educational sphere and to combine practice with theory between business entities and educational institutions.

But very often we see, that it does not lack on good or innovative ideas but on the acceptance and fate into their realization. Mostly people are too conservative and continue as usual, we did it always this way, why should we change if it worked in the past are the most common excuses for old fashioned stability.

It is even possible to observe, that the world around them is changing rapidly, but the managers or leaders do not see this and risk their employees to lose their work not adapting to the changing market.

All leaders have a responsibility for their employees, not only for the shareholders. This is often forgotten.

Of course, if the cost increase, it is easier to move the factory to a country with lower cost for work force, but the management often forgets, that these people in those countries are not able to buy these products and people in the previous country, who lost their work cannot buy them either anymore.

Educational institutions do teach old fashioned, do not adapt to modern methods or knowledge and are wondering at the same time, that students become less and less every year? Educational institutions are also business entities, their client is called student and without students, sooner or earlier they are running out of income too, no matter if this income is financed by government or by private payments of students. So, there is also a need for innovative projects and changes in every day live and work.

But of course, each change is also a risk, which needs to be calculated and recognized carefully to avoid failure and to succeed on the long term.

Changes need fate, bravery and visionary ideas and also people believing in them and realizing them.

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 SMEs and to publish the results in future common scientific publications.

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 SBA (Small Business Act) targets to secure and strengthen the economy in European countries, but how should young people create SMEs without specific and modern practical education? It is necessary to focus 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 economic sphere including practical experience for young students will give them the knowledge and possibility to create own businesses and to become young professionals.

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.

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 and research in this sphere. Thank you for your attention!