

## EDITORIAL

The Vadyba / Journal of Management is a peer-reviewed applied sciences journal published by the Lithuania Business College. Since its establishment in 2002, the journal has continuously published scholarly articles, building a strong foundation of academic experience and earning international recognition. This year marks the journal's 24th anniversary. It is widely acknowledged by the international research community, and the number of foreign contributors continues to grow steadily. The current issue presented to readers is Volume 42. Only manuscripts that meet the rigorous standards of the Editorial Board are accepted for publication. The authors represent a diverse range of academic institutions in Lithuania and abroad, including Lithuania Business College, Kaunas University of Applied Sciences, and others, as well as Alexander Dubček University of Trenčín (Slovakia), Muğla Sıtkı Koçman University (Turkey), the College of Business Administration (Latvia), the Hungarian University of Agricultural and Life Sciences (Hungary), among others.

The Editorial Board seeks to ensure that published research encompasses a broad spectrum of topics in economics and management while maintaining relevance across industries and geographical contexts. Particular emphasis is placed on ongoing transformations in industries, human resource management, and managerial processes. Articles are selected based on these criteria, with the expectation that a focus on contemporary developments will foster scholarly discourse and contribute to the advancement of social sciences.

The studies included in this issue reflect the journal's interdisciplinary scope and international orientation.

The first article, authored by Angelė Lileikienė and Justinas Jonušas, examines the demand for nursing professionals in Lithuania and the European Union. Drawing on national statistical data, EU indicators, and international reports, the study explores both the current situation and future prospects. The authors highlight the impact of demographic trends, including population aging, the growing prevalence of chronic diseases, and rising patient expectations, on the demand for nursing services. The findings indicate that the shortage of nurses adversely affects the continuity of healthcare services, increases workloads, heightens the risk of professional burnout, and threatens both service quality and patient safety. These challenges are particularly pronounced in regional areas. The authors propose a comprehensive approach that includes strategic workforce planning at the national level, increased investment in nursing education, enhancement of the profession's attractiveness, improvement of working conditions, and the implementation of effective staff retention measures.

The second article, by Gabrielė Kubričenkaitė and Mantas Švažas, investigates the influence of organizational factors on work–life balance across different generations (X, Y, and Z). Based on a quantitative study involving 454 respondents, the authors identify significant generational differences in key organizational factors, such as organizational support, flexibility, and autonomy, as well as across all dimensions of work–life balance. Generation X demonstrates higher levels of negative work–life interference and lower levels of positive enrichment compared to Generations Y and Z. Although regression analysis did not reveal direct relationships between organizational factors and work–life balance dimensions, the findings underscore the importance of adopting differentiated management approaches that account for generational diversity. The study also highlights the need to develop adaptive human resource strategies that effectively balance structural stability with flexibility and employee well-being.

The third article, authored by Kristina Kozová, Adriana Grenčíková, Jana Španková, and Simona Kosáková, addresses the concept of the silver economy within the context of the Slovak Republic's labor market. The study explores both the challenges and opportunities associated with demographic aging, emphasizing the importance of active aging, age management, and intergenerational collaboration. Through a systematic literature review and bibliometric analysis based on Web of Science data from 2010 to 2024, the authors demonstrate that the silver economy

encompasses products, services, innovations, and the active participation of older individuals in the labor market. The findings highlight the critical role of age management in optimizing the labor potential of older populations, fostering inclusive workplaces, and supporting economic growth. The authors advocate for coordinated public policies and flexible organizational strategies aimed at transforming demographic challenges into economic and social capital, thereby contributing to the development of a longevity economy.

Together, these articles exemplify the mission of the Journal of Management: to publish research that is both academically rigorous and practically relevant. They address key challenges of 21<sup>st</sup> century management, including the sustainability of healthcare human resources, generational dynamics in work–life balance, and the transformation of demographic change into economic opportunity.

In addition to these primary contributions, the issue includes further studies that enrich the discourse on human resource management, demographic change, and organizational sustainability.

The journal is currently undergoing evaluation for indexing in the Scopus and Web of Science databases, which is expected to further enhance its academic visibility and strengthen its role in international scholarly communication.

On behalf of the Editorial Board, we warmly invite researchers to continue submitting their work, sharing insights, and contributing to the collective advancement of knowledge. Through such collaboration, we aim to expand the boundaries of management science and ensure that research meaningfully informs practice.

As it is not possible to review all contributions within this editorial, we encourage readers to explore the full range of articles presented in this issue, which is currently under consideration for inclusion in Scopus and Web of Science.

We invite scholars to actively publish in the journal, share their research findings and methodological insights, and engage in closer academic collaboration.

Prof. Dr. (H/P) Valentinas Navickas, Editor-in-Chief