

EDITORIAL

“Journal of Management“ is periodically published applied sciences journal by Lithuanian Business College. The journal is constantly publishing articles since 2002 and has gained significant experience and international recognition. This year the journal is celebrating its 23 years anniversary. It has been well renowned by foreign scientists and number of international scholars publishing continues to increase. Currently, 41th number of the journal is released to readers. Only those articles that meet thorough requirements set by the Editorial Board are being published. Authors of these articles represent various Lithuanian and foreign countries science. From Lithuania the following institutes are represented Lithuania Business College, Vilnius University, Klaipėda University and other. The following institutes from foreign countries: Multimedia University (Malaysia), Ventspils University of Applied Sciences, Alexander Dubček University of Trenčín (Slovakia), Warsaw Management School – Graduate and Postgraduate School and other.

Editorial board of “Journal of management” seeks for published academic researches to cover different economic directions and to be relevant to different industries and countries around the world. At the same time, the focus remains on ongoing changes in various industries, human resources, and governance. Based on these criteria, articles are chosen for publication in the journal. Focusing on relevant areas of change is expected to encourage further scientific discourse and development of social science ideas.

In this issue, the variety of research reflects the journal’s interdisciplinary and international orientation.

First, the article by Algirdas Giedraitis, Rasa Romerytė-Šereikienė, Arturas Petrauskas, and Dalius Kurlinkas develops and tests a Cyclical Model of Readiness for Change in the context of a waste management center. The study directly addresses one of the most pressing issues in contemporary organizations: how to manage large-scale change effectively while minimizing resistance and operational disruptions. By proposing a structured six-step model—covering problem identification, communication, motivation, readiness assessment, monitoring, and adjustment—the authors provide a concrete tool that managers can use to prepare employees for transformation. The paper highlights how systematic readiness evaluation not only ensures smoother implementation of organizational change but also fosters a culture of adaptability and continuous improvement, which is increasingly essential in rapidly evolving industries such as waste management and sustainability.

Kristína Kozová, Simona Kosáková, and Martin Šrámka present an insightful study on generational and gender dimensions of workplace satisfaction with employee benefits. Their empirical analysis of Generations X, Y, and Z reveals how demographic differences shape perceptions of fairness and adequacy in benefit systems. Generation Y emerges as most satisfied, while Generation X remains more critical—insights that are vital for employers designing inclusive and effective benefit policies. The authors also identify analytically relevant gender-related differences in satisfaction levels, underscoring the importance of tailoring HR strategies to diverse workforce expectations. This research contributes not only to academic debates on motivation and job satisfaction but also to practical policymaking, where sensitivity to demographic diversity can significantly strengthen employee engagement and organizational cohesion.

Waldemar Gajda, Hanna Górska-Warsewicz, and Kinga Podleśna conduct a comprehensive bibliometric analysis of AI-based innovation management. Their study maps the field’s evolution from its formative stage to its rapid expansion in recent years, identifying eight thematic clusters that span generative AI applications, digital transformation, sustainability, open innovation, and global competitiveness. By providing a structured overview of key contributors, publication trends,