

## FOREWORD

Dear readers

We are presenting a new issue of our Journal of Accounting and Management, which comprises selected professional and scientific achievements that we encountered during the productive year of 2022.

This issue is enriched with two invited lectures held as a part of the 23rd International Conference "Accounting and Management", whose continuity and quality are recognized in the professional and scientific community. Among a number of papers, we selected those that, in terms of content and topics, represent the highest contribution to the profession we represent.

In the new Journal, we deal with the way in which companies can achieve economic efficiency, without jeopardizing the needs of future generations, with an overview of the characteristics of creativity management and the closely related term "serendipity management", as well as the challenges of modern business communication. We also bring news about the project cooperation of RRiF College of Financial Management, Varna University of Management (Bulgaria) VŠR – College of Accounting and Finance (Slovenia), as well as the Croatian Institute for Corporate Social Responsibility (IDOP) on the topic of Simulation of Sustainable International Business.

The published papers have undergone a double-blind review by independent experts, and we hope that the topics presented to you will be interesting and above all useful in education and business, as an extension of the existing insights and knowledge.

In the hope that together we will continue to create the content that keeps pace with important global issues and world trends, we thank all the authors and reviewers for their belief in us.

**Editor-in-Chief**

Đurđica Jurić, PhD, College Professor