

EDITORIAL

The Editor-in-Chief and the Editorial Board are proud to present this first issue of the **Focus on Research in Contemporary Economics (FORCE)**. We are driven to establish **FORCE** which is dedicated to create a well-established venue for high quality research in contemporary Economics. Its content mirrors widespread scholarly approaches and interests within the dimensions of Economics, Finance, Accounting, Banking, Business Administration, Marketing, Management, and other related areas in Social Sciences. Therefore, **FORCE's** contributions are not limited to a specific disciplinary philosophy or a particular approach.

Our first issue features three research articles and two review articles that report essential findings and implications in contemporary economics. In the first article, Virlanuta, David, and Manea (2020) focus on the transition from circular economy to linear economy with major global concerns. This study analyzes the consumer behavior within the scope of selective waste collection at the level of Galati County with a questionnaire-based analysis.

In the second article, Jánošová (2020) explores the change in air quality with special concern to COVID-19 pandemic. Taking the goals of 2030 Agenda into consideration, sustainable behavior is scrutinized by means of daily recorded data, and managers' decision making processes are elaborated within the study.

In the third article, Olivé Serret and Doganyilmaz Duman (2020) review Euro-Mediterranean relations within an institutional level, taking Barcelona Process as the starting point, and leading towards the current UfM. In doing this, the Democratic Peace Theory is elaborated which has long been focused in order to form a basis for border securitization.

In the fourth article, Akarsu, Kurt, and Alacahan (2020) map out employment of women within the scope of entrepreneurship and innovation in senior and middle management. Kónya's (2006) causality analysis is employed in order to detect any relationship that may mushroom from the differences between women and men.

In the fifth article, Özkan (2020) asks how to create brand loyalty in food and beverage enterprises. Within a conceptual perspective, she defines approaches in brand loyalty, and investigates the importance of brand loyalty in food and beverage enterprises.

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