Editorial

We are pleased to introduce our new journal, **Transactions on Economic and Business Models**. This issue marks the significance of a highly scholarly journal on economic and business models. This journal presents a promising avenue for researchers to generate realistic traffic ideas and provide interpretable insights. We decided to launch this journal quarterly initially and intend to increase the frequency later. The papers published in this journal are triple-blinded, with high-quality research reflecting cutting-edge economic and business models.

The publication of five significant studies marks this first issue. In the opening paper, "**Implications of IFRS Implementation in India: A Perceptual Study,**" the author, *P Paramasiviah*, took the issue of International Financial Reporting Standards. He viewed the accounting quality as a function of the firm's institutional setting within the legal and political system of the economy in which it exists. This paper addressed the complexities and issues concerned with the delay in the implementation process. He suggested implementing and making necessary changes for adoption to gain its benefits.

Rudrappa Shashidhar, Ashokkumar V Paled, and *Shreeshaila P Vijayapur,* in the following paper, **"A Study on the Impact of Perception on Customer Intention to Adopt and Use Sustainable Insurance,**" analysed the adoption and utilisation of sustainable insurance by evaluating customer perceptions and awareness. They surveyed insurance clients in Karnataka, India, to assess their acceptance of sustainable insurance. They performed a regression analysis, identifying a connection among the variables.

In the following paper, **"The Impact of Accounting Standards on the Relationship Between Disclosure Quality and Firm Market Value,**" the authors *Diep Ngoc Duong1, Lien Thuy Le Nguyen, and Phuong Ngoc Thi Huynh* studied the impact of adopting International Financial Reporting Standards (IFRS) on financial reporting quality within emerging economies, specifically focusing on ASEAN nations**.** In this work, they studied the interplay between accounting standards (ACST), accounting disclosure quality (ADQ), sustainability reporting quality (SRQ), and their influence on firm market value (FMV).

In the fourth paper, **"Economic and Trade Cooperation and Potential Analysis between China and Central and Eastern European Countries Based on IOA,**" *Wuxia Cao* and *Niaoer Yao* calculated the relative trade index using an intelligent optimisation algorithm. They studied the "One Belt and One Road", programme. They viewed that the foreign trade policies could be carried out smoothly and lay a good foundation for cultural exchanges between China and Central and Eastern European countries.

In the last paper, "**The indirect effect of accounting standards on firm performance through the reporting quality: Empirical evidence from ASEAN firms,**" the authors *Trang Hong Thi Le, Suong Ngoc Thi Ly,* and *Nhu Huynh Thi Pham* investigated the direct and indirect influence of concepts such as accounting standards (AS), accounting disclosure quality (ADQ), sustainability reporting quality (SRQ), and firm performance in ASEAN firms. They analysed and reported the findings using Thomson Datastream data and quantitative tools analysis. *This work contributed to the asymmetric information theory as IFRS adoption has reduced information asymmetry,*

We are confident we will publish more research on the subsequent issues.

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