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DOI: 10.2478/seeur-2023-0025

EDITORIAL PREFACE

It is our pleasure to present the second issue for this year of the 18th volume of the SEEU Review. The papers published were chosen carefully and with the conviction that they are contributory to the science and research in the respective disciplines. The process of selecting manuscripts represented a challenging task considering that the interest to publish in the SEEU Review is increasing. The SEEU Review applies the *Ithenticate* similarity check system for plagiarism detection, and we are delighted to present you the articles that successfully passed the procedure, alongside the peer-review process.

The research papers in this issue are in the fields of social sciences, law, economy, international relations, communication as well as computer and technological sciences.

This issue of the SEEU Review, as presented by the Board of Editors, endeavours to provide a comprehensive examination of various significant topics in today's challenging times. Notably, it delves into the critical exploration of the role of internationalization in shaping the quality assurance landscape within higher education.

In this edition of the SEEU Review, our focus extends beyond traditional narratives, delving into multifaceted aspects of contemporary issues. Firstly, we embark on a journey of the critical analysis and examine the dynamic nature of security threats that transcend conventional boundaries, and it scrutinizes NATO's strategic responses in the ever-evolving security landscape. Shifting our lens, we navigate the intricate realm of communication and societal dynamics by exploration of the impact of language in shaping perceptions and behaviours, uncovering the profound influence of words on social interactions and the broader fabric of our society. Additionally, we turn our attention to the digital realm of the technological examination that offers a glimpse into how companies gauge public opinion and refine their services in response to social media discourse. Lastly, we delve into the socio-cultural

landscape by navigating the intricate intersection of nationalism, and the experiences of mothers and children in the aftermath of conflict.

Within the realm of economic discourse, this edition of the SEEU Review illuminates diverse facets of financial dynamics, offering valuable insights into the economic landscapes of various regions and delves into the intricate relationship between inflation rates and the performance of the financial sector. Shifting our focus, we explore the profound implications of monetary policy on banking stability in the Western Balkan countries. Additionally, we delve into the microcosm of small and medium-sized enterprises (SMEs) in transition economies, investigating the interconnection between human resource management practices, employee performance, and work-life balance. Moreover, the economic discourse extends beyond regional borders, providing a cross-country perspective, analysing the intricate relationship between stock market dynamics and overall economic growth in developed European nations.

In the intersection of legal and technological landscape explored in this edition of the SEEU Review, an intriguing array of topics sheds light on the complexities and advancements in these domains. Initiating a comparative legal journey, offering a nuanced understanding of the divergences and commonalities between Macedonian and U.S. state insurance regulations. Shifting our focus to the realm of cybersecurity and law enforcement that delves into the intricacies of addressing computer crimes through digital forensics, with a specific focus on the North Macedonian context. The exploration extends to predictive analytics with the innovative study that leverages web data to foresee and visually represent potential road accidents, providing valuable insights for proactive measures in enhancing road safety. Lastly, the intellectual discourse takes a methodological turn by offering a reflective analysis on the theoretical foundations of triangulation in qualitative and multi-method research approaches.

The Review is the main scholarly journal of the South East European University, an internationally oriented higher-education institution located in the Republic of North Macedonia. All contributors have submitted their papers for review on a transparent basis; the reviewers are not paid for the review process and are not permitted to know the identity of the contributor(s), whose work they are assessing. The SEEU Review does not endorse any of the views presented in these papers; the judgments and arguments made herein are solely those of the respective authors. Similarly, the SEEU Review operates on the basis of academic good faith, having accepted these papers in the same spirit. The authors are ultimately solely responsible for the content of the papers, which they have submitted as their own.

We hope that the findings of the published articles will broaden the horizon for new knowledge and contribute to new developments in education and research.

D-r. Besa Arifi

SEEU Review Editor-in-Chief