

FROM THE EDITORS

In the **volume 6 No. 1** of – *TRANSBORDER ECONOMICS International Journal on Transborder Economics, Politics and Statistic* we would like to draw the Readers attention to the transborder problems that are so different for the economies under analysis. Issues related to the market strategies, social projects, topic of rising prices and international logistics. Artificial intelligence and machine learning were also addressed.

It should be noted that the articles in this issue were written on the basis of conference presentations at the International Student-Postgraduate Scientific Conference: Challenges of Transborder Economics. The event took place on 25th and 26th April, 2024 in the Institute of Economics and Finances of the University of Rzeszów. The conference report is available as the last text in this issue.

The article by Agnieszka Szyszka entitled *Strategies of beauty business in European transborder market* ultimately aims to contribute to the broader understanding of international market strategies within the beauty industry, providing a robust framework for future research and practical application. Additionally, this research will examine the role of digital marketing and social media in facilitating global expansion.

The paper by Paulina Pasierb *Social projects in Poland: Decision-making analysis and their role in entrepreneurial development* examines the role of social projects as important tool in creating positive social change and supporting the development of local communities. The purpose of this article is to analyze the decision-making process of social projects and examine their role as a form of entrepreneurial development in Poland. Through the analysis of statistical data and author's own experience, aspects of the key decisions made at various stages of social projects and the assessment of their impact on the effectiveness and sustainability of these initiatives will be presented.

Przemysław Pawłuszko's paper *The impact of war in Ukraine on the energy and food market* directs our attention to the very important topic of rising prices. The paper highlights how European Union countries, in response to sanctions against Russia, have sought alternative energy sources, leading to increased imports from Norway, Belgium, and the Netherlands. This shift has illustrated the fragility and interdependence of global energy supplies and underscored the urgency for EU countries to accelerate the development of renewable and nucle-

ar energy sources. The paper concludes that while the conflict has had some positive effects, such as spurring renewable energy initiatives, the overall impact on global markets has been predominantly negative, with significant disruptions in food and energy supplies and profound geopolitical shifts.

In the paper *Analysis of the role of the machine learning algorithms in the context of business strategies* Mateusz Kuszpa aims to present the relevance of machine learning algorithms in today's business and consumer world, with a particular focus on their impact on business strategies and customer interactions. The paper will provide an analysis of these issues, emphasising practical applications and implications for the future. In addition, the topics will be discussed in a foreign context.

In the next paper *Challenges of international logistics in the face of financial crises* Kamil Rajzer explores the challenges international logistics face during financial crises and underscores the pivotal role of multimodal transport in the global economy. To address these challenges, the article proposes mitigation strategies such as supplier diversification, transport route optimization, and efficient inventory management through Lean Management and Just in Time methodologies. By adopting these strategies, companies can enhance their resilience and maintain operational efficiency in the face of financial uncertainties. This comprehensive analysis aims to provide a deeper understanding of the complexities of international logistics and offer practical solutions to mitigate the adverse effects of financial crises on global supply chains.

Prof. Elżbieta Feret
Editor-in-Chief

Hubert Leśniak
Secretary