

FROM THE EDITORS

In the volume 4 No. 1 of *Transborder Economics* we would like to draw the attention of our Readers to the topics that investigate transborder phenomena in respect of regional development of areas as well as businesses, infrastructure and population, with the focus on strategic management and sustainability of economies.

The paper by Józef Oleński entitled *Transborder Economic Gravitation* discusses transborder regional development in the context of its polarization, focusing on the impact that is made by areas with greater potential on areas with lower potential. The analysis and recommendations made by the author show that economic and social gravitation as a factor shaping the regional development should be included among the aims of transnational infrastructural projects.

In the paper *Ukraine's Transport Infrastructure: Strategic Development and Analysis of Indicators* the main directions of improving of the Ukraine's transport sector efficiency are considered by Nataliia Malysh, Nataliia Bondar and Lesia Shevchuk. Acknowledging that the current transport infrastructure capacity is lowering the attractiveness of the economy, the authors look for new ways for development based on in-depth analysis and exploration of the transport sector problems along with highlighting advantages resulting from country's geographical location.

Jim Secka's article *Market Segmentation and Segmentation Strategies* is devoted to the relationship of diving market into segments and strategies of such a division. The author conducted an analysis to determine the role segmentation plays in strengthening the market position of companies and opportunities it provides to businesses and other stakeholders.

In the next paper, *Strategic Marketing*, the importance of both developing an effective business strategy and implementing it properly is considered by Işıl Aydoğdu. Factors and parts of marketing strategies have been presented and the contribution of strategic management to business success has been discussed.

Agnieszka Skarbowska in her article *Population in Border Areas at the External Border of the European Union on the Territory of Poland 2015–2019* examines border areas in terms of their demographic situation with the focus on gender, place of residence, economic and biological age groups. The author also provides an overview of key indicators in the field of vital statistics, including marriages, divorces and migrations of population.

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