



EDITORIAL

Dear Readers and Authors of “Access to science, business, innovation in digital economy”

In the first issue of the journal in the new year, on behalf of the Editorial Board and the Scientific Council, we wish you much health, optimism in action, every good fortune and every success in 2024!

The beginning of the 21st century is the era of the fourth industrial revolution, in which digital transformation is playing a key role, gaining increasing momentum especially in recent years, based on the growing use of the Internet and artificial intelligence. The changes are occurring at an accelerating pace and are having a significant impact on global economic processes. The digital economy is a consequence of technological development. Undoubtedly, it is a consequence of the dynamic development of innovation, which is one of the key factors playing a leading role in creating economic growth and, consequently, the development of a country or region. Innovation in the economy should be understood as the ability of all participants in economic processes to create and implement innovations, as well as their actual ability to introduce new and modernized products, new or changed technological or organizational and technical processes.

Innovation is now seen, as one of the main factors of socio-economic development, as it covers all areas of modern life. At the level of individual enterprises, the development of innovative activity is based on the analysis and consideration of trends that have a significant impact on the nature of the development of individual markets and sectors. A significant role in the development of innovative activity is also played by access to innovative infrastructure, the ability to raise funds, the presence of high-class specialists and the existence of a developed institutional environment. With the acceleration of the pace of scientific and technological progress, the directions of development of economic systems are becoming increasingly clear, among which the most important are:

- in response to technological innovation, there is a shift from mass production to more flexible, customized production,
- the service industry is becoming the locomotive of economic development, replacing the manufacturing sphere,
- knowledge, based on the intangible components of human capital, is playing an increasingly important role in the creation of gross domestic product.

One of the products of innovation is artificial intelligence, widely recognized as a driver of productivity and growth. With its ability to process and analyze vast amounts of data, it is showing potential to make business operations more efficient. The deepening processes of digitization are becoming widespread and global. They affect not only companies operating in the market, but entire sectors of the economy and society as a whole. They are translating into a wide spectrum of connections between countries and societies around the world. Generating and implementing innovations in the form of new products, services, technologies, management methods allows an enterprise to gain or maintain a competitive advantage in the market, which



leads to the development of the enterprise and, as a result, to increase its competitiveness. Since enterprises play a significant role in the economy, innovation affects economic growth and development.

The increasing role of innovation is an important aspect not only globally. Increasing importance is attributed to the level of innovation of a country for which innovation can be one of the impulses of its development. In the long term, it should selectively, in selected areas of science and technology, move from the group of "peripheral technology" economies to the group of technological leaders.

The above-mentioned issues, often of a debatable nature, are undoubtedly the basis for a wide range of analysis for scientists and practitioners, necessary on the way to seek appropriate solutions to regional and global challenges facing businesses, society and the economy.

The main idea of this journal is to provide a place for discussions and information sharing, creating a common concept, principles, methodologies, methods, models, technologies and systems for making management decisions in conditions of uncertainty, risk, danger, instability and crisis for sustainable and viable economic systems, ecological and innovative economy projects.

The journal is increasingly popular in the national and international scientific market, which is a consequence of the dedicated work of all those involved in its development and all its supporters and friends, the participation of scientists and practitioners from many institutions of high international prestige.

We would like to thank the members of the editorial board for their unquestionable competence, scientific rigor and dedication to creating and promoting a network of scientific communities in the journal's profile and promoting scientific research!

We would also like to thank the reviewers for the analytical and well-intentioned motivational feedback!

We would like to thank the authors who present scientific articles of both theoretical and empirical content, representing scientific and practical interest in all areas of economic science.

In the new 2024, we wish you good health, all the best in your personal life and professional work, and further scientific achievements!

With best regards,



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