

FROM THE EDITORS

In **Volume 6, No. 2** – *TRANSBORDER ECONOMICS International Journal on Transborder Economics, Politics and Statistics*, we would like to draw the readers' attention to cross-border issues related to human rights aspects and the migration situation in the face of global conflict. Topics concerning new technologies and their impact on young consumers are also covered. The authors also highlighted the importance of artificial intelligence in the changing economic environment.

The article by Mateusz Bieniasz and Anne Czekay entitled *Legal and social perspectives on the mass influx of displaced Ukrainian war refugees in Germany and Poland* address and discuss the problem of circumstances surrounding the mass influx of war migrants from the territories of Ukraine involved in armed conflict from a legal and social perspective, with a particular focus on the simplified procedure for accessing the labor market, as well as the social welfare and education system.

Aleksandra Czapczyk and Aleksandra Kudyba paper *Situation of the Ukrainian citizens in the Polish labor market – challenges and opportunities* investigate the employment of Ukrainian citizens in Poland in the light of recent influx caused by the Russian aggression against Ukraine. The article introduces the historical labor migrations of Ukrainians to Poland and focuses on the increase in migration following the outbreak of war. The purpose of this study is to analyze legal frameworks, especially the special act designed to facilitate the employment of Ukrainians.

The paper by Nina Kurpios examines the *Mediation as a tool for alternative dispute resolution in the legal system*. In this article, the author wants to present mediation as an alternative to the court process. In today's society, where conflicts are an inseparable part of our lives, there is a growing need for effective methods of dispute resolution. In this context, mediation as a tool for alternative dispute resolution in the legal system is gaining more and more popularity. Mediation is a process in which an independent and neutral person – the mediator – helps the parties to the conflict to find a solution that meets their needs and interests.

In the paper *The impact of Instagram Reels on the content preferences and purchasing decisions of young adults in Poland and Lithuania* Paulina Pasierb, Magdalena Golec, Mateusz Malecki, Przemysław Bujak, Ineta Pažūsyte and Vakarė Bagdonaitė discuss the influence of Instagram Reels on content preferences and

purchasing decisions among young adults in Poland and Lithuania. Despite similarities in platform usage, the two countries exhibit distinct patterns of engagement. Polish users are usually active on Instagram Reels, frequently liking, sharing, and searching for products featured in the content. In contrast, Lithuanian users engage less often but put their focus on product reviews and influencer-driven content. This research offers valuable guidance for brands seeking to optimize their social media strategies in Poland and Lithuania.

Paulina Pasierb, Magdalena Golec, Michał Markowicz, Ainoras Kriukelis and Emilis Zilbergas in their article *Exploring AI awareness and its role in internet marketing among students in Lithuania and Poland* investigates the awareness and role of Artificial Intelligence (AI) in internet marketing among students in Lithuania and Poland. AI has revolutionized digital marketing by enabling personalized content, enhancing user experiences, and optimizing marketing strategies through machine learning, natural language processing, and data analytics. This research contributes valuable insights into the dual role of AI in personalizing content and addressing privacy concerns, offering actionable recommendations for leveraging AI in ethical and effective ways.

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