

FROM THE EDITORS

In **Volume 7, No. 1** – *TRANSBORDER ECONOMICS International Journal on Transborder Economics, Politics and Statistics*, we would like to draw the readers' attention to Analysis of the enterprise sector in the Polish economy, with particular emphasis on the SME sector, Student activity in the labour market, Price discrimination in digital marketplace: an analysis of Purchasing Power Parity (PPP) and digital arbitrage, The lipstick economy in Lithuania and Poland: trends and consumer behaviour. The authors highlighted a wide range of topics related to entrepreneurship, the labour market, and market trends.

The article by Olga Kaczor entitled *Analysis of the enterprise sector in the Polish economy, with particular emphasis on the SME sector* identifies and analyses the key developmental factors and barriers facing the SME sector in Poland during turbulent periods. Specifically, the study seeks to investigate how the investment activity of Polish SMEs evolved in response to the economic turbulence of the early 2020s and to determine the extent to which high levels of basic digitalization, such as broadband access, translate into the adoption of advanced technologies like Artificial Intelligence.

The paper by Natalia Wiatr *Student activity in the labour market* focuses on student employment during higher education and explains why many students decide to work while studying. The article presents the results of the author's own research.

The paper by Emre Vural examines price discrimination in *Price discrimination in digital marketplace: an analysis of purchasing power parity (PPP) and digital arbitrage*. This article aims to examine regional pricing in digital markets within the framework of purchasing power parity, and to explain the concepts of digital arbitrage and geo-blocking as a method of preventing digital arbitrage. The study contributes to the literature by revealing, through concrete data, how price differentiation policies trigger digital migration.

In the paper *The lipstick economy in Lithuania and Poland: trends and consumer behaviour* Paulina Pasierb, Dangira Malakauskaitė, Ernestas Veromej, Simona Robótka, Agata Pietruna, Martyna Kud and Aleksander Piechowski discuss the “lipstick effect” through a survey of consumers in Lithuania and Poland. The aim of the article is to explore the lipstick economy in Lithuania and Poland, analysing consumer behaviour and trends while comparing the two markets.

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