

## EDITORIAL IE-2024:2

The presented research articles delve into diverse aspects of contemporary business and societal challenges. They explore topics such as digital transformation, sustainable practices, economic trends, and social issues. Several studies focus on the impact of technology on various industries. For instance, research on AI-powered urban planning addresses the need for accessible and sustainable cities. Additionally, the influence of digital transformation and green entrepreneurship on agrifood businesses is examined. Other studies delve into economic and financial issues. The impact of cybersecurity on the digital economy, particularly in Sub-Saharan Africa, is explored. The optimization of multi-objective portfolios and the factors influencing stock prices in the insurance industry are also investigated. Furthermore, the research highlights the importance of social factors, such as the impact of the war in Ukraine on the employability of Ukrainian migrants and the shift towards sustainable consumption practices in the post-COVID-19 era.

Dimitrios Sfounis et al. (Greece) proposed an artificial intelligence-based model to evaluate accessibility in urban infrastructure. The goal is to identify and predict areas with accessibility issues in existing and future urban environments. The researchers aimed to develop a reliable and adaptable model capable of detecting mobility-related challenges, assessing the quality of urban infrastructure, suggesting alternative routes, and forming the foundation of a comprehensive digital tool for improved urban planning and effective implementation of European social policies. The authors also outlined a method for collecting and comparing data from predefined routes traveled by individuals with disabilities and the general population. This data would be the initial training dataset for a continuous, AI-powered decision-making and evaluation system.

Three provided articles in this IE issue highlight the distinct research areas within the field of cybersecurity, finance, and technology. Asta Valackienė and Rasheed Olalekan Odejayi (Lithuania) conducted an empirical study to assess the impact of cybersecurity management on the digital economy. They investigated existing cybersecurity protocols, laws, and stakeholder roles in combating cybercrime in Sub-Saharan African countries. The research employed a content analysis of semi-structured interviews and triangulation to gather and analyze data.

Fernando García et al. (Spain, Colombia, and Lithuania) utilized credibility theory to optimize multi-objective portfolios in the Colombian stock market, using the US market as a benchmark. L-R fuzzy numbers were employed to model uncertainty in future liquidity and asset returns. The researchers created a more realistic model by incorporating cardinality constraints and upper and lower bounds. A comparative analysis of a portfolio composed of larger-cap NYSE stocks demonstrated the model's adaptability to both developed and emerging markets. The study revealed a trade-off between higher liquidity, higher risk, and lower profitability.

Dipendra Karki et al. (Nepal and Sri Lanka) examined the factors influencing stock prices. The study focused on the relationship between financial performance indicators and

stock pricing in the Nepalese insurance industry. The research found a significant positive impact of Earnings Per Share (EPS) on stock prices across various models. The Random Effects Model confirmed that only EPS and Return on Equity (ROE) significantly affected stock prices in both life and non-life insurance companies. ROE demonstrated a notable negative impact. Other factors, such as Return on Assets (ROA), Net Profit Margin (NPM), and Book Value per Share (BVPS), did not show significant correlations with stock pricing.

The following three articles are dedicated to trading. Victoria Pistikou and Anastasios Ketsetsidis (Greece) highlight the significant challenge of trade re-routing, where goods are redirected through intermediary countries to avoid anti-dumping duties. Their research delves deeper into the relationship between anti-dumping duty levels and the extent of re-routing activities, providing a more nuanced understanding of how firms respond to varying duty levels. The findings indicate that higher duty levels incentivize firms to engage in trade re-routing, leading to increased activity and more complex trade routes involving multiple intermediary countries.

George Sklavos et al. (also Greece) explore the factors influencing agrifood businesses' adoption of digital transformation and green entrepreneurship, two trends that contribute to sustainable business models. The integration of green practices with digital transformation is often hindered by challenges such as a lack of digital HR skills, limited funding, product innovation and consumer awareness, sustainable materials and life cycle assessments, executive training in the Circular Economy, knowledge of ESG and green entrepreneurship.

Anastasia Cosma (Romania) investigates the factors driving consumer behavior toward sustainable clothing purchases in the post-COVID-19 era. Sustainable consumption practices, including reduced consumption, prioritizing quality over quantity, and embracing second-hand options, offer potential solutions to overconsumption. However, the cross-sectional nature of this study limits causal inference, necessitating longitudinal research to establish temporal relationships between variables.

The last provided articles concerns actual problems of the HR. Iryna Roshchuk et al. (Ukraine, Slovakia, and Hungary) identified key employability factors for young Ukrainian migrants with tertiary education in the context of the war-induced labor market changes. By analyzing job vacancies on employment websites in Ukraine, Poland, and Germany, the researchers determined that professional skills, particularly digital skills relevant to specific jobs, and soft skills are crucial for Ukrainian migrants seeking employment.

Gede Suparna et al. (Poland and Indonesia) investigated factors that can enhance innovative behavior in small and medium-sized enterprises (SMEs), focusing on knowledge sharing and absorptive capacity. Using Structural Equation Modeling-Partial Least Squares (SEM-PLS) analysis with Warp-PLS.7 software, the researchers found that absorptive capacity and knowledge sharing significantly contribute to innovative behavior. The study emphasizes the importance of companies complementing their internal capabilities with external knowledge absorption.

Ieva Bluziene (Lithuania) examined the determinants of financial literacy and its impact

on economic resilience. The study found that addressing socio-economic, educational, cultural, and technological factors is key to designing effective financial literacy programs. It emphasized the importance of tailored approaches for fostering financial knowledge and strengthening economic stability.

Overall, these studies contribute to a deeper understanding of the complex interplay between technology, economy, and society, providing valuable insights for policymakers, businesses, and individuals. The Editing Board of *Intellectual Economics* invites our authors to present more manuscripts analyzing the influence of Artificial Intelligence (AI) on economic research methodologies, outcomes, resilience, and dissemination as a topic of great importance. Assessing how AI tools transform socio-economic data analysis, modeling, and predictive analytics is essential for grasping both the potential advantages and challenges AI presents in managing resilience, sustainability, and economic progress.

The economics research methodology employs a multiple-criteria approach, combining quantitative analysis of AI-related research. At the same time, ChatGPT4, Gemini, Orion, ChatGPT Turbo, ChatDeepSeek a/o Generative Open AI versions (cf. <https://www.meta.ai/>) and upgrades help to present a comprehensive view of innovative approaches in economic research, revealing enhancements in the complexity and scope of models, and offering new insights into traditional economic approaches, theories, and practices. While AI accelerates research on resilience and universal sustainability and enhances their deeper understanding, it also raises concerns about over-reliance and the need for adequate methodological training.

Economic data often suffer from being incomplete, non-standardized, or biased, which may skew AI model outputs. The opacity of deep learning algorithms and the challenge of interpreting their decision-making processes are significant, especially given the substantial implications of economic decisions. Models that perform well on training data might not generalize well to new or different contexts, highlighting the necessity for caution in their use.

The deployment of AI in economics also raises issues related to data privacy, surveillance, and potential algorithmic bias, which could amplify existing inequalities or result in unfair policies. Moreover, the increasing integration of data science into economics could widen the skills gap if it is neglected within traditional economic analysis. The cost and complexity of developing, testing, and maintaining advanced Open AI systems pose additional challenges, particularly for smaller academic institutions or researchers with limited resources.

*Antanas Buracas*