

Editorial Foreword

Dear readers,

After experiencing difficult times during the pandemic, researchers became interested in exploring the health and economic implications and finding realistic and viable solutions to support the recovery.

The focus on post-pandemic challenges brought a diversity of socio-economic research topics to the attention of the scientific community, the collective wisdom being called to provide new insights, perspectives, and solutions to help businesses recover, and increase social cohesion.

Reading the current issue, you will discover interesting subjects such as life expectancy and life satisfaction, drivers of start-ups' success, business communication, and social-media impact, B2C e-commerce adoption, and not only.

The authors, experienced and junior researchers, come from different regions of the world European Union (Lithuania, Czechia, Hungary, Germany, Bulgaria, Greece), the Middle East, and Asia and allow you to delve deeper into regional economic and social challenges.

All this is possible due to the hard work and inspiration of our authors, the total involvement of reviewers in improving the journal's quality, and our readers with their constant attention to each Issue for more than a decade.

Enjoy your reading and be part of REASER community!

Prof. Manuela Epure, PhD, MCIM

Deputy Editor-in-chief