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# Editorial Foreword

Dear Readers,

Welcome to a new issue of our scientific journal, ***Review of Applied Socio-Economic Research – Volume 28 / issue 2 / 2024***. This issue continues to bring to your attention challenging socio-economic research topics for the transformative period we live in, marked by the multiple crisis from the recent years.

Review of Applied Socio-Economic Research – Volume 28 / issue 2 / 2024 provides a venue for high-quality research works of academics and researchers worldwide, such as Argentina, the Czech Republic, United Kingdom, Turkey, Indonesia, Malaysia, Saudi Arabia, Republic of Kazakhstan, Marocco, Nigeria and South Africa.

In this issue, new challenging research questions arise in the Review of Applied Socio-Economic Research coverage areas - Economics and Business Research, Marketing & Innovation Management Dynamics, New economy models, Social Innovation, Global Challenges, and Interdisciplinary Research in Social Sciences. The authors approached various actual and interest subjects such as organizational culture in healthcare organizations and examining prescribing behaviour; carbon footprints and income inequality; AI in e-commerce brand recognition and the challenge simultaneous use of social networks; various dimensions of inequality, poverty and issues concerning the quality of life of women and women's empowerment in some countries; the challenge of employing people with disabilities as a tool for labor market stabilization; or the imperative of redefining business norms by the social responsibility.

We want to thank our authors who found in our review an appropriate forum of academic and research debate on the above topics, our reviewers for their hard and quality work, and all those who contributed to the Review of Applied Socio-Economic Research – Volume 28 / issue 2 / 2024!

Enjoy your reading!

Dr. Cristina Barna

Editor in Chief
Review of Applied Socio-Economic Research