

Preface

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There are a number of global economic and consumer trends that affect consumer and organisational market behaviour, and local analysis of these is essential to understand the internal context of economic processes and the changes in individual preferences and values.

The volume presents a number of mappings and practical manifestations of consumer trends that help us to understand how individual decision-making processes change and their complex impact on specific markets.

The volume offers a wide range of case studies, empirical research and professional analysis based on the analysis of relevant sources, to assist the educator, researcher or practitioner in management, marketing, finance or business economics.

The volume includes a comprehensive analysis of the impact of digitalisation, cyber security and self-driving vehicles.

It also addresses the challenges of generation, generational marketing and its impact on different areas of management. The volume also provides a practical, international perspective on the impact of trends relevant to management science and education, presenting the results of relevant impact studies.

The energy crisis and changes in consumer confidence are also addressed in this volume, in the light of empirical studies and complex analyses of international data.

The unique feature of the volume is its multi-disciplinary or trans-disciplinary approach: it provides insights into the world and practices of co-disciplines that are intrinsically linked to a wide range of disciplines in economics and management sciences. The majority of the manuscripts presented in the volume approach the research question from a practical point of view, drawing conclusions relevant to practitioners through research that can be used as case studies in education.

The results of a number of national and international primary data surveys are used to provide the reader with a comprehensive picture of the relevant trends affecting economic and management processes and their complex mechanisms of influence on the lives of all of us.

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