

## Introduction

The present volume, “Competitiveness and economic development – micro-economics aspects and challenges”, contains a collection of seven papers addressing selected issues in economics and finance. The monograph concerns the current problems and challenges in the field of international economic relations, economics, and finance. The authors identify and assess the complexities of competitiveness and economic development, taking into account both theoretical and practical aspects.

The first article explores the issue of corporate social responsibility in the beverage industry. Its authors, Aleksandra Nowotarska, Marianna Tomaszewska, Arletta Piotrowska, and Agnieszka Chłędzik, discuss this problem based on a case study of Carlsberg. Their research shows that the Danish culture significantly influences the perception of CSR concepts in Denmark and that in the last 10 years Carlsberg intensified its CSR initiatives.

In the second article, Anna Czarnomska assesses the importance of Gazprom for the Russian gas sector in the context of the changes that have been taking place in the Russian and world economy. The author concludes that due to sanctions imposed on Russia, the pandemic, and increased competition, the importance of the gas sector is clearly on a downward trend in Russia.

In the next article, Daniel Boehlich conducts a mediation analysis of performance differences between family and non-family businesses and discovers that small and medium-sized family businesses have better financial performance compared to non-family businesses. Furthermore, the author shows that the positive relationship between family business ownership and financial performance is mediated by goal setting.

Jarosław Brach discusses the problem of using gas as a fuel in long-distance road freight transport, presenting the opportunities, challenges, and threats it carries for the Polish consumer. The author points out that under certain conditions, especially when cargo weight does not exceed 70–80% of nominal payload and transport takes place mainly on flat roads, the use of gas becomes economically viable.

The subject matter of the fifth article, written by Mirosław Antonowicz, is the current situation of freight transport in the Eurasian space. The author's research indicates that the pandemic period was treated there as an opportunity to develop and implement new solutions with the aim to facilitate cooperation and harmonize border-crossing procedures, revealing the need to increase rail transport digitalization and improve the digital transport management system.

In the last article, Grzegorz Młynarski studies consumer perception of shared mobility services in the light of global climate challenges. The results of the author's analysis indicate that consumers' attitudes change depending on two factors: economic incentives and ease of access to vehicles available in a shared mobility model.

The diversity of microeconomics issues of competitiveness and development show a holistic approach to composing this volume, which offers a novel view on those aspects of the world economy.

We hope you find this publication interesting and useful.

We wish you pleasant reading!

Editors

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