

Introduction

In 2008, the contemporary world economy faced new challenges caused by the economic recession and the crisis of globalization as a process of ensuring constant, fast and sustainable economic growth. As a result, we are witnessing the implications of these changes in numerous spheres of economic activity, including international cooperation, commodity markets, enterprises and social life. The following publication accounts for the above-mentioned complexity and multidimensionality of the world economic situation.

The current economic crisis started in the financial sector and its structural problems have not been overcome yet. One of such problems described in the publication is the accumulation of foreign reserves as a determinant of the current account. The article devoted to the implementation of Basel III and its consequences for the Polish and European banking points to certain possibilities of improving the situation. Two subsequent articles refer to Poland and cover the changes in the area of using bank services by small and medium enterprises, and the opportunities offered by the forfailing services market.

Another group of articles outline emerging adaptability changes in the economy from the perspective of transnational corporations and within the scope of the maritime container transport market as well as the Polish foreign trade with Germany, Russia and China. In this thematic section, we will also find the article accounting for an assessment of exploiting the potential of the Chinese video game market by the Polish game producers.

The publication also includes the articles covering social implications of the ongoing changes in the following areas:

- human resource management,
- working time in the EU,
- active aging and its shaping through the use of ICT and e-services,
- burn-out at work,
- air tourism in the conditions of liberalization, globalization and the growth of the intensity of competition,
- urban development strategies and the knowledge economy: a case study of Gdynia, Poland.

Globalization resulted in the fragmentation of the production processes in the world economy, which changed the spheres of competitive advantage of particular countries. Developing countries seem to benefit from these processes. Their competitive advantage is increasing. One of the articles included in the publication emphasizes this issue.

The publication is supplemented with two other articles. One of them presents new solutions streamlining customs services of the Polish business entities by introducing the status of an authorized economic operator. The other article, in turn, includes research conducted in the Łódź region evaluating the EU structural funds management system in this part of Poland.

The publication is considerably varied in terms of its substantive matter and offers an original view on new aspects involved in the development of the world economy. In the era of globalization, these aspects influence a wide range of social and economic development spheres considered from the international and national perspective as well as from the perspective of enterprises and individuals. The publication should encourage and inspire individuals to conduct further in-depth research in various fields.

This year, we changed the title of the journal of the Institute of International Business, University of Gdańsk. Now, it is published as the International Business and Global Economy. As a result, we adopted a different approach to the content of particular materials so that the publication can encourage foreign partners to cooperate with us, and appeal to readers by its modern form. So far, the publication has been available in paper form. Now, it can be also accessed electronically.

Prof. zw. dr hab. Bohdan Jeliński
Head of the Institute of International Business
University of Gdańsk

Sopot, 2013