**Editorial**

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Welcome to the third issue of the *International Journal of Management and Economics (IJME)* in 2025. In this issue, we present six papers written by Polish and foreign authors representing various universities and institutions.

The aim of the first paper by Yuliia Zolotnytska is determination of the strategy for the development and transformation of Ukraine's agricultural system in the process of accession to the European Union. The article analyzes the most common contemporary political systems and business models of agriculture in the world. On this basis, the current model of agricultural system of Ukraine was compared with the most common models in European and American countries. The scope of the analysis concerned the historical, economic, and organizational conditions of individual models, and their properties and development prospects in the context of the needs of Ukrainian agriculture. The conducted research allowed not only to systematize the literature in the area of agricultural business models, but also to formulate the author's vision of the agricultural business model and the model of the agrarian system.

In the second article, Makoto Saito, Tetsuaki Oda, Kiminori Gemba, and Keiko Kubota use logistics data to forecast economic trends, focusing on the correlation between air and maritime transportation volumes and economic growth. The study covers the top three GDP countries (USA, China, and Japan) and India as a representative emerging economy. The paper analyzes annual data from 1974 to 2021 for GDP and air transport volume and from 2000 to 2021 for maritime transport volume. The findings reveal a causal relationship between air transport and GDP in the mentioned countries, with significant practical implications for business and policy planning, providing the reader with actionable insights and a deeper understanding of the economic trends.

The main research goal of the third study by Leszek Bylinko is to analyze and assess the impact of the strategic use of management control in the management of public finance sector units. In particular, the article shows the importance and conditions for the participation of the management in the effective management of a public university. The research is empirical and covers the 2015–2022 period on the basis of self-assessment questionnaires. It is a mandatory element of the management control systems. The research also used reports on risk management activities collected at a similar time. The results indicate that conscious self-assessment can effectively support the implementation of the adopted goals, and allows for the improvement of coordination, information, and planning functions in public sector units, including universities.

The fourth paper by Nadiia Shmygol, Zbigniew Chyba, and Nataliia Gavkalova explains the need to ensure the sustainability of the existing ecosystem in the context of steady regional development based on the experience of modern scientific research. Criteria for sustainable regional development that involves the preservation and full reproduction of existing ecosystems for future generations are considered and gave the possibility to assess regional sustainable development and determine the adequate system of indicators that were tested according to the statistical data of Poland. The proposed model for evaluating the state of sustainable ecological and economic development in Poland is based on the definition of its criteria and statistical analysis of the dynamics of relevant indicators and the relationships between them. The model evaluates not only key indicators of the economy in general but also takes into account the regional aspect using the index method.

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The aim of the fifth paper by Bartłomiej Lisicki and Krzysztof Podgórski is to measure the value relevance of transaction signals (buy/sell) by the relative strength index (RSI) on the case of State Treasury companies listed on the Warsaw Stock Exchange. The following hypotheses are verified. Stock buy (sell) transaction signals generated by the RSI indicator cause the occurrence of statistically significant positive (negative) abnormal returns. These, in turn, support that RSI generates value relevant signals, which are valuable investment tools and can be used to earn money on the stock exchanges. Based on the sample including 75 buy signals and 88 sell signals generated by the RSI indicator, an event study methodology was carried out. In 7-day event windows, calculations were made of abnormal returns (AR), which are the difference between the realized and the expected return. The averaged ARs did not differ statistically significantly from zero on any of the tested days for both buy and sell signals. Therefore, the study does not indicate that share purchase (sell) transaction signals generated by the RSI indicator result in the occurrence of statistically significant positive (negative) average abnormal return.

The sixth article written by Olga Ławińska and Anna Korombel aims to assess the impact of enterprises' activities on social media on the purchasing decisions of Generation Z members (Gen Zers). The study investigates Gen Zers' behaviour in response to enterprises' activities on social media as part of a broader research conducted by the authors among students in Poland and Great Britain in 2023. The research employed a survey method, specifically utilizing the Computer Assisted Telephone Interview (CATI) survey technique. The findings demonstrate that enterprises' activities on social media positively influence Gen Zers' purchasing decisions, with the impact varying depending on the respondent's country of residence. The study also examined the relationship between an enterprise's social media activities and the respondent's gender and place of residence. The results reveal that the selected activities had a significantly stronger impact on the decisions of females compared with males and also had a significantly stronger impact on the decisions of urban dwellers.

I hope that all papers included in the current issue of the *IJME* will be a good reading and a source of inspiration for our readers.

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