

## Preface

In honour of the 20<sup>th</sup> anniversary of the founding of the Faculty, between 7 and 9 November 2019 an international scientific conference, entitled “The Challenges of Analyzing Social and Economic Processes in the 21st Century” was organized by the Faculty of Economics and Business Administration of the University of Szeged, in connection with the Science Week series of events. The co-organizer of the conference was the Szeged Regional Committee of the Hungarian Academy of Sciences and as a result of their collaboration, three academic scientific committees also held external meetings under the auspices of the conference. We compiled this volume from the English-language lectures given at the conference, which were revised by the authors on the basis of the opinions expressed during the discussion at the conference and the remarks of the peer-reviews of the reviewers.

Based on the section schedule of the conference, the volume presents a series of thematically extremely diverse studies organized into four major topics, all of which are examining very actual issues and challenges. The first chapter deals with digital and technology-related issues, in the topics of *Industry 4.0, digital economy, digitalization, artificial intelligence and economics*, while the articles examining the issues related to *regional and local economic development* are included in the second chapter of the volume. Papers are examining *relations between social economic and demographic processes in the present* in the third chapter. Last, but certainly not least, the fourth chapter of the volume reviews the *trends and latest challenges of marketing and management*.

During the editing of this volume, we aimed to give young researchers, in addition to well-known and recognized experts in the field, the opportunity to publish their papers. We hope that the volume commemorates the twenty-year anniversary of the Faculty of Economics and Business Administration of the University of Szeged and provides the readers a great insight to how diverse economics really are. We would like to give a special thanks to every author, reviewer and colleagues who contributed to organizing the conference and editing this conference proceedings book.

Szeged, December 2020  
the Editors