

## **Preface**

The European Union's contention in the reshaping global economy – *The 4th Conference in cooperation with the European Association for Comparative Economic Studies* was organized by the University of Szeged Faculty of Economics and Business Administration on 20–21 May 2021, online.

The global economy has been going through severe changes in several dimensions recently. The long-term impacts of the coronavirus pandemic and the ongoing technological innovations, the 4th industrial revolution may rearrange trade relationships and global value chains both inside and outside the European Union and may modify the role of the state as well. Signs of this process are already present in the Central and Eastern European countries. The perspectives of a US-China trade war alter day by day. Due to growing awareness of climate change, the pressure on the industry has increased - especially on the automotive sector - to reduce environmental damages unexpectedly fast. The new situation requires new answers in the various fields of policies. The European integration has to respond to challenges after Brexit and before the long-delayed Western Balkan enlargement.

Conference participants were invited to submit their research papers that address the reshaping global economic landscape from the viewpoint of European integration and economies. This proceeding contains these reviewed papers. Papers based on the approach of either economics, political economy, or business studies were welcome.

The studies in the first chapter examine the economic development and economic responses following Covid 19 including impact on the European banking sector, on digitalization, on trade relations, on environmental policy, on poverty, and on macroeconomic policy. The second chapter focuses on the changing business environment and new business models emerging today e.g. highlighting the attitudes of institutions, companies, and markets towards climate change, challenges of Industry 4.0 in a Hungarian context, and new strategic directions for companies.

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The editor and the organizers of the conference