

Business Revue 53 (1/2025)

Contents

<i>Lyudmila BILANYCH – Iuliia KOSTYNETS – Bohuslava MIHALČOVÁ</i> The Impact of International Investment on the Development of Social Entrepreneurship in Slovakia and Ukraine: Comparative Analysis	7
<i>Marián FRÍVALDSKÝ</i> Analysis of performance of students of the selected economic faculty	20
<i>Klaudia BŽANOVA</i> The digital transformation of employment in Slovakia and its challenges and opportunities by 2030	33
<i>Frederik JANKAJ</i> Competitiveness in the digital age using Apple as a model of innovation leadership	40
<i>František VRÁB</i> Hybrid Threats in the Digital Age: Analysis and Strategies	56
<i>Slávka BOCÁNOVÁ</i> Building Tesla's Competitive Advantage Through Innovations	70
<i>Jana MAŤÁŠOVÁ</i> Women in senior management positions of publicly listed companies in the European Union	85
<i>Alexandra FILIPOVÁ</i> Application of Sustainable Behavior in the Retail Context – Factors Influencing Consumer Behavior	98