

Editorial

What is Sustainability?

by *Eva Maria Pfostel*

[to meet] *the needs of the present without compromising the ability of future generations to meet their own needs.*

World Commission on Environment and Development, Brundtland Commission, 1989

Sustainable development means basing developmental and environmental policies on a comparison of costs and benefits and on careful economic analysis that will strengthen environmental protection and lead to rising and sustainable levels of welfare.

World Bank, 1992

Generating development, Overcoming inequalities, Investing in innovation and capital stocks adequate in quality and quantity.

Simone Cesaretti Foundation, 2020

The *Review of Studies on Sustainability* is a tool for scientific deepening of knowledge concerning the issues of sustainability, analyzed in its different dimensions: environmental, economic, social and institutional.

The economic dimension: that is the built capital whose production is a prerequisite to ensure greater availability of goods and services for humans.

The environmental dimension: that is the natural capital whose conservation is a prerequisite to guarantee the functionality of ecosystems.

The social dimension: that is the social capital whose development, in this historical phase, is based on the principle of intra and inter generational equity.

The institutional dimension: that is the capital of rules on which the democratic life of the community is based.

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In order to implementing a sustainable development process it is necessary give answer to ethical criteria, criteria of intra and intergenerational equity based on a balanced and efficient allocation of resources between the different dimensions. Today, the transition to sustainability finds a fundamental critical factor in the lack of respect for fundamental principles, in the imbalance in the pursuit of the objectives of the different dimensions of development, in the inability to protect both intra-generational equity and the rights of future generations.

In particular, in order to undertake transition paths towards a development oriented towards sustainability, it is essential that all stakeholders (consumers, institutions, support sectors and companies) assume a responsibility and greater attention (protection) towards the objectives outlined by each of the different dimensions that harmoniously contribute to the definition of development.

Starting from these considerations, the papers hosted in this issue of the *Review of Studies on Sustainability* have investigated the behavioral models of the various stakeholders with respect to different dimensions, putting in place interesting analysis methodologies: cluster analysis, chaos theory, ICT innovation, cost-benefit method and showing results that can be interesting ideas to guide the scientific community and global society more and more towards Sustainability.

In the paper entitled “The factors business environment and industry focus in sustainable development of the region”, the authors Svetlana L. Lozhkina, Elena V. Zelenkina, Galina A. Gorbatkova and Galina A. Kulikova show how the vector of sustainable development imposes a complex of new requirements on the management of firms (Stakeholder), the implementation of which implies the consistent introduction of innovative digital technologies. In these conditions, the management of modern firms needs to assess not only the future costs, the prospects of the implemented ICT technologies, the susceptibility of the production potential to this ICT technology, but the future potential and the cumulative effect of the costs incurred. With the use of the cost-benefit method, the correlation dependence of labor productivity indicators and costs of investments in information and communication technologies was revealed.

Climate change and environmental degradation have a greater negative impact on the economy, where the human being is working. Climate change not only affects the global environment and natural ecosystems but also the human being. As a result, the relationship among humans suffers a lot due to degradation of values and ethics because of scarcity of resources and fluctuation of economic indicators. Thus the author Narendra N. Dalei and Githa

S. Heggde, in the paper “The Economics of Value, Growth and Relationship in a Green Prospective”, finds that we must emphasize the wider vision and deeper values of green growth and sustainability by understanding interconnectedness among all the parts of the planet, which will bring sustainable balance between economy, society and ecological system.

Companies underwent strategic changes related to strengthening social and environmental dimensions. This is the result of the paper “Impact of sustainable development concept on changing business benchmarks” by Marina Khabib, Marina Teplyakova, Miroslav Oblogin, Nikita Kishkin. The paper showed that changes in Russian companies belonging to different industries, and to determine patterns in the transformation of domestic business benchmarks in accordance with the principles of sustainable development, in fact by 2019 they have significantly increased the level of annual income.

Increasing the efficiency of making corrective investment decisions for the sustainable development of the agricultural holding, this is the aim of the paper proposed by the authors Zoia Sokolovska, Oksana Klepikova and Semenov Anatoly entitled “Portfolio stability ensuring: an emerging chaos case (on the example of Ukrainian agroholdings)”. Through the application of chaos theory, the result that emerges Russian companies benefit by contributing to the pursuit of Sustainable Development.

The authors Nicola Marinelli, Maria Cipollaro, Safwat H. Shakir Hanna, Carlotta Innocenti, Sara Fabbrizzi, in the paper entitled “The perception of palm oil by Millennials: a semantic differential approach”, address the issue of sustainability in the environmental dimension by proposing a study that explores the consumer (stakeholder) perception of products containing palm oil, considering the impact on choices by the recent media campaign on the subject. The methodology applied is the cluster analysis and the case study is palm oil.

One of the fundamental economic determinants of sustainable development is the optimal use of limited resources and the use of environmentally friendly – nature, energy, and material – saving technologies, including the extraction and processing of raw materials, the creation of environmentally friendly products, minimization, processing and disposal of waste. In the paper “Assessment of the ecological potential of the region using the method of regression analysis and the coefficient of elasticity for sustainable development”, the authors Olga M. Gusarova, Svetlana L. Lozhkina, Tatiana V. Reger, Elena V. Tarasova and Gleb A. Agapov, propose a series the indicator “ecological potential of the region”, that, have a significant impact on this phenomenon. The authors have developed a regression model to determine

the degree of influence of a number of socio-economic indicators on the volumes of landfills for the disposal of MSW and a case study that refers to a territorial analysis.

Protect “the right to health” and consequently the management of the Covid-19 pandemic. Analyzing the situation created by the Coronavirus which has been a risk to the health of the humans and at the same time has affected the legal systems in a country, is the purpose of the paper “Health, well-being sustainability and rights in the time of Covid-19 infection: Infection management by the Albanian legal order” by Ismail Tafani. The pandemic crisis inevitably has influence on the sustainability of the society because this disorientation of the legislative activity created confusion in the world and in particular, the paper deals with the case of Albania.

Social network analysis of online contestation on Twitter from September 2018 to April 2019 to reveal how netizens’ engagement in election debates is polarized by the politics of hashtags. This study finds that hashtags are operated to construct dichotomist debate focusing on both presidential candidates’ figure. The authors Caroline Paskarina, Rina Hermawati and Nuraeni, in the paper “Politics of hashtags: Social network analysis of online contestation in the 2019 Indonesia presidential election”, say that strengthening the role of social media needs to be combined with contemporary citizenship political strategies that can extend access for civil society and online influencers to play an active role in articulating public issues more argumentatively.

The aim of the publication, “Sustainable development and quality of life in Poland compared to other OECD member countries” by Piotr Misztal, is to analyze the concept of sustainable development in the member countries of the Organization for Economic Cooperation and Development (OECD) with particular emphasis on the quality of life of Polish citizens against the background of other member countries of this organization. In particular, the study considering the total index of Better Life Index, it was found that Poland was in this respect in the third tenth of all 37 OECD member countries. Poland achieved better results than the average in the areas of “personal safety”, “education”, and “balance between work and home life”, instead negative results emerged about “housing”, “life satisfaction”, “civic engagement”, “work and wages”, “society”, “quality of the environment”, “income and wealth”, “health”.

It is well recognized that decisions are taken by stakeholder “consumers” on a wider basis than the rational itself. Neuromarketing is a field of studies that merges brain science with marketing knowledge. Methods based on neuroscience and technology can be used to better understand the way consumers react and process information from marketing stimuli. The purpose of the paper “Neuromarketing: some remarks by an economic experiment on food

consumer perception and ethic sustainability”, by Daniela Covino, Immacolata Viola, Tetiana Paientko and Flavio Boccia, is to verify how specific marketing messages can generate an emotional response, and consequent consumer choice, respecting the parameters of ethical sustainability.

Overcoming the current development model, universally deemed unsustainable, requires the implementation of a strategy based on four closely interconnected components: supporting sectors, firms, families and the third sector. In the paper “Circular economic analysis for Sustainability”, the authors Gian Paolo Cesaretti, Irene Paola Borrelli and Immacolata Viola, propose a Circular Economic Model to analyze the determinants of “circularity” of Well-being.

I believe that also though this issue, our Journal, has given an important contribution on investigating various themes affecting Sustainability.

For this, i want to thank all authors for enthusiams devoted and reviewers for their critical comments.

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