

Editorial

by *Viacheslav Kerner**

Being a supporter of a thoughtful, progressive and well-planned movement towards sustainable development, the author of these lines does not deny the acceptability of moderate stress. A slight agitation before an exam or a high-stakes game may well mobilise the dormant resources of the body and bring colour to the sense of euphoria from the resulting long-awaited victory.

It has been about six and a half years since the life-changing mailing subscription, when, in fact, one ad eventually changed everything. One thing is for certain, there has been more than enough stressful situations. No, there is definitely nothing to complain about; and we are not going to encourage indulging in this feeling, which is but a harmful anomaly in the evolutionary development of the human brain. On the contrary, welfare, achieved at the cost of arduous labour, sleepless nights and frayed nerves, has a value much higher than nominal. However, this will not concern achievement. Symbiosis – more likely.

Let us express the assumption that Newton's first law can, to a certain extent, be transposed to the behavioural aspirations of people. Indeed, it is rather convenient to observe the transpiring chaos in the world around, having nestled in a comfortable position, enriching the Encyclopaedia of Couch Expertise every once in a while. A considerable part of the workers who accidentally slid into the sphere are so passionate about maintaining their inertial movement or state of rest that they do not even try looking at the problematique a little more broadly. Thus, not everyone is fortunate to “witness as much beauty as a one Ali Baba, Kasym’s brother, could not have dreamt of when he raided one little-known cave in hopes of buying some rice” (Runner’s Gospel, 2009).

Some other part – albeit more active – but blinded by counting only incoming numbers, forgets to include in their formulas the variable of real and potential risks. We shall not dwell on them in detail and spoil everything, but

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only vaguely hint that countless interesting things will unfailingly happen in the near future. Just in case, one should also remember that it is far from infinite and by no means in every case it is possible to ignore the reputation, fiscal, and legal components.

From a certain perspective, ambitious drivers of every movement and the creators of problems on their own and others' costs are (or may be) almost a necessary component of further progress, the search and invention of new forms of doing business and... protection from themselves. Admittedly, curiosity in itself is not a self-sufficient substance for this (Pylypenko, 2019), regardless of what Vladimir Surdin or Neil deGrasse Tyson may say about this. Has the space industry and emergency medicine been fuelled by anything more than an arms race and war? The most unexpected miracles of endurance and ingenuity appear in times of crisis. Well, or out of mere stupidity or accident.

Perhaps it is the tricksters who find themselves most comfortable in these conditions, managing to stay afloat, taking to crises like a duck to water (People of Chaos..., 2019a; People of Chaos..., 2019b). And this does not necessarily refer to those who took the burden of a permanent state of stress. Trouble-shooters may well intervene in the processes at any stage convenient for them, after each short battle they work the delicate flower act and devise their own strategy on the side-lines. The modern world is too dynamic, changeable, and dangerous, and therefore it is vital to realise that there may be a need for zero-sum games (Breddock, 2018).

Let the reader not be confused by the diversity of the works presented in this issue: transport enterprises and logistics systems; transnational corporations and labour relations; international politics and human rights; marketing communications and digital transformation; debt obligations and innovative development; consumer protection and economic modelling – all of this is equally related to the subject area of the journal (and, notably, the subject of sustainable development has gained substantial popularity in certain circles today). The authors are struggling to solve their own (even personal) issues, and they are not to blame considering the conditions in which they were placed.

Although, perhaps, it would be worth sending all of them to the summit in Odesa (Fig. 1). Then again, we need investors.

Figure 1 – Supposed location of the Interdisciplinary Academy of Sciences (Odesa, 2021)



Source: picture taken by the author

In addition, in the context of all of the foregoing, we could recall the most striking examples from the works of Zhanna Khamzina (2018), Anatolii Kostruba (2019) and many other authors presented in this issue. We prefer, however, to leave a little room for innuendo, and at the same time invite all interested parties to the discussion.

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