

Editorial

by *Antonio Garofalo*

In September 2015, the United Nations (UN) approved the 2030 Agenda for Sustainable Development. In this document, subscribed by 193 countries, the UN set out a global strategy for sustainable development. The Agenda defines 17 main objectives, Sustainable Development Goals (SDGs) that delineate the trajectory of the strategy. These SDGs need to be met for the current developmental model to shift towards a sustainable one. Another important achievement of UN's 2030 Agenda is that of institutionalizing the multi-dimensionality of sustainability, which is conceived in all its dimensions: environmental, social, economic, institutional.

However, the implementation of the global strategy for sustainable development is hindered by two factors. First of all, the current scenario is characterized by a globalization that is poor in rules and rights. The absence or scarcity of rules evidences the fact that the world is moving away from a multi-lateral and collaborative approach to global challenges and, instead, moving closer towards an individualized approach. With regards to rights, on the other hand, we can observe that those that are established are often violated, whereas new and emerging rights have not been recognized yet.

The second factor preventing the strategy to be set in motion has to do with societal approach to well-being. As a matter of fact, society has not yet overcome its segmented approach to well-being. This means that, on average, decisional models adopt “dumping” strategies, prioritizing one aspect of well-being (most often economic well-being) over the others (health, other qualitative aspects). This results in the generation of negative externalities that impact the four stocks of capital, damaging them. Thus, this approach is at odds with sustainability.

Therefore, three necessities emerge from these considerations. In order to pursue sustainable development, society needs, first and foremost, to overcome its segmented approach to well-being in favor of an integrated one – meaning one that simultaneously considers all dimensions of well-being. Secondly, the market economy needs to be more regulated on a world-wide

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scale, so that there is a more stable balance between the movement of goods and services and that of people. Ultimately, new and emerging rights need to be recognized and institutionalized in order to be respected.

This issue will explore the scenario here described as well as the lines of action or strategies that can be employed for sustainable development.

In the paper “Exploring the causal relationships between health, pollution, and growth: Evidence from OECD countries”, author Carla Massidda examines the impact of particulate matter and income levels on three mortality indicators in a sample of OECD countries from 1990 to 2017. The empirical analysis is performed within a panel cointegration framework to test for cointegration and causal relationships. The findings support an equilibrium relationship holding mortality rates with pollution and income in the long-run. Estimated coefficients and causality tests show that increasing pollution rises mortality rates while increasing GDP per capita has the opposite effect. The main contribution of this study is to bring attention to the relationship between mortality rates, fine particulate matter and income for a panel of OECD countries combining cointegration analysis and causality tests.

In “Doxastic Managerial Practice and Management of the Market Economy”, Florina Bran, Ioan I., Carmen-Valentina Rădulescu, Elena Crizantema Vîlcu, Sorin Burlacu, Maria Loredana Popescu, Dumitru Alexandru Bodislav, explore the premises of doxometric management. Authors believe that in the first quarter of the 21st century it is not so much historical events, the Internet or electronic commerce, or technology in general that determine societal influences and changes, but rather knowledge management. It is possible, from a sociological perspective, to show the end of modernity considering that managers and people, in general, those in developed Western societies, in particular, have already come under a strong rationality. Conclusion is therefore reached that a new type of management is needed, based on doxastic organization and leadership, by measuring trust and opening the borders of neighborhood structures.

Protection of privacy is the topic of “Protection of privacy in information technologies in the context of COVID-19: a comparative legal analysis of the Republic of Kazakhstan and the European Union” by the authors Gizat Kubenov, Serik K. Zhetpisov, Gulnar A. Alibayeva, Yuriy Yu. Kolesnikov and Ainash K. Kydralinova. Today the world community has been responsible for the prevention and containment of the spread of the coronavirus disease COVID-19. At the same time, to a large extent, such measures are embodied in various forms of restrictions on the realization of civil, political, and other rights, freedoms, and legitimate interests of a person and a citizen, as well as to a certain extent there are encroachments on the inviolability of

a person's private life. The purpose of the scientific article is to study the state mechanisms of Kazakhstan and the European Union on legal support and security of personal data on the Internet, particularly during the COVID-19 pandemic, and to determine possible ways for their development and improvement.

Berik Uali, Bagysh Gabdulina, Gulnar Askeyeva, in the essay titled "The role of social media in sustainable development and strengthening the image of a political leader: Kazakhstan experience", conducted a content analysis of social media texts that formed the public image of the President of the Republic of Kazakhstan (RK) Kasim-Jomart Kemelovich Tokayev.

Within the framework of this work, the political image was studied as a set of media texts in social media that provide public communication between a politician and the audience in order to create an image that has characteristics that are congruent with the desires and moods of the masses. The method of content analysis of social media texts, which was used in the work, helped to identify the role of modern media in managing the image of a political leader in conditions of social tension.

Madina Seidinova, Gulzhazira Ilyassova, in their paper "Surrogacy in the Republic of Kazakhstan: A Theoretical and Legal Perspective on Legislative Regulation Improvements", focus on the importance of surrogacy practices. This paper aims to provide a qualitative assessment of modern Kazakhstan's legislative regulation of surrogacy in light of contemporary challenges. Authors intend to highlight some aspects of surrogacy law that have not been adequately expressed in Kazakhstan contract law. The study revealed there are major legal gaps and potential contract law issues.

In the paper titled "Greening Human Capital and Business Cycle: The Role of Educational Policies", authors Marina Albanese, Francesco Busato, Gianluigi Cisco, evidenced the importance of higher education in transferring knowledge and skills around green culture. These are essential in the future low-carbon economy. The paper examines the impact of green education policies in the higher education sector on the business cycle and compares them with standard incentives to encourage green production at the company level. The methodology employed extended the dynamic stochastic general equilibrium model to account for endogenous selection of green and traditional human capital and heterogeneous households that differ in their ability to access labor markets and with different human capital availabilities.

In "The role of innovation in sustainable development and improving the competitiveness of business structures in Kazakhstan", Mukhamedkhanova Ainur, Yelikbay Maksat, discuss innovative services introduced into the pro-

duction of business structures in Kazakhstan to increase sustainable development. The concept of “innovative-cooperative entrepreneurship” and “innovative-integration entrepreneurship” structures was developed for the study. Authors propose, thus, the creation of new innovative production business structures was proposed.

In “Metaverse, the last technological frontier of environmental sustainable food: worldwide evidence from the first business case studies”, authors Flavio Boccia, Joanna Rosak-Szyrocka, Houman Hashemzadeh and Daniela Covino, highlight the potential offered by the metaverse. This innovative technology probably represents the boundary between the most avant-garde current innovations and, at the same time, what could be the possible development potentials of the near future. From the analysis of the first existing case studies it is clear that the metaverse is certainly an innovation that opens up new sustainable economic possibilities, also for companies in the food sector. To date there are no other studies like this on this topic and, in particular, in the food system.

Authors Yerzhan Raushanov, Turekhan B. Akhmetov, in the essay titled “Industrial Policy Impact on Competitiveness of Companies and Sustainable development in post-communist Kazakhstan”, focus on the topic of industrial policy and its effects on companies in terms of their permanence on the market. Industrial Policy tools can include industrial programs, liberalization of trade, antitrust policy or price of capital regulation. The authors focus on the case of post-communist Kazakhstan. In order to develop different sectors of economy Kazakhstan government implemented two sequential industrial programs for 2010-2019 period. From the empirical analysis carried out by the authors, it can be concluded that the more attention governments pay to these instruments, the more likely companies are to survive.

In “Financial planning as a tool for strengthening the company’s financial stability and sustainable development”, authors Zhakupova Aizada, Yessengeldina Anar, Myrzhykbayeva Ainur, Daribekov Serik, Zhanseitov Azamat, focus on the fundamental tool of financial planning. The essay examines budgetary soundness of Kazakh’s firms, focusing on the establishment and execution of financial management strategi techniques. This investigation reveals that Kazakh enterprises are serious in the local market and financial planning for overseeing company resources for their continued existence into the market and making a decent revenue since revenue is a definitive execution of the ventures. The most critical factors of this study are significant financial stability by proper strategic planning, statistic model, and financial analysis.