

Editorial

by Antonio Garofalo

The governance of four stocks of capital, natural, economic, social, human (in terms of their availability, access, quality, efficiency), must be aimed at maintaining a well-being balanced between material living conditions and quality of life; equally distributed between classes and territories; usable for future generations.

This is the essence of Sustainable Development strategy.

Today, however, the current global model of development is considered, as denounced in 2015 by the United Nations, “*unsustainable*”. This is due to multiple challenges that negatively impact on Well-being Sustainability.

First of all, at world level, a “variable geometry globalization” is still prevailing, characterized by a strong liberalization of goods, services and capital movements, not adequately accompanied by a universal sharing of rules and rights.

International institutions are therefore called upon to implement policies capable of guiding the world towards the construction of a sustainable future.

The pandemic crisis caused by Covid-19 is currently contributing to the pursuit of the Sustainability of Wellbeing even more. It had dramatic effects on the economic system, triggering an unprecedented crisis, first on the supply side (due to the closure of the activity in the areas placed in lockdown) which then quickly turned into a demand crisis (due to the collapse of the income, jobs and the high uncertainty of the future). The negative impacts of the pandemic recorded on the phenomenon of globalization have been significant. In fact, in recession, exports are generally among the first indicators of collapse, and according to the WTO estimates made in 2020 it was assumed that world trade would have decreased between 13% and 32% (WTO 2020). In terms of capital flows, there have been large outflows, especially from emerging countries. In addition, many states have adopted policies to combat the virus such as the closure of borders and the ban on entry for foreigners. In few months, free movement of goods (and services), capital and people were, for various reasons, suspended or limited.

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Starting from these considerations, the papers in this issue of the Review of Sustainability Studies analyze case studies relating to some of these global challenges, offering original solutions.

In the paper entitled “Development of tourism services in the framework of sustainable development after the COVID-19 pandemic”, the authors Liubov Zharova, Liubov Zharova, Olena Karolop and Tetiana Mirzodaieva, investigated how sustainable tourism can contribute to overcoming the post-global crisis covid. In particular, in the framework of this study, it was argued that another basis for the development of tourism and hospitality is sustainable development. The aim of the research paper is to reconsider the industry in the direction of sustainability which is substantiated in connection with nature conservation, reassessment of the socio-cultural environment, and the benefits of active participation in the economy and local development. The emphasis of the study is placed on the need for a solution that is primary – rethinking or rapid recovery. It has been underlined that sustainable tourism should have a positive impact by improving the livelihoods of local communities.

The authors Yerkebulan Amantaev, Maira Dyussebekova, Yelena Nechaeva, Guliziyi Baishan, Nurislam Issayev, in the paper entitled “State policy of sustainable digitalization of kazakhstan education in the experience of transformation during the pandemic period”, addressed the issue of digitization, in particular “sustainable” digitization. The article provides an analysis of the problems that Kazakhstani education had to face in the transition to online learning, and emergency measures taken by the state and the business environment to solve them. Based on the materials of in-depth interviews with experts in the educational field, an analysis was made of the impact of the pandemic on the process of digital transformation of the educational sector and the prospects for the development of education in the changed conditions, and key areas for further improving the quality of digital education were identified.

In “Sustainability and trade relations of kazakhstan with central asian countries and china”, Seriyeva Zh.A. and Medukhanova L. A., address the issue of regional integration and development of economic cooperation between the countries of Central Asia has been raised several times. The article discusses the dynamics of Kazakhstan’s trade relations with Central Asia and the role of major neighboring countries as one of the areas of economic cooperation. The main results of the study are that Kazakhstan has identified the dynamics of sustainable trade and the structure of trade with Central Asian countries over the past five years.

In the paper “Personal data protection in Kazakhstan and the EU: comparative legal analysis”, the authors Yernar Ye. Yerbolatov, Serik K. Zhetpisov, Aleksey V. Boretsky, Gulnar A. Alibayeva and Yuriy Yu. Kolesnikov pointed out that the rapid development of information technology, which penetrates all spheres of public life, has contributed to the emergence of new legal relations regarding personal information protection. The purpose of the study is to analyze the issues of the personal data protection legal regulation in foreign countries and to develop scientifically based proposals for the improvement and systematization of the regulatory framework of the Republic of Kazakhstan, ensuring personal data confidentiality. The methodological basis of the research constitutes general scientific methods (in particular, philosophical, dialectical, synergetic, inductive, deductive, analysis, synthesis, formalization, analogy, materialistic and empirical methods) in order to ensure the integrity and balance of the research.

Digital transformation is the topic of the paper “Digital transformation in developing economies under the COVID-19 pandemic” by the authors Yuriy Safonov, Viktoriia Borshch, Iryna Shulzhenko, Iryna Zahrebelna, Ievgeniia Bolshakova. In this study the quantitative and qualitative methods are used to analyze countries’ economic transformation under the COVID-19 pandemic. The findings suggest that digital transformation is quickly becoming a priority for many sectors, the main challenges of digitalization are legal complexity, inadequate funding, the lack of digital literacy and skills among the active population. The development of an effective regulatory framework to facilitate and encourage the IT sector would help overcome these challenges.

Abdalla Moh’d Dyab Al-Nouimat, Mubarak Ateeq Sultan Alafreet Alkuwaiti and Zhomart Zhengis, focus, in the paper “The importance of the Caspian Sea in sustainability of the international competition for Central Asia”, on the importance of the Caspian Sea in the Central Asian countries and the factors that contribute to its importance of sustainability in geographically and strategically plans. The methodology used in this study is qualitative, based on other studies, books, and articles. The results show that the Caspian Sea is targeted by many countries because of its great importance to Central Asian countries due to the number of natural resources and reserves therein, and the availability of natural gas and oil on its territory.

In “Financial sustainability of commercial banks on the basis of strategic management accounting”, Tazhibayev S.D., Tanatova S.O., Dolanbekov G.A. and Tazhibayeva Zh.S., discuss the tasks of improving the efficiency of ongoing transformations in the economy of Kazakhstan to ensure the financial stability of commercial banks, the reliability of the functioning of financial resources, based on the improvement of strategic management accounting.

Akdana Yernarkyzy Abdiraiymova, Yerbol Musinovich Abaideldinov and Bahyt Zhussipova Akylbayevna, in the paper entitled “International legal cooperation of countries in ensuring the human rights to adequate food”, they studies the development of international legal regulation of partnership in the field of food security, the goals and authority of Food and Agriculture Organization (FAO), the conditions of the food market and the world’s economy. The study examines the right of everyone to access safe and healthy food, in accordance with the right to for adequate food and the basic right of everyone to be free from hunger.

Finally, in the “Focus” section, the Journal has published some in-depth papers on specific issues.

Alberto Bertossi, Stefania Troiano, Francesco Marangon instead, in the paper “Where is sustainability? An assessment of vending products”, highlighted the importance that one way to make food sector more sustainable is to orient consumers towards diets that respect people, the planet, and society. According to recent research studies, consumers have started to evaluate food products based on sustainable claims given on the packaging, but no study has focused on food products obtained through vending machines. The aim of study was to analyze which types of sustainable claims, if any, food products sold at vending machines show on their packaging.

Dauren Nessipkaliyev, in collaboration with Zauresh Nagaibayeva, Bayan Yesserkemissova and Galym Malik, in the paper “Political socialization sustainability of students: a comparative analysis in a large city” address the theme of political socialization as a theoretical problem caused by the need for developing research and coordinating positions on key issues in this area. The article, indeed, analyzes the directed part of the political socialization of the Kazakh youth. The main tools and mechanisms of political influence on young people, the process of forming political values, and the main agents of influence on the political consciousness of young students are identified.

In “Influence of the factor manufacturability on the economic structure of the innovation process of an industrial enterprise in the context of sustainable development”, authors Svetlana L. Lozhkina, Alexander A. Novikov, Elena V. Novikova, Iliya E. Yanov and Natalia A. Gurevich, focus their attention on the fundamental role of innovation. According to the authors, in the paper, the structure of the economic process of innovative development of industrial enterprises is significantly influenced by other factors, the role and significance of which require specification, taking into account the industry specifics of economic entities. The article analyzes the economic structure of the innovation process of manufacturing enterprises.

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