



(online) = ISSN 2285 – 3642

ISSN-L = 2285 – 3642

Journal of Economic Development, Environment and People

Volume 2, Issue 2, 2013

URL: <http://jedep.spiruharet.ro>

e-mail: office_jedep@spiruharet.ro

Foreword - (reviewers' view)

It is indeed a singular honor to be asked to write this Foreword for a prestigious journal like JEDEP that has now come out with its fifth issue.

I would like to share a thought that came to me as I was reading the abstracts. When you are presented with a bouquet of flowers all of the same hue and color it is beautiful. But when the flowers are in various colors but yet of the same biological genre this beauty is enhanced. That is true of this issue of the journal and the contribution of the authors as well. To begin with, for a person who has been looking into organizational excellence and business sustainability for the past two decades, this cluster of essays made delightful reading.

The first paper by Dragan Ilić, Jasmina Stanković and Stanko Ilić has made a lot of inroads into problems that we in India as well face. The enigmatic question they raise when they write “What would be the marketing steps that a company could take to benefit from its “sustainability focus?” The key to any marketing program is to differentiate a company’s actions from those of competitors and to do it along lines that its various stakeholders care about” takes the debate from the market-place into the hearts and desires of the stakeholders.

The next paper by Jelena Prodanović, Marina Šćiban and Mirjana Antov on the improvement of waste water treatment has a very forthright message: The aim of *this paper is a consideration of potential environmental benefits of substitution of alum by natural coagulant extracted from common bean seeds in sewage wastewater treatment process*. Water has become a very important metric in human sustainability so much so that future wars may well be fought for water just as earlier ones were fought for land.

Jelena Premović and Tamara Premović, thereafter hint on the wanton plunder of *Mother Earth in their work on environment protection as a presumption of sustainable development*. They posit the argument that rapid (market driven) economic growth and irrational use of natural resources (to satiate human greed for profit) in the last decades of the twentieth century have influenced the changes in the environmental sphere and to specific environmental problems. Dwindling reserves of flora and fauna, melting of glaciers, global warming and erratic weather is there for all to see. We hold this world in trust for future generations and so when the objective of sustainable development outlined at the UN Conference on Environment and Development in Rio De Janeiro in 1992 and the ISO 14000 Standards were created it becomes our civic as well as historic duty to ensure that these two initiatives succeed – for the good of humankind.

When the doctoral scholar Maja Drobnjaković, argues that there is an urgent need to march towards “low - carbon economy”, he is outlining the terms of a new crusade. Global challenges, he says, of diminishing fossil fuel reserves, climate change, environmental management and finite natural resources



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servicing an expanding population. For him these reasons mean that urgent action is required to transition to solutions which minimize environmental world impact and are sustainable. One cannot agree more!

In a manner of speaking, Zoran Mijatović, R. Kobilarov, B. T. Vujičić, and D. T. Mihailović in their research paper reinforce the prognosis posited earlier in that in monitoring of sun's ultra violet radiation and stratospheric ozone layer thickness over the region of Novi Sad (Serbia) and have concluded that during observational period, the significant difference in daily maxima of the UV radiation recordings or ozone seasonal maximal values from year to year, has not been detected.

Finally Saša Raletić, and Dragana Beljanski excellently champion the cause of Green Marketing as a Form of Social Responsibility in Serbia thereby making an academically based rational as well as emotional appeal to conserve the environment.

In congratulating the eminent contributors all I can say that they spoke from their heart but reasoned with their head. I see a great future ahead for the journal, the editorial team and the contributors on the basis of what I had the privilege to read. I wish them good luck.

Dr Sorab Sadri
Professor of Political Economy and Management Sciences
Director School of Humanities
JECRC University, Jaipur 303905, Rajasthan, India
sorab.sadri2010@gmail.com

June 2013