



Dear scientists, entrepreneurs, politicians and other interested readers,

It is my greatest pleasure to introduce the new issue of international peer-reviewed journal, which tackles issues related to sustainable development. Rapid globalization and worldwide instantaneous communication made possible through intense application of Information technology have already rendered our planet highly interconnected and yet smaller. Alas, on the other hand, competition amongst firms has globally become fierce while consumerism has been followed as a prevailing norm around the world. At the same time, increasing consumerism in modern world results in environmental degradation, which if not dealt with due care and diligence can have catastrophic consequences for our precious planet in all its diverse forms of life. Nevertheless, it is strongly argued that entrepreneurship is the driving force for economic growth around the world and that countries that foster entrepreneurship are clear winners in terms of rapidly developing their nations while alleviating poverty amongst their citizens. However, it is imperative that firms and entrepreneurs engage in economic activities that are sustainable and strategic. For firms and entrepreneurs to achieve sustainable growth and prosperity, they need to follow three basic principles and they are: (1) planet; (2) people; and (3) profit.

Caring for our planet and responsible custodianship of its resources must be **the highest priority** for all world citizens and firms as well as governments, since we all need a clean and green environment in order to maintain a healthy life for ourselves and our future generations to come! On the contrary, let's remember that our planet does not need humanity for its ongoing self-sustenance in all its glorious and edifying manifestations of life forms. As a concluding remark, firms and entrepreneurs need to discharge systematically their economic activities with highest ethical standard in order to ensure commitment and motivation from their stakeholders including their employees, and consequently, economic growth pursued by firms and entrepreneurs alike evidently generates profits, which need to be invested in real projects that produce goods and service for the greater good of society which are sustainable.

*Best regards,*

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