



BOOK REVIEW

Ewa Bojar and Jolanta Słonieć (Eds), *Sustainable development in the regions and countries. Management and Marketing*, Lublin, 2014

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The book *Sustainable development in the regions and countries. Management and Marketing* (editors E. Bojar and J. Słonieć) is a monograph comprising of 10 case studies on various topics related to sustainability and development that were investigated in different economic sectors (e.g. tourism, higher education, health, manufacturing and building). The selection of topics makes the monograph a collection of diverse experiences - from both fields of business and economics – studied at different levels of analysis (e.g. organisation, industry, administrative units, region).

The 1st Chapter, *Trust and Public Management*, authored by Barbara Kozuch, deals with the issue of public trust within and between organisations as a premise for ensuring the efficient functioning of public organisations and the relationships that exist among them. After providing a short overview of trust research and the specificity of public trust, the author discussed different approaches to trust in public organisations and formulated a basic model of the mechanism of creating public trust.

In Chapter 2, *Regional Economic Policy: the Problem of Combining Priorities of Efficiency and Social Justice*, co-authored by Zhenni Darmilova, Yury Kolesnikov, makes a radiograph of the remote economy of the North Caucasus macro-region, a region that comprises of several separatist countries from the Russian Federation. The concept of social justice and its impact on the regional development was emphasized to a low extent. After reviewing several strategic objectives for stimulating the region's economic development, the chapter ends with proposals for further directions of actions for generating economic growth and development – e.g. formation of a cluster of high-tech services, positioning the region as a recreational destination, adoption of a social economy approach, and modernization of institutions.

Next, Chapter 3 entitled *An Overview of Sustainability Issues in Manufacturing and Building Sector: A Life Cycle Assessment Approach* by Maurizio Cellura, Rosario Di Lorenzo, Fabrizio Micari – introduces the reader in the topic of the sustainable use of materials in the construction sector by adopting a energy life-cycle approach in the traditional operating energy consumption assessment. Evidence from an Italian residential building is used to analyze the estimated reduction of the operating energy and the increased embodied

energy across the building lifecycle, and to conceptualize the yearly energy balance of a building.

In Chapter 4, *Foreign Direct Investment and the Tourism Sector in Kenya*, the author Anthony Ntuli argues that Kenya demonstrates a great touristic potential that can be leveraged with the valuable support of foreign direct investments. The chapter begins with the exploration of the foreign direct investments' inflow pattern to Kenya as compared to the other countries from the region, with focus on the touristic sector. The easiness of doing business in Kenya is assessed further on, based on studies and reports prepared by several international organisations. The chapter ends with author's proposals and policy recommendations to increase Kenya's attractiveness as a foreign direct investment destination, in general, and to the touristic sector, in particular.

Chapter 5, *Environmental Awareness and Sustainable Development in Russia: The Case of Krasnodar Region*, prepared by Svetlana Ratner, provides valuable insights into a current issue on the global agenda, this time investigated through empirical research at individual level. The main objective of the research was the evaluation of individual's environmental awareness in the Russian region of Krasnodar. Results showed a high environmental awareness among respondents, and a relatively strong involvement in voluntary pro-environmental behaviour – especially for resource saving – behaviour that could be triggered by financial constraints.

In Chapter 6, called *Commune Self-Governments towards Nature Protection – Selected Aspects*, the author Jacek Witkowski investigated the issue of local natural ecosystems protection in Polish rural areas with the purpose of identifying the potential influence of local authorities' actions and decisions on the local natural resources. In particular, the following aspects were brought into the spotlight: the activities aiming at natural environment's preservation undertaken by the local authorities, the sources for financing the protection tasks, the perceived role natural elements play in the local development, and the impact administrative decisions have on the natural environment.

Further on, in Chapter 7 *Some Problems with Measuring Productivity and Management in Higher Education*, co-authored by Marek Jakubowski, Michał Charlak, Michalina Gryniewicz-Jaworska, embraced the challenging task of measuring productivity in higher education by proposing an own methodology to accomplish it. The chapter begins with the revision of the existing measures of scientific production and of the problem-oriented taxonomies of management problems. Then, an own taxonomy of simulation and management modelling methods and tools was developed and tested. Results showed four clusters of methods: strategic analysis, traditional quantitative methods, methods of dynamic business process analysis, and process planning methods.

The following three chapters address various interesting marketing aspects applied in different settings. Thereby, in Chapter 8 entitled *Gender Marketing as a New Trend in Consumer Behaviour* the author, Magdalena Rzemieniak, revised several key aspects of gender marketing, and the particularities of women's decision making process and consumer behaviour expressed in shopping by opposition to male behaviour. The chapter ends with considerations on the most effective communication channels to women, with special emphasis attributed to the new media.

Chapter 9, *E-Health as a Key Element Forming the Competitive Advantage in Health Protection*, was prepared by Magdalena Czerwinska. The chapter begins with the investigation of the sources of competitive advantage in the market of medical services, and continues with the presentation of the results of an empirical research study implemented at

the premises of a medical centre located in Lublin (Poland) aiming at measuring patients' perceptions on the use of e-health functionalities. At the end, recommendations for activities' improvement are formulated based on the research results.

The last chapter, Chapter 10 *Social Network as a Place to Promote Companies in the Entertainment Industry*, authored by Jolanta Słonec, presents the findings of a research study aiming at investigating the use of social marketing activities based on researcher's direct observation and recording of the activities posted on the fan pages of selected companies from the entertainment sector in Poland. Social media provides huge advantages for a firm's marketing communications activities, but it can very easily prove to be a two-edged sword if not handled properly.

Given these points, we can say that the monograph is a useful collection of case studies investigating current issues of interest related to the fields of management and marketing, applied into a wide range of contexts. Thus, we consider that the value of the monograph comes especially from the diversity of experiences to which the reader is exposed. Step by step, the reader is taken on a journey through different countries (e.g. Poland, Russia, Italy, Kenya, countries of the North Caucasus Region) while getting acquainted to several industries.