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Cooperation and Sustainable Development

 Springer

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Preface

The publication of a book on the topic of cooperation and sustainable development was undertaken because, firstly, the goals of sustainable development are in dire need of effectively applied mechanisms to ensure their practical implementation, and cooperation is one of such mechanisms. Secondly, the contribution of cooperation to the sustainable development of modern economic systems has not been sufficiently studied, and the book fills this gap.

The significance of the topic of cooperation and sustainable development, covered in the book, is especially high in the context of the COVID-19 crisis, which has had a strong impact on modern socioeconomic systems, noticeable around the world and focused on the long term. Cooperation is a proven highly effective tool for economic crisis management, as it allows combining the resources and efforts of business entities to solve common problems. The implementation of Sustainable Development Goals is a priority problem to be solved with the help of cooperation.

This book is intended for scientists researching the issues of cooperation and sustainable development, as well as for subjects of responsible production and consumption, and government regulators involved in the process of practical implementation of Sustainable Development Goals. The competitive advantage of this book, which distinguishes it from other existing publications, is a systematic view of cooperation and sustainable development, which are considered in this book as integral components of socioeconomic crisis management in the context of the ongoing pandemic and the COVID-19 crisis.

The book reflected the whole range of manifestations and promising directions for the cooperation development in the interests of the Sustainable Development Goal implementation at the level of the world economy, at the level of national and regional economies, and at the level of entrepreneurship. A multilayered approach to highlighting the perspectives and benefits of cooperation for sustainable development defines the uniqueness and novelty of this book.

The book reflects the digital context of cooperation and sustainable development, the social factors, and factors of the institutional environment influencing them (legal framework and state regulation). The book also reflects the experience and prospects of improving the organization and management of cooperative business entities and

reveals the development and presentation of case experience and territorial features of cooperation of entrepreneurial entities in Russia. The described issues are disclosed in six parts of the book.

The book is intended for comprehensive coverage of issues, on the one hand, related to the current contribution of cooperation to the implementation of Sustainable Development Goals and the maximization of this contribution, as well as, on the other hand, to transform the context of cooperation in the modern economy in the context of the practical implementation of Sustainable Development Goals. Bilateral consideration allows the most detailed and deep revealing of the essence of cooperation and sustainable development as inextricably linked phenomena of the modern economy.

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Volume I. Socio-economic and legal issues of cooperation for sustainable development

Part I. The Development of Business Structures Cooperation in the Digital Economy

Part II. Social Factors of Business Structures Cooperation in the Modern Economy

Part III. Legal Framework and Regulation of the Cooperative Sector of the Economy

A systematic view of cooperation and sustainable development (Introduction)

Cooperation is a reflection of the current economic reality and mood in society. Cooperation can be carried out in entrepreneurship both within the framework of strategies for its development to strengthen market positions in the conditions of stability and growth of the economy and within the framework of economic crisis management in the conditions of a recession in the economy. Accordingly, consumer cooperation can be carried out both in response to favourable conditions for the creation of common goods during the period of economic recovery and in response to unfavourable conditions for maintaining the level and quality of life during the economic recession.

This book takes into account the cyclical nature of cooperation and offers scientific and methodological recommendations and developments for monitoring cooperation and flexible interpretation of its meaning depending on the socio-economic landscape. The modern landscape is notable for the acute phase of the COVID-19 crisis, which fell in 2020-2021, against which it is especially interesting to study the features of the cooperative sector of the economy's development, which is given special attention in the book.

In addition to the pandemic, the book comprehensively takes into account other sustainable development challenges, including various digital transformations of socio-economic realities, an increase in the level of consumer consciousness under the influence of the "knowledge economy" (education development), and the implementation of sustainable development goals (institutionalization of responsible

production and consumption practices), and also the modernization of the legal norms and a change in the approach to the regulation of the cooperative sector of the economy, depending on the latest trends in globalization and competition.

This book is interesting and unique in that it forms and reflects a systematic view of cooperation and sustainable development. This new view of cooperation covers both its consequences for the sustainable development goals implementation (the 17 goals) and sustainability as a characteristic and development priority of the cooperative sector of the economy itself. This view is consistently disclosed in six parts of this book, divided into two volumes.

This first volume contains three sections that reveal the essence and scientific methodology of sustainable development of the cooperative sector of the economy. The first part examines the features and analyzes the international practical experience in the development of business structures cooperation in the digital economy. It examines successful examples and identifies prospects for the modernization of the cooperative sector of the economy based on advanced digital technologies (Big Data, Internet, and Virtual Reality). The experience and prospects of cooperation in the “smart” city and the age of intelligent machines are considered.

The second part examines the social factors of business structures cooperation in the modern economy. Here the experience of the sustainability of consumer cooperatives in the context of ensuring economic security is considered. The essence of continuous consumer business cooperation as a new phenomenon of the cooperative sector of the economy in the context of sustainable development is revealed. The influence of universities, education, and consumer behaviour on cooperation is reflected.

The third part defines the regulatory framework and examines the experience and features of regulating the cooperative sector of the economy. It introduced the concept of “public-cooperative partnership”. The principles of state monitoring and control of the cooperative sector of the economy in the interests of maintaining its stability and ensuring economic security have been determined. A special chapter of this part is devoted to the features of the legal regulation of contractual relations of cooperative organizations in the context of the COVID-19 pandemic.

Socio-economic and legal gaps in cooperation that underestimate its contribution to sustainable development (Conclusion)

This first volume of the book highlighted the socio-economic and legal gaps in cooperation that underestimate its contribution to sustainable development. One of the identified gaps is the contradictory impact of the digital economy on the development of business cooperation. On the one hand, the new economic reality of the fourth (digital) technological order enhances the distancing of economic entities (moves them away from each other), undermining the traditional foundations of physical

cooperation, which provides for the geographical proximity (unity of the territory) of the subjects of cooperation.

On the other hand, digital technologies stimulate electronic cooperation that is not tied to geographic boundaries. Interregional and international cooperation is becoming more accessible and more represented in the modern digital economy. Nevertheless, many organizational and managerial issues remain unresolved, in particular, questions about how to overcome cultural differences (including in the aspect of different organizational cultures) in interregional and international cooperation, as well as questions about how to use digital technologies in the interests of electronic cooperation.

Another gap is associated with the contradictory influence and uncertainty in the management of social factors of business structures cooperation in the modern economy. Speaking about the factors of the labour market, it should be noted that it is not clear what human resources are necessary for the development of cooperation in the current economic conditions. The transition to the fourth technological order increases the need for digital personnel, but cooperation requires not only technical but also communication competencies, which are not given sufficient attention in personnel training.

Speaking about society, it should be noted that the modern social environment is becoming more and more inclusive: gender-neutral, open for people with disabilities and people with low incomes. However, from the standpoint of cooperation, social inclusion is ambiguous - it interferes with social identity. The erasure of social differences violates the logic of cooperation, and consumer cooperation is increasingly conditioned by direct economic reasons and does not receive adequate social support.

The gaps also include the lagging development of the regulatory framework and suboptimal regulation of the cooperative sector of the economy. The new electronic form of cooperation is an emerging and dynamically developing social institution that does not fit into the previous norms of law. For the regulatory support of this institution, it is not enough to prescribe its essence and legal field one-time - constant changes are required as this institution transforms, which are inaccessible due to the lack of flexibility of the state apparatus.

These gaps are filled in the second volume of this book, which reveals perspectives and offers recommendations for improving cooperation for sustainable development.

Volume II. Prospects for improving cooperation in the interests of sustainable development

Part I. Experience and Prospects for Improving the Organization and Management of Cooperative Business Structures

Part II. The Impact of Business Structures Cooperation on Sustainable Development

Part III. The Case Experience and Territorial Features of Business Cooperation in Russia

Cooperation for sustainable development: from theory to practice (Introduction)

The Sustainable Development Goals (SDGs) have defined the global landscape of modern cooperation, which makes a significant contribution to their practical implementation. Thus, consumer cooperation allows the fight against poverty (SDG1, for example, based on the sharing economy) and hunger (SDG 2 - based on agricultural cooperatives). Cooperation (collaboration) with the participation of business structures, universities and research institutes contributes to health (SDG 3 - based on medical clusters) and SDG 4 (based on consortia and educational clusters).

Community-based cooperation contributes to gender equality (SDG 5) and the reduction of inequalities (SDG 10). Regional cooperation enables the creation of progressive (SDG 8-9) and sustainable cities and towns (SDGs 6-7, 11-15). Cooperation allows developing institutions and defending the rights of business entities with common interests (SDG 16, based on civil society). International cooperation ensures partnerships for sustainable development (SDG 17).

The first volume of this book clarifies the modern context of cooperation and identifies barriers to its development. This second volume is devoted to overcoming identified barriers and the development of scientific, methodological and applied recommendations for the fullest disclosure of the potential of cooperation to support the SDGs. The purpose of this second volume is to reflect the prospects for improving cooperation for sustainable development.

Three parts of this second volume of the book (four through six) reflect the consequences of the functioning and development of the cooperative sector of the economy for the sustainability of economic systems. The fourth part presents the experience and prospects for improving the organization and management of cooperative business structures. It examines the features of the assessment and management of investment potential and labour productivity in the cooperative sector of the economy. The foundations of the innovative development of this sector, quality control in it, and maintaining its inclusive growth, with special attention to small and medium-sized businesses, have been determined.

The fifth part is devoted to the impact of business cooperation on sustainable development. It examines advanced innovations in the field of sustainable development and prospects for their development and implementation based on cooperation. The role of cooperative environmental entrepreneurship in a socially-oriented society is determined. Recommendations are proposed for ensuring sustainable enterprise development in the context of the systemic crisis of the global transformation of society.

The sixth (final, but no less significant) part illustrates the case experience and territorial features of business structures cooperation in Russia. It examines the features of the impact of cooperation on the economic security of the regions of Russia. Successful examples of land control in the system of sustainable development of municipalities are given. It also examines the impact of regional infrastructure on the development of the cooperative sector of the economy.

Prospects for cooperation in the context of sustainable development (Conclusion)

Cooperation defines the modern foundations of sustainable development. As this book has shown, 2020-2021 became a turning point in the modern history of cooperation. The development of the cooperative sector of the economy around the world and in Russia, in particular, has become an economic response to the COVID-19 pandemic. Cooperation allowed supporting entrepreneurship and preventing a critical decline in the level and quality of life of the population in the context of the economic crisis. An important role in the development of modern cooperation is played by digital technologies, which make it possible to bring business and consumer cooperation to a new level of quality, efficiency, transparency, and stability, thereby increasing its sustainability.

Social progress also strongly affects the development of cooperation, defining the interests of maximizing its contribution to the sustainable development goals implementation and ensuring the sustainability of the cooperative sector of the economy. An important role in this process is played by education, increasing the corporate social responsibility of cooperative business structures and the level of consumer consciousness. The new socio-economic landscape requires updating and improving

the organization and management models of cooperative business structures, as well as legal regulation of the cooperative sector of the economy in the interests of sustainable development. The experience of Russia has shown that cooperation can contribute to the development of territories, but for this, it must take into account their peculiarities.

This book systematically presented modern experience and the latest achievements in the field of cooperation in the context of sustainable development. The prospects of this process are associated with an even greater harmonization of cooperation and sustainability and the continuation of the outlined tendency of institutionalization as a positive impact of cooperation on the implementation of sustainable development goals and sustainable cooperation. Along with this, new topical issues of cooperation arose in the context of sustainable development.

One of the questions is whether it is worth studying and managing the two aspects of cooperation in the context of sustainable development separately, or the line between them in the future should be erased. The potential separation of these two aspects is fraught with the fact that in some economic systems (countries or territories within countries) sustainable cooperation can be institutionalized, but at the same time, its negative impact on the implementation of sustainable development goals can be observed. In contrast, in other economic systems, cooperation can become an instrument of sustainable development, but it cannot acquire the feature of sustainability.

Another question is what new challenges the cooperation will face in the future. The COVID-19 pandemic and crisis have become an unexpected challenge and it is likely that in the coming years, the socio-economic reality will continue to be unpredictable or even the level of uncertainty will increase. New scientific and methodological developments and promising applied solutions are needed for successful and timely adaptation of cooperation to future challenges of sustainable development. It is advisable to devote further research to these issues.

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