



Decision Making in Adopting Cultural Changes during the Covid-19 Pandemic

Fatjri N Tajuddin, Andi A Sabila, Andi K Nisa, Fatmawati A Rahma*

Institut Agama Islam Negeri, Parepare, Indonesia

Correspondence: E-mail: fatjrinurtajuddin@iainpare.ac.id

ABSTRACTS

Cultural changes that occur in global society are currently taking place rapidly along with the emergence of the covid-19 virus. These changes can influence the socio-cultural life of the community due to the fact that they have to adapt to new habits. This study examined how the strategy is in determining decision making on cultural changes that are affected by the covid-19 pandemic. Using qualitative research methods through participatory observation and interviews in Langkura Village, Jeneponto Regency, this research was analyzed based on the process of socio-cultural change that was affected by the COVID-19 pandemic in making decisions about these changes. In addition, it relates the phenomenon to past situation by using various literature sources with the similarity of the condition of the community with a farmer background. This research is very important in analyzing policy making by the authorities in seeing the rapid socio-cultural changes to the survival of the farmers. In the end, it showed that the Langkura people are very considerate in making decisions despite the many social pressures, but even so, they actually need the development of their group development.

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1. INTRODUCTION

Social cultural change is a process experienced by members of society as well as all elements of culture and social systems that leads people initiate a reevaluation of institutional arrangements, and cause social change (Kern, et al., 2017). All levels of people's lives are influenced by external elements leaving the pattern of life, culture, and social systems long afterwards to adjust or use new patterns of life, culture, and social systems. Such social change occurs when there is a willingness of community members to abandon the old cultural and social system elements and begin to shift using new cultural and social elements. The whole life of society at the level of individual, group, country, and the entire world are undergoing change. Thus, social change will also lead to a cultural compromise (Lentz, 2017; Siswanto, 2018).

Changes in a community can be values and social norms, patterns of organizational behavior, the composition of social institutions, layers in society, power and authority, social interaction and so forth. If we interpret culture as something stable, homogeneous, and essential, that change is initiated only through "prime movers" coming from the outside (Gramsch, 2015). That changes are closely related to the changes or economic development in developing countries, especially in gained political independence after World War II. It is envisaged that communities will be able to build their economies quickly on condition that they have to meet the specific conditions required in the economic field. However, such a thing does not necessarily indicate that economic studies will be able to bring about the desired change, but basically the change of society itself seems how they are able to see the situation in line with current developments. The changes that happen besides the economic field are inevitable as any change in the life of a community will result in changes in other communities. It means that there is a relationship between one community and another.

It has become a common perspective that society and culture will always be in a state of change, both modern and primitive societies and cultures that are isolated away from various communications with other societies (Castles, 2002). This change, in addition to the population and its composition, is also caused by cultural diffusion, new discoveries, especially technology and innovation.

In general, social and cultural change are two different things, in which social change is more oriented towards socio-anthropological studies in which social change changes in social structure and patterns of social relationships, such as the status system, relationships within the family, the political system and the power and the distribution of the population, while the more cultural changes studied in anthropology are the changes that occur in the system of ideas shared by the citizens or a number of citizens concerned, such as rules, norms used as grip in life, also technology, taste, sense of art, and language (Talmon, 1962). Both are different but the discussion of both of them will not achieve a correct understanding without linking the two. Thus, social change and cultural change will always be related, discussing cultural change, will be followed also discussion of social change, vice versa.

Cultural change in a community can occur due to changes in population numbers and composition, borrowing of other cultural elements and because of discovery and invention in economic life, technology, beliefs and other aspects of life from society as well as the demographic changes. This causes the existing guidelines in the society culture to be no longer usable or less effective use in regulating life in the environment of the community. Therefore, the values, norms, and roles which as a whole are the systems used for the fulfillment of life's needs must be changed according to the demands of the times. These

changes ultimately resulted in cultural changes being made as new guidelines in their social life as a result of the adoption of changes in their communities.

Today's world, one of global the problems that is still happening is covid-19 pandemic. The COVID-19 pandemic has had a devastating impact on everyday life around the world (Permal, 2022). This virus is changing everyday life, and essential community practices are brought to a standstill (Pillay, 2021). What must be endured is how they process in making the decision to accept and adopt the changes that exist. It cannot be denied that the covid-19 crisis demonstrates the fragility of existence and reminds us of our own bodies (Antentas, 2020). So that, in this research, it will explore the process of decision-making in the acceptance and adoption of socio-cultural change, the generally reasons that make the socio-cultural change adopted and how a community plans decisions to be taken in the future with due regard to risk and uncertainty. Decision making is taken based on the analysis of various factors both internal and external that affect the lives of farmers so that they can be studied holistically (Kajanus et al., 2004). In addition, the results of this study can be used as a source of studies from various disciplines.

2. METHODS

The research was conducted from September to December 2021 in Langkura Village, Jeneponto Regency. The data was collected with qualitative research based on participant observation and interviews. Being part of people directly involved in the daily activities of the community and observed the situation as a source of data. Then, the collected data is analyzed with some literatures related to the topic discussion. By this method, the data is then described descriptively and systematically about the facts in the field of study on how the covid-19 influences their daily life activities. As a process of obtaining information, doing some interviews both formal and informal interviews were also conducted. In addition, this research is explained more based on the collected literatures.

3. RESULTS AND DISCUSSION

3.1. Understanding Cultural Changes in the Community (Adopting New Changes)

In anthropology, there are several patterns that are considered very important in the process of changing change in advanced societies (complex) that is usually manifested through the process of discovery in the form of new creation. Through the Invention, which it is a new form of formation (knowledge) that is done through the process of creation and is based on the combination of existing knowledge about objects and symptoms. The process involves a new discovery, the passage of new cultural elements spread to other parts of society, and how the cultural elements are accepted, studied and finally adopted in the society concerned. On the other hand, the occurrence of a change does not always run easily, even if the change is expected and planned. Not only are there encouraging factors that support such change, but there are also inhibiting factors so that the changes do not go as expected. The social change can occur in social interactions, social processes, and social organization which is also part of cultural change (Rayman and Radavoi, 2020). Then change is reshaping how people interact among themselves, with nature, and in the way they recognize their own self-concepts (Levin and Mamlok, 2021).

3.2. Modernization and Socio-Cultural Changes

It is inevitable that external influences such as modernization are also very influential on socio-cultural changes. Modernization demonstrates a process of a series of efforts to achieve or create good values of physical, material, social, and cultural qualities that are universal or rational, and functional, qualified or qualified. Commonly, however, this has always been contrasted with traditional values. As a form applicable in the aspect of space, time, and social groups more broadly or universally, the process of modernization is something that a person or group acquires through the inheritance process from generation to generation, where trade as one of its obstacles covering a number of norms adapt apply depending on the space, time, and particular community groups in the sense that nature is limited or not universal.

It is undeniable that modernization is often associated with developing countries, where the oppression of them is influenced by colonialism. As Theborn states that the countries of reactive modernization were challenged and threatened by colonial domination, and in the face of these threats a part of the internal elite started to import innovation. Here modernity developed as pre-emptive reaction by a part of internal elite perceiving their realm being under acute foreign threat, and imposed from above on the population, still following traditional orientation. The concept of modernization is used to name a series of changes that occur in all aspects of human life as an effort to bring about change in the society concerned into an industrial society. Modernization in Langkura Village shows a development of the structure of social systems, a form of continuous change in aspects of economic life, politics, education, traditions and beliefs of a society, or a particular social unit, not to mention the influences of covid-19 pandemic. The modernization, fortunately in line with the emergence of the virus pandemic. On the one hand, this is important because people will be more open and easier to get more information. On the other hand, it is expected that from the process of declaring a person or society concerned, when faced with the social and cultural change of the order of human life, a certain society is not merely showing a silent phenomenon, but is expected to be able to respond, engage and utilize it significantly for existence for himself, his neighbor, surrounding. Modernization introduces permanent problems of local, regional, national and the global social integration (Preyer and Krausse, 2021).

Everything that goes into a community, then it is not so easy people accept it, moreover it is related to the new invention. For example, the farm communities in the rural community about how they accept or even reject the innovations that enter into its territory. Making decisions is important, especially for rich farmers and poor farmers. The Poor farmers are more willing than the rich farmer to adopt when there is uncertainty because, whatever the potential loss, he cannot sink much lower in the local socioeconomic structure. Since starvation is unlikely for social reasons, the uncertainty is less of a threat to him than it is to the rich farmer. Thus, under uncertainty, as distinguished from risk, we should expect the poor farmer to adopt more than the rich farmer. When an innovation is introduced to a community of farmers from outside, some farmers adopt it immediately, and some adopt it in later years. Later adopters usually use the experiences of early adopters to inform their decision. Thus, uncertainty is greater for the earlier adopters than it is for the later adopters. Risk remains fairly constant. In farming societies, for the most part, innovations that enter are the machine tools farming or other farming materials are newer and more modern. First, the innovation must be accompanied by the ownership of skills that must be owned by the farmers before making a decision. Dreyfus, Hubert, L and Dreyfus, Stuart (Hubert and Stuart, 1987) in their writing "*How to stop worrying about the frame problem*" explain that there are some stages of making decision in terms of how human being acquire and use skills to increase the capacity of cognitive performance:

Stage 1. Novice. Normally, the instruction process begins with the instructor decomposing the task environment into context-free features which the beginner can recognize without benefit of experiences. The beginner is then given rules for determining actions on the basis of these features, like a computer following a program. The beginning student wants to do a good job, but lacking any coherent sense of the overall task, he judges his performance mainly by how well he follows his learned rules. After he has acquired more than just a few rules, so much concentration is required during the exercise of his skill that his capacity to talk or listen to advice is severely limited....Stage 2. Advanced beginner. As the novice gains experience actually coping with real situation, he begins to note, or an instructor points out, perspicuous examples of meaningful additional components of the situation. After seeing a sufficient number of examples, the student learns to recognize them. Instructional maxims now can refer to these new situational aspects recognized on the basis of experiences, as well as to the objectivity defined nonsituational features recognizable by the novice. The advanced beginner confronts his environment, seeks out features and aspect, and determines his actions by applying rules. He shares the novice's minimal concern with quality of performance, instead of focusing on quality of rule following. The advanced beginner's performance, while improved, remains slow, uncoordinated, and laborious.....Stage 3. Competence. With increasing experience, the number of features and aspects to be taken account of becomes overwhelming. To cope with this information explosion, the performer learns, or is taught, to adopt a hierarchical view of decision making. By first choosing a plan, goal or perspective which organized the situation and by then examining only the small set of features aspects that he has learned are the most important given that plan, the performer can simplify and improve his performance. Choosing a plan, goal, or perspective is no simple matter for the competent performer. It is not an objective procedure, like the features recognizing and using a particular situational aspect until a sufficient number of examples makes identification easy and sure, to perform competently requires choosing an organizing goal or perspective. Furthermore, the choice of perspective crucially affects behavior in a way that one particular aspect rarely does....We find a common pattern: detached planning conscious assessment of elements that are salient with respect to the plan, and analytical, rule-guided choice of action, followed by an emotionally involved experience of the outcome.....Stage 4. Proficiency. Up to this point, the learner of a new skill, to the extent that he has made conscious choice of both goals and actions after reflecting upon various alternatives....Stage 5. Expertise. The proficient performer, immersed in the world of his skillful activity, sees what needs to be done, but decides how to do it. For the expert, not only situational understandings spring to mind, but also associated appropriate actions. The expert performer, except of course during moments of breakdown, understands, acts, learns from results without any conscious awareness of the process....When things are going well experts do not solve problems or make inferences or figure out anything at all, they simply do what normally works and it normally works .

From the explanation above that it can be seen that people in Langkura village, in making a decision, to get maximum results then must through several stages where they must go through the stages well. Like peasants, to accept the social and cultural change that influences the agricultural system in their village, in making decisions, they should not necessarily reject or accept existing choices, they have a choice that if done will have a positive effect on the maximum results to be achieved, in this stage, people will not care

about the covid-19 virus. In addition to this, In terms of social cultural changes decision, according to Gladwin, there are two stages of theory of choice, which are the choice process in the first stage, they eliminate, often preattentively, all alternatives containing some aspect they do not want, and the second stage is the decision process by eliminating the irrelevant aspects, order the alternatives through unordered constrains. By using decision-tree models, these have shown great operational potential in predicting the actual choices made by the Langkura Village people. Moreover, these models also have practical significant for life development planners. By pinpointing the main constrains or factors limiting communities' choices (e.g., factors limiting adoption of Socio-cultural changes), decision-tree models can make policy recommendations.

However, the process of modernization until at the present time still seems dominated by urban communities, especially in the cities of developing countries. Areas in the developing countries becoming modernization centers are actualized by various forms of development activities such as physical and material, socio-cultural, as well as mental and spiritual aspects. From these developments resulted in urban conditions becoming attractive to rural communities as they see life in urban areas more promising. As a social process, it then raises new problems in increasingly complex urban areas such as socio-cultural, economic, and so on.

3.3. The Power of Political Factor

People and every socio-cultural living being have profound consequences beyond the spread of the disease COVID-19 demonstrates the political, cultural, and social implications in the lives of people around the world (Sapkota, 2020). The speed with which COVID-19 has emerged has made almost all personal experience concerned with how quickly real-world events can overwhelm political considerations. Cultural changes happen due to the flow of modernization, but the pandemic of covid-19 virus is currently also worked on. This is then followed by the invention that entered into the community which resulted in the selection of decision by a particular group will have a different perception. Likewise, the forced changes by circumstances such as political factors also become one factor against a cultural change. This then becomes a reference to the implementation of the current state of how policymakers tend to force people to follow what they really want. Indigenous peoples or villagers in general are subsequently conquered and unable to resist forced changes. The holder of power tends to implement a policy by generalizing in each community group, whereas in each community group has different needs, different social and cultural circumstances, and different character of the community. Moreover, the COVID-19 pandemic has affected widespread unemployment, underemployment or overwork for those still working, and the sheer pressure of additional demands on child and family care, combined with a lack of opportunities for rest (Adelman, 2021; Siswanto, 2018).

The above then causes a change in the environment where the availability of options for a policy can have an effect on decision making. Environmental change forces people to realign their goals and plans and to be flexible in making decisions. Because decision makers expect to encounter change, strategies have evolved for effectively handling the mutable environmental factors that affect decisions. In some cases, an environmental factor may prove an absolute constraint, allowing the decision maker no choice. At the end, this will also affect Livelihood changes in turn influence the factors that underlie land use decisions (Nolte, et al., 2022).

However, in decision-making, as a compulsion on the authority of policymakers who tend to force the community to follow, in the absence of other options available, it forces the public

to be able to see the conditions so that they do not have an adverse effect. It should be that policymakers involve the community before taking a decision, given that the community has the right and obligation to participate in making decisions that are free and responsible. Besides, in relation to cultural change, public participation will be able to maintain the cultural values adopted by a cultural change in society as a reflection of the decision taken. To conceptualize cultural change as a dynamic process, it is necessary to consider not only what happens but also how it happens. To understand how a change occurs we must first understand the ongoing processes by which a culture is maintained over time. Leadership, decision-making, and social control are processes of maintenance which also serve to modify a culture. Both individuals and the community make decisions under the guidance of leaders who are supported by mechanisms of social control which encourage development of consensus about issues and adherence to agreements which have been reached. The reaction to specific innovations may depend on the decision-making situation.

3.4. Development Changes Needed by the Community Itself

As a phenomenon where one of the factors of change is because of the tendency of each individual himself wishes to change. With the covid-19 pandemic, the entry of new cultural elements tends to be responded positively by the desire to follow the change. This is because every individual trying to get out of social-cultural problems and think such changes will have a good impact on his life. It is also supported because the social reality in the Langkura Village encountered in everyday life is not a system or regularity absolute. Sometimes a social and cultural change is desired by a community itself because life is open to change for improvement. Moreover, according to Shamsalsadat Zahedi (Zahedi, 2019), social development is achieved when the right context is provided in education, culture, health, housing, social security, personal security and justice systems together with interactive justice.

The decisions making on existing changes are realistic, because with the introduction of new cultures within a community environment it can easily be accepted because of the dissatisfaction with the circumstances and situations so that there is a desire to improve them. Moreover, sometimes a community feels that there is a shortage in their own culture, prompting them to try to make improvements over the deficiencies in question. This can happen because of the social growth that causes the needs and circumstances that force them to adjust the conditions. Through the increasing needs of society for changing circumstances, also in the end, it is supported by the desire to improve the better life.

The existing changes are accepted by the individual when he feels there are advantages that they get from it. Then, the changes are communicated to the people in his community who also feel the same way by using new cultural elements in his community. Then the change is reconstructed in the norms or values according to the culture adopted. On the other hand, changes that occur are not necessarily always positive or give benefit but can also be a shift toward a setback due to the rapid pace that makes the group of individuals become confused that cause a culture shock where they are not ready for changes or circumstances that enter to the environment.

3.5. Cultural Changes and Future Decides (Understanding possibility and How a Communication becomes Important in Making Decision)

In Langkura village, cultural change is mostly easy to be accepted when new things enter into the community. In addition to still maintain the old culture, also because they have not been able to predict what will happen in the future. The tendency they do not want to

take risks and the uncertainty of the results can also be one cause. However, as the development of new era like today, some of the factors that have described above, in the end, it can give influences to every individual in seeing and determining the future for his life. In line with the covid-19 pandemic, moreover, it reveals everyone's need to have a place to live, health care and a reliable income (Higgins, et al., 2020; Widyanti, 2015). Furthermore, the impact of the pandemic also happen in the sector socio-economic that have future challenges (Sparrow et al., 2020), and it is also common situation that many of them are jobless and their income decline (Kansiime, et al., 2021).

Furthermore, the decision-making process in the langkura Village is also influenced by how each individual communicates to anyone who is considered capable of advising before making a decision so that he is able to predict what will be achieved in the future. Every individuals in the household interact with one another on an everyday basis, armed with economic, social, political, and even physical advantages that buttress their authority or burdened with liabilities that weaken it. The authority that comes from possessing a net balance of advantages manifests itself in an individual's ability to make decisions for the household.

In making decisions, especially in seeing how a community can predict something that will be come, basically many factors that influence it. However, in large part, the influences of cultural change makes individuals think realistically of the decisions to be taken. They tend not to take risks or uncertainty about a decision. Additionally, before deciding a decision, it is good that a community is able to communicate with people around it in order to get suggestions that may be fossilized in predicting the maximum outcome of the decision to be made, even though ultimately the final decision remains with every individual.

4. CONCLUSION

Cultural change due to covid-18 pandemic in Langkura village is the result of a decision applied by the individual and then spread to other individuals. The change is not necessarily accepted because there will be a process whereby each individual sees a profit that will be in, although it is likely to have negative consequences as well. In making decisions, every cultural owner of course has differences according to norms or values adopted. However, in general, today, changing circumstances with innovation as the times progress, individuals or communities can easily adopt existing changes that result in cultural change. From these changes will then have an effect on decision-making. The adoption process of a new innovation is concerned with the mental or mental process of each individual or community in which they first go through the introduction process, the process of acceptance or rejection, and the end of the decision-making process. From that process, we will not only gain knowledge of the process through which change has entered into a community until decision making, but we will also be able to see how they behave in the process against their cultural views.

Based on the explanation above, the approach taken in this research has shown that the results of this study are able to produce various aspects of factors that can influence farmers in making decisions due to the presence of the virus-19. Thus, all of these factors can be used as a reference in exploring other factors that may influence decisions in the survival of farmers. It can be seen that cultural change in society can encompass all aspects of life changes in the way people think and interact with each other become more rational, changes in attitudes are turning more oriented towards commercial life of the economy, and changes in the more modern tools. Furthermore, modernization today has a considerable influence

on cultural change in the community, along with the social structure of the influence of political policies that ultimately each individual sees that with the advancement of the times, it is within itself to change from what is being faced. Decision making will always be important from every culture owner because it can determine the achievements that will be obtained in the future. From here we will be able to see the diverse cultural differences. Henrich points out that “we now consider how cultural learning processes have assembled the body of cultural stuff upon which individual decision-makers stand. Such processes seem likely to illuminate much of the variation between social groups—i.e. variation among cultures instead of variation among individual within cultures”.

It cannot be denied that changes will continue to occur along with the times. Even things that are beyond the expectations of the global community for unexpected events such as the covid-19 virus. Cultural changes that affect society in determining life, in this case, is decisions making, which will be different in each community group depending on the situation and environmental conditions of the community group. Therefore, in the future, it is hoped that comprehensive research will be carried out by looking at the subject and other factors that affect certain communities.

5. RECOMMENDATION

It is undeniable that changes will continue to occur along with the times. Even things that are beyond the expectations of the global community for unexpected events such as the covid-19 virus. Cultural changes that affect society in determining life, in this case, are decisions making, which will be different in each community group depending on the situation and environmental conditions of the community group. Therefore, in the future, it is hoped that comprehensive research will be carried out by looking at the subject and other factors that affect certain communities.

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