The areas of sustainable economic, environmental, and financial development are evolving at an unabated rapid pace. Both practitioners and academicians must deal with the dynamic changes, for better or worse, which are impacting the human race and environment in both the developed and developing worlds. To cope with these changes, managers and theoreticians benefit from the knowledge, learning, and experience to be gained from diverse fields.

The articles contained in this issue of the *International Journal of Social Ecology and Sustainable Development* (IJSESD) have been drawn from a selected few presentations at the 2010 Annual MBAA International Conference in Chicago, IL, that was held during March. This conference facilitated participants to share their views, scholarly research findings, and experiences. Practitioners and theoreticians delivered scholarly works in a collegial environment. The underlying theme of the articles selected for publication was the challenging environment in all industries, as well as the potential to gain insight from new challenges and opportunities faced by all enterprises - large and small.

The articles in this issue analyze various dimensions of sustainability and corporate social responsibility in today’s world. It is evident in all the newspapers and other news media, that business is being conducted in a new global village. There are increasing demands greater accountability and responsibility, as well as proactive responses to mitigate problems. Operating in this new global village means decision-makers have new burdens, as well as the potential for superior results and new opportunities. This also calls for more research and understanding of the changing environment. Managers will be responsible for changes in organizational behavior and strategy.

Our sincere thanks to the peer reviewers who donated their time and expertise in providing comments to the authors of the articles in this issue. These endeavors are successful when they function as a forum where academicians and professionals share their research findings and experiences. We trust this issue of IJSESD will be a useful addition to your library—and a potential source of follow-up and future interaction.

The articles included in this special issue investigate case studies of companies or specific issues, as well as research reports examining models and particular approaches in certain economic sectors.

The first article: “Consumers Perception of Corporate Social Responsibility: Empirical Study in Romanian Retail” also examines a post-Communist nation. It is an investigation of Romanian consumers and the holistic marketing concept and the Western firms that have been investing in the retail sector. The article verifies
conventional corporate social responsibility principles of building customer loyalty as well as goodwill from stakeholders.

The second article: “Target Marketing and Ethics: Brand Advertising and Marketing Campaigns” examines ethical concerns of advertising, the use of animated spokes-characters, marketplace discrimination, misleading practices, ethical concerns in minority marketing, and related advertising regulations. It concludes with recommendations and implications for advertising and marketing practice; particularly regarding policies pertaining to socially responsible advertising and marketing.

The third article: “Sustainable Agriculture: The United States versus The European Union, Issues and Attitudes” takes a more controversial perspective regarding agriculture and the evolving issues and attitudes that unite and divide the United States and the European Union.

The fourth article: “Innovations and Continuous Improvements and Their Impact on Firms’ Performance” examines 112 Qatari firms and the influence of innovation and continuous improvement practices on their competitiveness that in turn affects their performance. The internal environment had some significant positive influence on the competitiveness of the firms and that their organizational competitiveness is in turn significantly influenced their performance.

The fifth article: “Case Study: Reclaimed the Greener Way A Proposed Supply Chain Model for the Reclaimed Lumber Industry” examines the lumber industry going green by increasing efficiency, limiting energy consumption and reducing waste internally. The article proposes a supply chain model to reduce intra-process shipments, improve raw material acquisition and usage, and improve production yields through repurposing of the wood by-product created during the manufacture of reclaimed, wood-based products. Entrepreneurial efforts could lead the way in innovating how wood by-products can be used to create disruptive methods that could lead to new wood based businesses.

Press, and Edward Elgar, plus several more under contract. He is Editor-in-Chief of The Book Series on Science, Technology, Innovation and Entrepreneurship (Edward Elgar), The Book Series on Technology, Innovation and Knowledge Management (Springer), the International Journal of the Knowledge Economy (Springer), and the International Journal of Social Ecology and Sustainable Development (IGI Global). He is also Associate Editor of the International Journal of Innovation and Regional Development and on the Editorial Board of the IEEE TEM and the International Journal of Nuclear Knowledge Management, as well as he is on the Board of Directors for the International Association for the Management of Technology (IAMOT). He has consulted for several technology driven government, private, and large organizations, as well as small organizations such as the World Bank, the European Commission, the Inter-American Development Bank, the US Agency for International Development, the National Science Foundation Small Business Innovation Research Program, the National Institute of Standards and Technology Advanced Technology Program, the National Coalition for Advanced Manufacturing (NACFAM), the USN CNO Office, Sandia National Laboratories’ New Technological Ventures Initiative, the General Electric Corporate Training & Development Center, Cowen & Co, First Albany International, Entreprises Importfab, and others. He is fluent in English, French, German, and Greek and has a working knowledge of Spanish. He is citizen of the United States of America and the European Union.