Chapter 5
Towards Sustainable Peace by Technology

Mauro Romanelli
University of Naples Parthenope, Italy

ABSTRACT

Peace should be a goal that communities aim at achieving to enhance the wealth and prosperity of society. Peace is a source for companies, governments, and cities creating value by technology within social and business ecosystems relying on dialogue and cooperation. The aim of the chapter is to elucidate how technology helps to identify a path to promote sustainable peace driving communities to create value within digital, social, and business ecosystems. Technology helps to sustain peace-building and drive communities towards sustainable peace as a source for growth and development.

INTRODUCTION

Technology should help drive people and groups to have more opportunities to actively participate and exert influence on processes that affect the society (Kahl and Larrauri, 2013). Technology helps support the processes of globalization to shape a society oriented to construct, maintain and promote peace as a condition for creating value and sustaining wealth for individuals, groups, organizations and communities living within society. Processes of market and financial globalization have offered global companies many opportunities for business and for creating economic value everywhere. Globalization has the potential to create a world of
peace for spreading knowledge and innovation, and encouraging people to rediscover the importance and relevance of cooperation refusing and abandoning any chance of conflicts among groups, communities and nations (Weede, 2004; Marquardt, 2005; Schneider, 2014).

Technology is opening new opportunities for driving post-industrial, brain, service and knowledge-based economies to provide conditions for economic, social and public value creation. Digital economy helps to identify new business models and enhance wealth creating platforms for exchange of data, information and knowledge involving more actors to co-create value within society and offering opportunities for preventing and/or avoiding conflicts among people. Peace tends to emerge as a source leading to processes of value creation that involve companies, governments and cities going digital to design and implement social and business ecosystems that contribute to rediscovering the community as social and human entity able to construct value living in peace and allow to identify the best solutions about how to enrich the possibilities for sustainable value co-creation.

Promoting peace implies not only to support peace-building initiatives but also enable communities to identify a path for strengthening sustainable peace (UN, 1992; UN 2000; UN, 2016; Coleman, 2012). Today, within global and knowledge-based, interconnected and digital economies and within open, plural, democratic, diversity-oriented and multi-cultural societies communities should create sustainable value by rediscovering the opportunities of a sustainable peace «as existing in a state where the probability of using destructive conflict, oppression and violence to solve problems is so low that it does not enter into any party’s strategy, while the probability of using cooperation, dialogue and collaborative problem-solving to promote social justice and well-being is so high that it governs social organization and life» (Coleman, 2012, p. 4). The aim of the chapter is to elucidate how information technology helps to identify a path to promote sustainable peace that drives communities to create value within digital, social and business ecosystems. As communities seeking sustainable peace, people, organizations and business tend to rediscover the meaning of community and the importance to stay together and live in peace identifying new ways to drive and orient sustainable, social and economic growth and development. Peace should be considered both as a permanent status and goal that people, organizations and communities should aspire to achieve and maintain as natural condition to create sustainable, social, economic and public value within society.

Information and communication technologies (ICTs) contribute to sustaining peace-building initiatives and efforts to promote the peace as a value to spread and communicate to people, organizations and communities (Kahl and Laurrari, 2013; Tellidis and Kappler, 2016). ICTs offer solutions for information and knowledge exchange and facilitate communication by helping «to promote peace as an existential
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