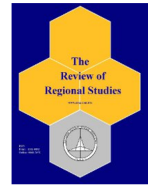




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BOOK REVIEWS

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Moratis, Lars, and Melissen, Frans (2022). *Business Schools, Leadership and the Sustainable Development Goals: The Future of Responsible Management Education (Citizenship and Sustainability in Organizations)*. Routledge. ISBN: 9781032156026, 228 pp., \$147.84 (hardback).

Reviewed by *Stephanie Bilderback*, Austin Peay State University

Business Schools, Leadership and the Sustainable Development Goals: The Future of Responsible Management Education written by Lars Moratis and Frans Melissen, is a valuable resource for educators, policymakers, and business professionals interested in the intersection of sustainable development and management education. The book provides a comprehensive overview of the challenges and opportunities associated with integrating sustainability into business school curricula and research and offers practical strategies for addressing these issues.

One of the strengths of the book is its focus on the role of leadership in promoting sustainable development within organizations. The authors, Lars Moratis and Frans Melissen, argue that business schools have an essential role in developing the next generation of leaders equipped to address the complex social and environmental challenges facing the world today. They provide a detailed analysis of the skills and knowledge that leaders need to be effective in this context and offer insights into how these can be developed through management education. This is an important chapter as it highlights the need for leadership to be responsible for their organization's success and impact on society and the environment.

The book also provides a valuable overview of the Sustainable Development Goals (SDGs) and their relevance to business education. The authors argue that the SDGs represent a robust framework for guiding the development of responsible management education, and they offer several examples of how business schools are incorporating the SDGs into their curricula and research. This is an important chapter as it highlights the need for education to be tailored to the needs of society and to be able to equip future leaders with the skills and knowledge they need to address the grand societal challenges of our time.

In chapter 4, the authors address the challenge of developing effective RME that truly equips future leaders with the capabilities needed to address the SDGs and engage in responsible management practice. The authors hope the information will act as a blueprint for

responsible management educators seeking to develop study programs incorporating RME, the SDGs, and related content. They also share insights on overcoming institutional challenges and barriers to implementation. This is an important chapter as it highlights the need for responsible management education to be tailored to the needs of society and to be able to equip future leaders with the skills and knowledge they need to address the grand societal challenges of our time.

Chapter 8 focuses on new pedagogical-didactical tools for management educators to use for addressing topics within their courses relating to the SDGs. Lars Moratis and Frans Melissen recognize that topics change regionally and that different management educators are dealing with different classroom discussion types. This chapter is essential as it provides practical suggestions for educators on incorporating the SDGs into their courses and engaging students in discussions on sustainable development.

Chapter 10 delves into how leaders in business and other organizations from 180 different countries engage with teaching and learning on the SDGs through an authentic assessment approach about the SDGs to use as a sustainability management education framework. This chapter is essential as it highlights the need for authentic assessment in management education and how it can be used as a framework for teaching and learning on the SDGs.

Overall, this book is a valuable tool for management educators to prepare students for the real-world application of the Sustainable Development Goals. Because of the role of education evolving, education about the Sustainable Development Goals requires education to be holistic, transformative, and learner-centered. This approach demands new forms of meaningful assessment that emphasize learning over metrics. Management educators can embrace the Sustainable Development Goals in their own practice and in the classroom. The book is filled with thought-provoking ideas, vivid stories, and appealing and engaged forecasts, visions, and ideas about management education and leadership development for sustainability. The authors, Lars Moratis and Frans Melissen provide a detailed analysis of the challenges and opportunities associated with integrating sustainability into business school curricula and research and offer practical strategies for addressing these issues.

In addition, the book provides a clear, well-argued case for the need to integrate sustainability into business education. It offers practical guidance for educators and policymakers on achieving this goal. It is a must-read for anyone interested in or involved in responsible management education. It should be considered a valuable resource for all working to create a more sustainable future. The book is well-researched and well-written and provides a wealth of information on sustainable development and management education.

In conclusion, *Business Schools, Leadership and the Sustainable Development Goals: The Future of Responsible Management Education* written by Lars Moratis and Frans Melissen, is an essential and timely contribution to responsible management education. It offers a clear, well-argued case for the need to integrate sustainability into business education, and provides practical guidance for educators and policymakers on how to achieve this goal. It is a must-read for anyone interested in or involved in RME and should be considered a valuable resource for all working to create a more sustainable future. The book analyzes the challenges and opportunities associated with integrating sustainability into business school curricula and research and offers practical strategies for addressing these issues. It is an essential guide for educators, policymakers, and business professionals interested in the intersection

of sustainable development and management education.

Baccaro, Lucio, Blyth, Mark and Pontusson, Jonas (editors) (2022). *Diminishing Returns: The New Politics of Growth and Stagnation*. Oxford University Press: New York, NY USA. ISBN: 9780197607862, 560 pp., \$37.99 (paperback).

Reviewed by *Fadwa Berouel*, Johns Hopkins University

Diminishing Returns: The New Politics of Growth and Stagnation is a sprawling edited volume that is both coherent and interesting throughout, unlike many such volumes. Like other volumes, it is the end product of a cooperative effort germinated by a series of workshops, in this case at the Max Planck Institute and Brown University between 2018 and 2020. The editors and contributors are based at universities and research institutes across Europe and North America, and their breadth of expertise is reflected in the scope of the project. Contributions come from the so-called comparative and international policy economy traditions, subfields of political science that focus on the reciprocal relationship between economics and politics and the differences across countries of their economic and political structures.

The book consists of four complementary parts, all of them focused on “growth models” adopted by countries or other regions of the world in response to changes in the global economic environment. The underlying idea is that growth has stagnated and that supply-side reforms are not sufficient to reinvigorate it. This is a perspective that will likely strike regional economists as familiar: much thinking about regional economies emphasizes the good that can come from increased demand for local goods and services. Economic impact analyses, for example, typically analyze the direct and indirect consequences of increased demand—driven by a surge in tourism, or by the relocation of a firm. It is a less common perspective for macroeconomists, who often think of aggregate demand fluctuations as mattering mostly in the short run. This is at least driven in part by the tendency of macroeconomists to think of countries as the unit of analysis—and while international trade and capital flows matter, they are usually seen as being of second-order importance compared to their central role for a small, open, fully integrated regional economy.

The essays in the first part of the book elaborate on these theoretical considerations. Unfortunately, despite the recent publication of the edited volume, they already feel somewhat outdated. To land in a place where aggregate demand is central to economic growth—basically by ensuring that all excess capacity is used—the authors lean heavily on ideas like secular stagnation. Of course, we are no longer in an environment of severe aggregate demand shortfalls, of central banks desperate for instruments that produce stimulus even at the zero lower bound, and of rates of inflation that remain consistently below target. Perhaps we will return to that world, but for now, the more interesting elements of the framework offered here are things like the emphasis on path dependence.

The second and third parts of the volume go deeper into the nature of growth models. Part 2 offers a welcome treatment of the role regional coordination can play in developing economic policies meant to stimulate growth. We see this kind of coordination all over the United States, of course. The federal government coordinates certain policies across all states—think of raising the bulk of all tax revenue and designing and funding various social

insurance programs. The states themselves play a role in coordinating across localities, and some states have set up interstate compacts, such as perhaps most famously the Port Authority of New York and New Jersey, to manage programs that cross boundaries. There is an enormous body of literature, including in regional economics, on these kinds of sub-national efforts to establish growth models from which valuable lessons could be drawn for this international context. Part 3 is perhaps the most practical section of the volume and includes a series of sometimes comparative case studies of specific countries, with the goal of illustrating ideal types of growth models. Many of these case studies focus heavily on policy choices related to exchange rates, which are not typically choices available to state and local policymakers.

The fourth and concluding part of the book dives into specific policy areas and the political debates associated with them. Economists often implicitly or explicitly adopt the perspective of a social planner, instead of thinking of support bases for policies or the party coalitions that constrain and guide decision-makers. Chapter 14, by Jonathan Hopkin and Dustin Voss, is perhaps the best example of this. Analyzing the evolving “growth coalitions” of Germany and the United Kingdom demonstrates that optimal policy—of whatever kind—to be implemented requires consideration of electoral and party politics as much as of economic reasoning. An important lesson, and one economists never quite seem to take to heart.

Sigler, Thomas and Corcoran, Jonathan, (2021). *A Modern Guide to the Urban Sharing Economy*, Edward Elgar Publishing Inc, Cheltenham, UK. ISBN 9781789909555, 316 pp., \$175 (hardcover).

Reviewed by *Christine Bretschneider*, West Virginia University

In *A Modern Guide to the Urban Sharing Economy* edited by Thomas Sigler and Jonathan Corcoran the author of each chapter synthesizes a large body of literature looking at the sharing economy, its effects, and the future of industries within the field. Beginning with a brief overview and definition of what the sharing economy is and is not, each chapter builds on the reader’s knowledge and understanding of the intricacies of this alternative market form. The book is designed as such: section one introduces the topic and the structure of the book, Section two discusses the difficulties and current state of regulations within the sharing economy, section three discusses space sharing and four focuses on sharing in the form of transportation, five is the sharing of things, with section six concluding and presenting the challenges and future prospects of the sharing economy.

An important contribution of this book is its ability to define an often difficult-to-define a subset of the economy. In short, the definition they use throughout the guide is the breaking of a whole to make parts of a resource that can be used by multiple consumers. More specifically, it is the sharing of an underutilized resource that can be separated. In recent years, sharing markets have emerged as a common form of market structure with the success of companies like Airbnb, Uber, WeWork, and many more. However, what the sharing economy is and isn’t is an important distinction in how it is analyzed and how it is regulated. One of the strengths of sharing economy businesses is their ability to circumvent many of the regulations that are put in place on businesses in many transportation and hospitality industries. However, that then raises questions about how to tax these types of

companies as many are merely a platform for private citizens to list their assets to other users of the service. The book includes a discussion of these issues and how the future of regulating sharing markets is difficult to predict.

Sections three through five highlight the three distinct areas of the sharing economy, with their own strengths and weaknesses. The sharing of space such as Airbnb was once a way for families to subsidize their cost of living payments by renting out a portion or all of their home to visitors. However, over time, this business model has changed and many of the hosts that use the platform are now investors and only a small portion of hosts rent out their primary residence to users. In section three, Peter Törnberg creates a narrative that readers can easily follow highlighting the benefits and consequences of this business model. He primarily states that the negative impacts of Airbnb ultimately fall on the neighbors living within the communities in the form of increases in housing costs and loss of community. The second area of the sharing economy is the sharing of transport within cities. This has been a way for local communities to change behaviors in the way they commute. Oliver O'Brien uses the example of bike shares and how they have created a way for cities to add an alternative transportation option without the need for additional vehicles. He uses a case study from London looking at how bike shares have evolved and some of the successes and failures of both the companies providing bikes and the local governments trying to regulate this form of sharing. The final section discusses the sharing of things following the business models of services such as UberEats and The Brisbane Tool Library. In Chapter 18, Kirsi Niinimäki uses the example of clothes sharing which has become increasingly popular as more people become aware of the environmental impacts of fast fashion. She reminds readers of the sheer size of the fashion industry and its overuse of scarce resources. She also points out that the consumption of fashion is often wasteful, with the average consumer in the UK and the US disposing of approximately 30kg of textile waste annually. As a reaction to the call for sustainability, the sharing economy has looked to fill some of these gaps in the need for slower fashion. Examples include Product-Service-Systems (PSS) which provide services such as garment repair, style updating, and renting and leasing of clothing. These services create incentives to reuse and recycle rather than throw away and buy new.

This book provides a comprehensive overview of the sharing economy. Its purpose is to be a reference guide to the strengths and weaknesses found within different industries that make up the sharing economy. The book is not meant to be read from cover to cover, which is stated by the editors in the introduction. In this way, each chapter can stand on its own; however, a benefit of the guide is that readers can have access to a more comprehensive work that provides a full understanding of what is happening within the sharing economy. This book is easy to read and fills a gap in our understanding of these new types of markets. However, given the relatively recent rise of these markets, it would have been helpful if there was a section on the history of the sharing economy with a timeline that highlighted events that created the market demand for certain products. This would have made it easier to follow the second section as it discusses the regulation of the sharing economy. Overall, however, this guide is the perfect addition to any reader's library that wants a comprehensive reference to the sharing economy