

Letter from the Managing Editor

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In the article that opens this new issue of *Harvard Deusto Business Research*, Professor Francisco Sagasti reviews the emergence of modern management sciences and the idea of development in the period following World War II, sharing some ideas about the nature of planning and strategic management that arose in later years. Likewise, he examines some of the challenges we face in the 21st century and reflects on how to approach a renewal of strategic planning and management. He proposes a paradoxical focus to face the challenges organizations will experience over the next few decades, drawing the conclusion that joint efforts to review the management science experience in developing countries can provide new ideas and ways of dealing with future problems and complex conditions.

Next, the work by Cristina Crespo Soler, Arturo Giner Fillol, Yenny Naranjo Tuesta and Vicente Ripoll Feliu presents a content analysis of the intelligibility of the environmental information that is reported in the annual accounts of the main Port Authorities in Spain. Their article analyzes the environmental aspects that are presented in the annual accounts, concluding that the Port Authorities of Castellón, Gijón and Valencia provide the most details of their environmental activities and actions in their annual reports. They believe that the Port Authorities must improve their communications strategies in their annual reports in order to reflect their environmental actions in the immediate socioeconomic environment in connection with other sources of information, such as sustainability reports.

In the third article, Nuria Puente Domínguez considers how to effectively design product pages on an e-commerce website. She investigates the relationship that exists between the level of complexity of product pages and the number of unique purchases made in order to determine the most effective e-commerce merchandising strategies and techniques to help businesses in the food-based mass market sector to make the right strategic decisions that would let them increase their e-commerce sales. The results of their research allow us to conclude the importance of the visual aspects of product web pages.

In the following work, Alberto Díaz de Junguitu González de Durana, Iñaki Heras Saizarbitoria and Olivier Boiral reflect on the importance that environmental issues are taking on in the present day. In spite of the media repercussion of certain protests around the world against climate change or scandals related to the failure to comply with environmental regulations in the automotive sector, the environment has constantly remained a subsidiary topic for economists until recent times, when the ecological crisis has grown to proportions that are truly alarming for humanity. Their article intends to show some of the main features of the environmental presence in economic science, in an attempt to reveal the path that could lead to the reconciliation of the two.

The article by professors Pablo Coto-Millán and Javier Gundelfinger Casar provides an original theoretical model for air transport companies in the United States air travel market. In it, the theoretical model of competition among airlines is empirically tested by estimating two equations of demand and price fixing. Finally, the article presents results that might be useful to airlines and public authorities, since it analyzes the effect of the existence or absence of competitive transportation alternatives on air transport, and how distance, occupancy and the number of frequencies on each route influence costs.

In the article that closes this issue, Alicia Paola Partida Hernández focuses on the crucial role that culture plays in the sustainable and economic development of cities. In spite of the fact that there are every day more cities that recognize its importance and include it in their development plans, the matter considered is how to measure its impact. This article thus presents an alternative proposal to the UNESCO Culture for Development Indicators (CDIS) for assessment, made up by twenty-seven indicators organized into seven categories. The model is applied to the cities of Stockholm, Bilbao and the Guadalajara Metropolitan Area, which were selected for their public policies, as well as the cultural and creative projects that have been implemented in these areas in recent decades. The results indicate that the cities which consider culture in a cross-cutting manner achieve greater sustainable development.

Finally, as always, I would like to thank the authors for their effort and the inestimable collaboration and professionalism of the members of the editorial committee and the reviewers, as well as the warm reception by the readers of *Harvard Deusto Business Research*. Thank you very much to everyone. ☺