



CRITICAL REVIEW

Re-defining sustainable development values and its facets based on developing country perspective

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Sustainable development values
Developing country perspective
Malaysian citizens**Received:** 18 December 2015**Accepted:** 21 January 2016**Published:** 22 February 2016

Abstract. This paper attempts to answer two research questions. i.e., i) How to define Sustainable Development Value (SDV) from the developing country perspective? and ii) What are the relevant dimensions of sustainable development value that suit the developing country perspective? Relevant literature has been reviewed, and qualitative methodology was utilized to understand the issue. Sixteen in-depth interviews were conducted in this regard. The interviews were then transcribed and analyzed to understand the best ways to define SDV from the developing country's perspective. The findings revealed that the perception about SDV and dimensions vary from a developed country to a developing country perspective. It is expected that this study will contribute significantly to the existing body of knowledge by discussing the sustainable value phenomenon from a developing country perspective. When the consequences of Sri Lankan women migrating abroad are considered it appears that changes occur in individuals, family, community and social activities. These changes may challenge social relation, relationships. On the other hand, these network relationships have a determining influence on the degree of success or failure achieved by them.

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INTRODUCTION

The concept of Sustainable Development Value (SDV) begins after World War II based on a study from a U.S. National Academy of Sciences to collect aspirations and desire of peoples' around the world. At that point, only human value was identified and not sustainable development value. The identified values are peace, freedom, development, and environment (Jung and Jin, 2016). Peace was identified since the whole world was threatened by the nuclear arms race. Although war has been sustained during the cold war and finally ceased, peace was difficult to achieve especially in Middle East and Africa. Desire for freedom also continued after World War II in the struggle to end imperialism and totalitarian oppression and to extend the human rights of women, indigenous

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peoples, and minorities (Leiserowitz *et al.*, 2006). Economic development was the focus after the postcolonial world to ensure basic necessities is provided to the poorest two thirds of the world (Gurvich, 2016). A global value for nature and the environment finally emerged after a quarter of century (Leiserowitz *et al.*, 2006, Seyfang, *et al.*, 2013). However, these four values do not encompass the full range of values supporting sustainable development.

On 8 September 2000, to mark the new millennium, the General Assembly of the United Nations adopted a set of fundamental values such as freedom, equality, solidarity, tolerance, respect for nature, and shared responsibility. These fundamental values are known as sustainable development value. These values are essential to international relations in the 21st century because they will likely guide policy decisions (by international bodies and national governments), organizational actions, and customer and user behaviors, which subsequently impact the quality of people's lives throughout the world and the preservation of the social and natural environment (Shepherd *et al.*, 2009). These sustainable development values underlie 60 millennium development goals regarding peace, development and environment, human rights, the vulnerable, hungry, poor and Africa. However, most of the discussion related to SDV is centered to developed nations perspective and there is a lack of proper understanding about sustainable development value concept based on developing country perspective. This is the gap that this paper attempts to fill as the topic on SDV is comparatively new in Malaysia and the definition of sustainable development value provided by United Nation might not meet the need, want and demand pattern from developing countries perspective. It is needless to say that, identifying ways to define sustainable development value among Malaysian on sustainable development value is worthwhile to research. Table 1 depicts briefly the highlighted research motivation that and accompanying research questions of this study.

TABLE 1. Research motivation and research questions

No	Research Motivation	Research Questions
•	Sustainable development value was introduced in developed country through the Millennium Declaration. These values need to consider from the perspective of developing nations.	• How to define sustainable development value from developing country perspective?
•	The Millennium Declaration Goal has highlighted six dimensions of SDV which is developed in US. It is remain unanswered, whether these dimensions are relevant for the developing countries as well.	• What are the relevant dimensions of sustainable development value that suit developing country context?

This paper is organized as follows. Firstly, the concept of value and sustainable development are discussed in brief along with the notion of sustainable development values. Next, the methodology is highlighted followed by qualitative data analysis result. Finally, this paper ends with outlining a modified definition for sustainable development value concept and its dimension according to developing country perspective.

The Notion of Value, Sustainable Development and Sustainable Development Values

The Notion of Value

Value can be define as often invoke feelings, define or direct one's goals, frame attitudes, and provide standards against which the behaviors of individuals and societies can be judged (Robert *et al.*, 2005). Several authors defined the value concept in different ways. Table 2 depicts some of the value definitions.

TABLE 2. Some selected definitions of value

Author	Meaning
Robert <i>et al.</i> (2005)	Values are expressions of, or beliefs in, the worth of objects, qualities, or behaviors. They are typically expressed in terms of goodness or desirability or, conversely, in terms of badness or avoidance. They often invoke feelings, define or direct us to goals, frame our attitudes, and provide standards against which the behaviors of individuals and societies can be judged.
Leiserowitz <i>et al.</i> (2006)	Values are abstract ideals, such as freedom, equality, and sustainability. They often evoke emotional reactions and are typically expressed in terms of good or bad, better or worse, desirability or avoidance. Values define or direct us to goals, frame our attitudes, and provide standards against which the behavior of individuals and societies can be judged.
Fishbein and Ajzen, 1972; Thøgersen and Ölander, 2002)	Values are antecedents to attitudes and actions.
Schwartz (1994)	Values refer to beliefs pertaining to desirable end states that guide selection or evaluation of behavior, people, and events, and are ordered by relative importance.

Source: Compile by researchers

Evolution of Sustainable Development Concept to Sustainable Development Value

Sustainable development is important as it defines how sustainable development is built in the future. Sustainable development suggests for meeting the needs of the present generation without compromising the ability of future generations to meet their own needs (World Commission on Environment and Development, 1987). To date, the definition given by World Commission on Environment and Development (1987) is widely accepted.

Few commonly used definitions for sustainable development are shown in Table 3. Sustainable development concept begins due to the competing demands of development and environmental protection as highlighted early in year 1972 with Stockholm Conference on the Human Environment and the 1980 World Conservation Strategy of the International Union for the Conservation of Nature (Leiserowitz *et al.*, 2006). Environmental protection and development are the identified key values of sustainable development (Leiserowitz *et al.*, 2006) but these values are different from peace, freedom,

development, and environment value which are people's aspiration after World War II.

TABLE 3. Few prominent sustainable development definitions

Year	Sustainable Development Definition
Kerry (1988)	In principle, such an optimal (sustainable growth) policy would seek to maintain an "acceptable" rate of growth in per-capita real incomes without depleting the national capital asset stock or the natural environmental asset stock.
Conway (1987)	The net productivity of biomass (positive mass balance per unit area per unit time) maintained over decades to centuries.
World Commission on Environment and Development (1987)	Development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

Source: Compiled by the researchers

Therefore, the U.S. National Academy of Sciences review the sustainability literature to clarify these differences began with the distinction between what advocates sought to sustain and what they sought to develop (Leiserowitz *et al.*, 2006) as shown in Table 4.

TABLE 4. Sustainable development–What need to sustain and develop

What need to sustain	What need to develop	
Nature	People	
Earth	Child survival	
Biodiversity	Life expectancy	Equal opportunity
Ecosystems	Education	Equity
Life support	Economy	
Ecosystem services	Wealth	
Resources	Productive sectors	
Environment	Consumption	
Community	Society	
Cultures	Institutions	
Groups	Social capital	
Places	States	
	Regions	

Source: Leiserowitz *et al.* (2006)

In 2002, the World Summit on Sustainable Development marked a further expansion of the standard definition with the widely used three pillars of sustainable development: economic, social, and environmental (Kates *et al.*, 2005). Table 5 shows the meaning of each sustainable development paradigm. As stated earlier, in order to make a greater change worldwide on 8 September 2000, the General Assembly of the United Nations adopted a set of fundamental values encompass the full range of values supporting sustainable development. Table 6 shows the definition of sustainable development value and the definition of its 6 key facets.

TABLE 5. Sustainable development paradigm definition

Sustainable Development Paradigm	Definition
Social	A socially sustainable system must achieve distributional equity, adequate provision of social services including health and education, gender equity, and political accountability and participation
Environmental	An economically sustainable system must be able to produce goods and services on a continuing basis, to maintain manageable levels of government and external debt, and to avoid extreme sectorial imbalances which damage agricultural or industrial production
Economic	An environmentally sustainable system must maintain a stable resource base, avoiding over-exploitation of renewable resource systems or environmental sink functions, and depleting no renewable resources only to the extent that investment is made in adequate substitutes. This includes maintenance of biodiversity, atmospheric stability, and other ecosystem functions not ordinarily classed as economic resources

Source: World Commission on Environment and Development (1987)

Need for Defining Sustainable Development Value and its Dimension According to Developing Country Perspective

Sustainable development values support sustainable development by translating these values into sustainable development goals according to developing country needs. An example of sustainable development goal is to ensure no issue on large portions of the natural world continuously converted to human use, prompting concerns about the ability of the natural world's natural resource base to sustain such growth. As such, there is a need to provide a definition on SDV and its dimension based on developing country perspective as the current definition provided by United Nation is defined based on developed country perspective might not fully represent some of the developing countries needs and demand.

Since there is a great difference among developed and developing nations, it is expected that the current sustainable development value paradigm might not represent the developing country needs. Therefore, there is a necessity to define sustainable development value and its dimension and also to identify the relevant SDV dimensions based on developing country perspective. It is crucial in order to achieve the nations's vision and its future sustainable development goals according to the nations need and demand.

METHODOLOGY

Choosing the right research paradigm is important as its shows how a research result could be affected and guided by a certain research paradigm. Present study requires an in-depth investigation and it is useful to define sustainable development value and its relevant facets. Interview questions are structured with open ended and semi-structured questions related on how to define sustainable development values and its paradigm according to developing country perspective. The sample of questions asked are as follows:

TABLE 6. Sustainable development value and its facets

Construct & Dimensions	Definition
Sustainable Development Value	A set of certain fundamental values in driving attitudes and behaviors towards the sustainable development of globalization to be essential to international relations in the twenty-first century (UN, 2000). These sustainable development values are essential to international relations in the 21st century (UN, 2000) because they will likely guide policy decisions (by international bodies and national governments), organizational actions, and customer and user behaviors, which subsequently impact the quality of people's lives throughout the world and the preservation of the social and natural environment (Shepard <i>et al.</i> , 2009).
Freedom	Men and women have the right to live their lives and raise their children in dignity, free from hunger and from the fear of violence, oppression or injustice. Democratic and participatory governance based on the will of the people best assures these rights.
Equality	No individual and no nation must be denied the opportunity to benefit from development. The equal rights and opportunities of women and men must be assured.
Solidarity	Global challenges must be managed in a way that distributes the costs and burdens fairly in accordance with basic principles of equity and social justice. Those who suffer or who benefit least deserve help from those who benefit most.
Tolerance	Human beings must respect one or another, in all their diversity of belief, culture and language. Differences within and between societies should be neither feared nor repressed, but cherished as a precious asset of humanity. A culture of peace and dialogue among all civilizations should be actively promoted.
Respect for nature	Prudence must be shown in the management of all living species and natural resources, in accordance with the precepts of sustainable development. Only in this way can the immeasurable riches provided to us by nature be preserved and passed on to our descendants. The current unsustainable patterns of production and consumption must be changed in the interest of our future welfare and that of our descendants.
Shared responsibility	Responsibility for managing worldwide economic and social development, as well as threats to international peace and security, must be shared among the nations of the world and should be exercised multilaterally. As the most universal and most representative organization in the world, the United Nations must play the central role.

Source: Compiled by the researcher

- Based on the Sustainable Development Value and its dimension definition, how should sustainable development value defined from developing country perspective?
- What are the relevant dimensions of sustainable development value that suit developing country's need and demand and why?
- Is there any SDV dimension should be removed from developing country perspective?

All 16 interviewees age ranged between 18 years to 41 years. They are from several different industries such as entrepreneurs, education, law, marketing, secretarial and accounting. There are total 3 male and 13 female interviewees. The main respondents in this research are lecturers and Ph.D. students from public research universities of Malaysia which were located in the Klang Valley area. Working professionals were invited due to their expertise on the topic of sustainable development value that could be categorized under opinion leaders.

In addition, they are also interested in sustainability of future generation and SDV attracted their attention. Participants for the interview are chosen based on their age range between 18 to 41 years of age. This age range was highly preferred as they financial independent, hence, their feedback was not constrain and influenced which provide more insight on how to define SDV and its dimension according to developing country perspective. All interviews were transcribed in order to proceed to further analysis.

Qualitative Data Analysis

How to Define Sustainable Development Value

Based on the analysis of the transcribed interview transcript, all 16 interviewees concluded have different opinion on how to define sustainable development value and its dimension. Table 7 summarise the respondent comments on the sustainable development value definition.

TABLE 7. Interviewees response on SDV definition

Sustainable Development Value Definition	Numbers of Interviewees
SDV Is Not Required to Define According to Developing Country Perspective	
• No comment on SDV definition	4
• SDV definition provided by UN is acceptable	5
SDV Is Required to Define According to Developing Country Perspective	
• The definition are too long and difficult to understand on the definition provide by United Nation	4
• The SDV should reflect on developing country perspective	3

There are three Professors participated in qualitative interview session as so called subject experts. Expert 1, Expert 2 and Expert 3 commented that the SDV should define according to developing country perspective as it better reflect on the developing nation needs and demand. The definition of these values will translated into key objective of sustainable development goals desire by developing countries. These professors have each provided a new definition for sustainable development value based on developing country perspective. Expert 1, 2 and 3 provides the following definition

Expert 1:

Conceptual definition:

Sustainable development value is a set of fundamental values that drive individuals' attitude and behavior in such a way that enables the sustainability of the world for the current and future generation.

Operational definition:

Sustainable development value is a set of fundamental values that is freedom, equality, solidarity, tolerance, respect for nature and shared responsibility. These values guide and drive the attitude and behavior of individuals toward the sustainability of the world for current and future generation.

Expert 2:

The definitions are confusing and complicated. The definition for SDV should refer as set of values that drives individuals' attitude and behavior towards the

sustainable development for present and future generation. The values include freedom, equality, solidarity, tolerance, and respect for nature, shared responsibility and integrity.

Expert 3:

These definition provided does not necessary represent developing country perspective. It should be define as follows:

Sustainable development value consists of six fundamental values which are freedom, equality, solidarity, tolerance, and respect for nature, shared responsibility and integrity. These values drive people's attitude and behavior towards the sustainable development of the world.

TABLE 8. Interviewees response on SDV dimension definition

Define SDV Dimension Definition According to Developing Country Perspective	Sustainable Development Value Dimension	Numbers of Interviewees
Not required to define		
<ul style="list-style-type: none"> No comment on Freedom definition 	Freedom	10
	Equality	10
	Tolerance	9
	Solidarity	8
	Respect for Nature	9
	Shared Responsibility	9
Required to define		
<ul style="list-style-type: none"> The definition are too long and difficult to understand 	Freedom	2
	Equality	2
	Tolerance	2
	Solidarity	2
	Respect for Nature	2
	Shared Responsibility	2
<ul style="list-style-type: none"> A simpler and shorter definition 	Freedom	2
	Equality	2
	Tolerance	2
	Solidarity	2
	Respect for Nature	2
	Shared Responsibility	2
<ul style="list-style-type: none"> Definition are not clear and is not based on developing country perspective 	Freedom	2
	Equality	2
	Tolerance	3
	Solidarity	4
	Respect for Nature	3
	Shared Responsibility	3

How to Define Sustainable Development Value Dimensions

Based on the analysis of the transcribed interview transcript, all 16 interviewees concluded have different opinion on how to define sustainable development value dimension. Table 8 summarise the respondent comments on the sustainable development value dimension definition. Below are some of the

sample feedbacks on answering the interview question: Based on the Sustainable Development Value dimension definition, how should sustainable development value dimension defined from developing country perspective? Most of the interviewees are satisfied with the definition on SDV dimension. There are two interviewees provided the same feedback for the SDV dimension definition. All three Experts commented that some SDV dimension should define according to developing country perspective as it better reflect on the developing nation needs and demand. Sample feedbacks below shows the feedback provided by experience professional on SDV dimension definition. Below are some of the sample feedbacks:

Freedom Dimension

Interviewee 1:

The definition should include freedom of speech because it is important and should be free from politics. Also, free from threat and oppression from government or local communities should be included

Interviewee 2:

..Not just free from violence, we should be free to contribute to own country without intervention, free from influence and manipulation is also important to measure freedom in Malaysia context. Besides, democracy is important for freedom value such as freedom of speech, free from injustice and freedom is a value is more towards human rights

Expert 2:

The definition for freedom dimension should change as 'All human being regardless of their age, gender, race, and ethnicity have the right to live' should be used instead of 'Men and Women have the right'

Expert 3:

The definition for freedom dimension should change as 'Democratic and participatory governance based on the will of the people best assures these rights' can be removed.

Equality Dimension

Interviewee 1:

We should equality in pay and equal opportunity regardless of gender in current society.

Expert 1:

The definition should change to 'All people have equal right and opportunities to benefit from the output of development' can be consider to use

Tolerance Dimension

Expert 1:

The definition for Tolerance dimension should change to "Tolerance refer to Human being's ability and willingness to accept, respect tolerance and coexist with existing belief, value, opinion, cultural and religious diversity and etc.'

Expert 2:

Tolerance should be changed from 'Human beings must respect one or another, in all their diversity of belief, culture and language' to 'Human beings must respect each other regardless of their diversity of belief, culture and language'.

Solidarity Dimension

Interviewee 3: The definition for solidarity should be much simpler

Expert 2:

The original Solidarity definition is confusing and complicated. The definition of Solidarity should be ‘...It refers to the feeling of unity among individuals in order to gain sustainable development. In this regard, global challenges must be managed in such a way that the advantageous parties should help the disadvantageous parties.’

Expert 3: The definition are not clear and need to be define according to developing country perspective

Respect for Nature

Expert 2:

...the following statement should be removed from the original definition. ‘Only in this way can the immeasurable riches provided to us by nature be preserved and passed on to our descendants’

Expert 3:

The definition for Respect for Nature suggest should change as ‘Respect for nature represents care for the nature. It emphasizes on wise management of all living species and natural resources, in accordance with the precepts of sustainable development. It will help to keep the environment sound and will ensure healthy living.’

Shared Responsibility

Expert 2 and 3:

This ‘As the most universal and most representative organization in the world, the United Nations must play the central role’ statement should be removed from original definition.

Introduction of New SDV Dimension and its New Definition

During each separate individual interview session, interviewees’ were asked the second question as follow:

TABLE 9. Interviewees response on introduction of new SDV dimension

Sustainable Development Value Dimension	Numbers of New Dimension	Numbers of Interviewees
Introduction New SDV Dimension		
• This value is important in developing country perspective	1	16
• This value is important in conducting business in developing country perspective	2	16

TABLE 10. Provide the new and current sustainable development value dimension definition

Sustainable Development Value Dimension	Definition Provided by United Nation	Operational Definition Based on Developing Country Perspective

Freedom	Men and women have the right to live their lives and raise their children in dignity, free from hunger and from the fear of violence, oppression or injustice. Democratic and participatory governance based on the will of the people best assures these rights.	This value emphasizes on all human being regardless of their age, gender, race, ethnicity have the right to live their lives and raise their children in dignity, free from hunger and from the fear of violence, oppression or injustice.
Equality	No individual and no nation must be denied the opportunity to benefit from development. The equal rights and opportunities of women and men must be assured.	This value refers to all individual and nation must have the equal opportunity to benefit from the output of development. The equal rights and opportunities of women and men must be assured.
Solidarity	Global challenges must be managed in a way that distributes the costs and burdens fairly in accordance with basic principles of equity and social justice. Those who suffer or who benefit least deserve help from those who benefit most.	This value refers to the feeling of unity among individuals in order to gain sustainable development. In this regard, global challenges must be managed in such a way that the advantageous parties should help the disadvantaged parties.
Tolerance	Human beings must respect one or another, in all their diversity of belief, culture and language. Differences within and between societies should be neither feared nor repressed, but cherished as a precious asset of humanity. A culture of peace and dialogue among all civilizations should be actively promoted.	This value emphasizes on human beings must respect each other regardless of their diversity of belief, culture and language'. Differences within and between societies should be neither feared nor repressed, but cherished as a precious asset of humanity. A culture of peace and dialogue among all civilizations should be actively promoted.
Respect for nature	Prudence must be shown in the management of all living species and natural resources, in accordance with the precepts of sustainable development. Only in this way can the immeasurable riches provided to us by nature be preserved and passed on to our descendants. The current unsustainable patterns of production and consumption must be changed in the interest of our future welfare and that of our descendants.	This value represents care for the nature. It emphasizes on wise management of all living species and natural resources, in accordance with the precepts of sustainable development. It will help to keep the environment sound and will ensure healthy living.
Shared responsibility	Responsibility for managing worldwide economic and social development, as well as threats to international peace and security, must be shared among the nations of the world and should be exercised multilaterally. As the most universal and most representative organization in the world, the United Nations must play the central role.	Responsibility for managing worldwide economic and social development, as well as threats to international peace and security, must be shared among the nations of the world and should be exercised multilaterally.

What are the relevant dimensions of sustainable development value that suit developing country's need and demand and why? Is there any SDV dimension should be removed from developing country perspective?

Table 9 summarise the response from interviewees on introducing new SDV dimension according to developing country perspective.

Although most of the interviewees express their satisfaction on the sustainable development values but they also felt these values are unrealistic and it will

only reflect in developed country perspective. Most of the interviewees felt there is no other relevant value should be added according to developing country perspective. An interviewee provides a feedback as follows:

Interview 4:

I don't think there are any new values needs to be added to the current sustainable development value according to developing country perspective because our objective is not to quantify the value.

Interviewee 1:

Integrity is a must value to be added as sustainable development value as Integrity is important in doing business, economy and organisation as lack of Integrity will result in corruption.

Interviewee 2:

I think is important to have Integrity as additional sustainable development value as ethics is important in an organisation and in doing business. With integrity incorporated in doing business, fair and positive competition in business is encouraged. This helps to ensure the sustainability of future generation to have an equal opportunity in gaining from the benefits of sustainable development.

Expert 2:

Concern for future generation is a sustainable development value needs to be introduced in developing country perspective. The value clearly states there is a need to concern for future generation in any action or development goal to achieve sustainable development.

Integrity and Concern for future generation is the newly introduced sustainable development value according to developing perspective. These values are introduced based on the comment provided and it is deemed suitable in developing country perspective. The new definition for the newly introduced sustainable development value dimension provided by Expert 2 are as follows:

Expert2:

Integrity: This value refers to individual's ability of adhering to moral and ethical principles.

Concern for Future Generation: This value highlights one's sense of accountability to consider the right of the future generation. It also emphasizes on the consumption pattern of individuals. The current unsustainable patterns of production and consumption must be changed in the interest of our future welfare and that of our descendants.

CONCLUSION

This study concludes there is a need to provide a new definition for sustainable development value according to developing perspective. A new theoretical definition shown below modified based on the definition provided from Expert 1, Expert 2, and Expert 3 which are more suitable in Malaysia context as a developing country: Sustainable development value refers to a set of values that drives individuals' attitude and behavior towards the sustainable development in environmental, economic and social which are crucial for present and future generation. These values include freedom, equality, solidarity, tolerance, respect for nature, shared responsibility, concern for future generation and integrity.

In a nutshell, it is expected that the findings of this study contributes significantly to the existing body of knowledge in regard to sustainable development values.

LIMITATIONS AND RECOMMENDATIONS

This study has some limitations. For instance, only a limited interviews were conducted due to scarcity of time. Furthermore, the findings revealed that the perception about SDV and its dimensions varies from developed country to developing country perspective. It is hoped that the future studies will consider this difference and carry out further studies to address the need of developing nations.

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— This article does not have any appendix. —