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approaches amidst the Covid-19 pandemic: Results of a database search of the literature -- Part II. Applications of (Bio)ethics to Business and Society -- 9 Era of Mass Production of Evil -- 10 The Role of Global Stakeholder Involvement in Fostering Ethical and Sustainable Development -- 11 Green Consumer Ethics and Values – Which role does the media play in presenting and shaping individual opinions of ethics and sustainability? -- 12 Ethical determinants of consumer behavior and responsible marketing practice -- Part III. Environmental Sustainability: Economic and Social Applications -- 13 Catholic Ecology and the Contribution of the Franciscan Tradition to Integral Ecology -- 14 Environmental Sustainability in Times of Economic Crises: Ethical and Macroeconomic Dimensions -- 15 Results of empirical research -- 16 A traditional facilitator of ethics and sustainability -- 17 Religious tourism and protection of environment: World youth day 2023 and Encyclical 'Laudato Si' - Case study -- 18 Medical and social risks of health tourism -- Part IV Conclusions -- 19 Conclusion.

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### Sommario/riassunto

This book explores the philosophical analysis of attitudes and values and sustainable behaviors in fields such as healthcare, social sciences, economics in the context of environmental studies. It firstly investigates the fundamental concept of bioethics with relevant case studies related to the issues of human life and preservation of dignity. The authors then move on to discuss the application of (bio)ethical principles in contemporary society and within the market economy. The last part of the book brings together a variety of perspectives on the general philosophical and ethical foundations of sustainable behavior based on the idea of human dignity. This book offers a guide to understanding responsible sustainability practices in various fields, while considering the social benefits and economic effectiveness of sustainable behaviors. Ivan Pavi is Professor Emeritus of Microeconomics at the University of Split, Croatia. Nikša Alfirevi is Professor of Management and Assistant Professor of Sociology at the University of Split, Croatia. Suzana Vuleti is Professor of Moral Theology and Bioethics at the Josip Juraj Strossmayer University of Osijek, Croatia.

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