

Editorial Preface

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The *International Journal of Public and Private Perspectives on Healthcare, Culture, and the Environment (IJPPHCE)* is proud to present four articles, each providing fresh insights and ideas on the myriad relationships between healthcare, economy, society and culture.

José G. Vargas-Hernández in his article ‘Institutional capital on trade-marketing and environmentally sustainable development policy making’ tackles the issues of international cooperation where issues of development, trade and environment are directly linked. NAFTA has recently been a target of on rather simplified political arguments and it is most welcome to have balanced research that evaluates the significance of NAFTA from more sophisticated and broader perspective. The article analyses international economic institutions and institutional capital from the perspective of ecological and institutional economics and shows how NAFTA has been promoting sustainable economic growth and development. In fact, the author makes the point that institutional capital is an essential component of sustainable development and that institutional capital influences the development of political and economic sustainable development. NAFTA has already served long enough to provide evidence to evaluate how conflicts in interpreting the agreement have been solved and how successful this conflict resolution has been.

This article introduces a wide variety of actors and stakeholders, as well as social and political issues that relate to activities falling under the NAFTA treaty. To avoid conflicts on the enforcement of national regulations on trade and environmentally sustainable development between different countries, the best solution is to enforce the application of international standards and regulations. NAFTA has focused on the enforcement of national regulations while the European Union relies more on policy coherence and cooperation between the trade partners. Therefore, NAFTA can hardly be blamed for being overambitious in its agenda. However, the article shows how NAFTA has contributed to better marketing regulations, rules and norms and how these all are related also to environmental sustainability. The overall conclusion is that NAFTA has through institutional capital played a positive role in trade-marketing; however, environmentally sustainable development proves to be conflictive and highly contentious area, although some positive effects can also be found.

In the second article, Hisham G. Abusaada presents ‘Revisiting the Word “Atmospheres” in the Urban Design Academic Field Based on the Artworks’. This article uses the concept of ‘Atmospheres’ in very innovative and informative way to tackle architecture and urban design and continues to show how the teaching in the realm of architecture and design could benefit from deeper understanding of ‘Atmospheres’. While the concepts of atmospheric architecture, atmospheric perception, and aesthetics atmospheres are well-known, especially in regard to environmental design, the disregard of the concept of the atmospheres occurs mostly during the process of urban design – sometimes with stark consequences. In individual buildings typical examples of atmospheric elements include the use of climatic effects, colours, shade, light, and sound. The purpose of this article is to prove that the creation of the atmospheres of cities is as plausible as in artworks; both having similar aspects for making; which are ideas, themes, and dramatic text, as well as the technical elements. This work focuses on revealing the contribution of wide range of art (in particular, music, novels, and cinema)

to deepen understanding on the impact of societal transformations on everyday events in different urban settings and places.

The articles introduce the history of 'Atmospheres' as a concept as well as provides a wealth of information about the practices and prevailing forms of thought within epistemic communities related to architecture and urban design, especially in Egypt, but since the article follows the long journey of 'Atmospheres' in the history of thought and arts, the article really has a global significance. The novels of Nagibe Mahfouz prove out to be particularly perceptive in terms of atmospheres and many of them have also been turned into cinematic works. After the stimulating journey among the past experiences of atmospheres the article turns to practical concerns of present professional practices—particularly in the field of urban design—which all too often fall short of paying full attention to the atmosphere. The goal is not to restore the atmospheres of the past but to find out how to create great atmospheres based on the design of the city. This goal starts with the process of improving teaching methods to achieve this in architectural education institutions and applying them in practice.

In the third article, Nirmal Kumar and Ajeya Jha focus on the 'Pharmaceutical product complaint handling – Evolution of a systematic mechanism'. Customer complaints require an effective mechanism to handle them. The article introduces a wealth of cases related to regulatory agencies having issued warnings or technical guidance for industry to handle complaints and change their practices. Furthermore, there have been many cases related to problems in inadequate quality control or effective distribution management. Sometimes the problems start already with the research phases. Following the Standard Operating Procedure is particularly important in this field. The article shows that the existing system to handle pharmaceutical complaints is primarily based on a technical perspective, without effective involvement of the distribution personnel. The authors strive to find more effective ways to redress pharmaceutical product complaints and to convince the pharmaceutical sector that there is an urgent need to reform the pharmaceutical product complaint handling. The authors urge the pharmaceutical corporations to adopt a customer complaint resolution policy (CCRP) in order to give a message of commitment to all stakeholders. This policy should be given similar importance as quality policy (QP). Regulatory agencies of various countries should issue an appropriate advisory to drugs manufacturers to adopt the CCRP approach. The CCRP commitment from top management shall enable appropriate disposition of all complaints in an effective and timely manner.

In the fourth article, Marjory D. Fields introduces and analyses the case of 'Women in American Labour Movement – Overcoming Exclusion and Sex-Based Discrimination'. In this article the author examines the history of exclusion and sex-based discrimination against U.S. female workers seeking to join unions established by men. She paints a vivid picture of the hardship that women faced in American working life and how the women adopted effective ways to improve their social situation and legal status. The author describes the evolution from the first concerted action in the 19th century fabric mills to increasingly effective bargaining to narrow the gap with men in wages, working conditions, health care and many other concerns directly affecting the lives of working women. Then, in the early 20th century, women teachers formed their own unions to gain increased pay and pension plans, and for social justice. These unions continue to the present seeking also social justice and exercising political power. The history shows that exclusion and discrimination are nothing new in American society and that people have successfully participated in efforts to promote human rights and equality. This work will never end and there is a lot to learn from these historic struggles.

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