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## Editorial

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**Biographical notes:** Elena G. Popkova – Doctor of Science (Economics) is the founder and president of the Institute of Scientific Communications (Russia) and Leading researcher of the Center for Applied Research of the Chair “Economic Policy and Public-Private Partnership” of Moscow State Institute of International Relations (MGIMO) (Moscow, Russia). Her scientific interests include the theory of economic growth, sustainable development, globalisation, humanisation of economic growth, emerging markets, social entrepreneurship, and the digital economy and Industry 4.0. She organises all-Russian and international scientific and practical conferences and is the editor and author of collective monographs, and serves as a guest editor of international scientific journals. She has published more than 300 works in Russian and foreign peer-reviewed scientific journals and books.

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The economy of pleasure is a new type of economic system that develops under the influence of several modern trends. The strategic focus on building the socially-oriented market economy necessitates placing an individual at the centre of state regulation of the economy. The progress of the consumer society and its exposure to the influence of marketing have promoted a continuous increase in the number of needs, growing insistence on high standards on the part of consumers, as well as the growth of consumption in economies around the world.

The global competition of countries in the satisfaction of public needs is supported by the activity of international organisations, which position of countries in their international rankings according to the completeness and effectiveness of the satisfaction of needs. Nonetheless, despite the preparedness of economic systems for the transition to an economy of pleasure and the existence of certain successful practices, global transformations are restrained due to the lack of detailed scientific elaboration of the concept of economics of pleasure.

First, the fundamental provisions of the concept of economics of pleasure have not been set. Its basic principles and priorities have not been defined, there are no scientific best practices and ‘road maps’ for the transition to economics of pleasure from other types of economic systems. Furthermore, the factors of the formation and development of economics of pleasure, as well as its barriers, have not been identified. There is a need for scientific recommendations on the pursuit of economic activities, including business activities, in the context of economics of pleasure.

Second, the methodological framework for studying, measuring, and managing economics of pleasure has not been sufficiently elaborated. There is a need for a methodological approach to the indicative assessment of the efficiency and competitiveness of economic systems in the context of economics of pleasure, where the completeness and the mass satisfaction of needs will be the key indicators and criteria. Moreover, it is necessary to adapt the available information-empirical data to the statistical needs of the scientific methodology of studying economics of pleasure.

Third, research gaps in the study of real-life experience in building economics of pleasure are still to be filled. It is necessary to study the specificity of the formation and development of economics of pleasure in developed and developing countries with the development of appropriately applied models. In addition, it is essential to facilitate accumulation, systematisation and critical analysis of experience in building economics of pleasure from the perspective of its conformity to the values of society, the state, and business as well as its global implications.

This special issue has incorporated advanced research on economics of pleasure, presented theoretical and methodological best practices, as well as accumulated experiences of countries around the world. The special issue is intended to produce a comprehensive concept of economics of pleasure, to make the problem of its study actual, and to draw the attention of the world academic community to it, as well as to give rise to academic discourse on the prospects for the development of economics of pleasure. The special issue has collected and analysed empirical evidence on economics of pleasure.

Due to its broad coverage of the topic, the special issue has provided orientation and is expected to be of interest to a fairly large readership. Consumers may benefit from recommendations on consumer behaviour in the context of economics of pleasure, business entities may benefit from recommendations on how to remain competitive on a global scale, and public agencies may benefit from recommendations on how to regulate the markets of economics of pleasure.