

Sustainable Entrepreneurship and Investments in the Green Economy

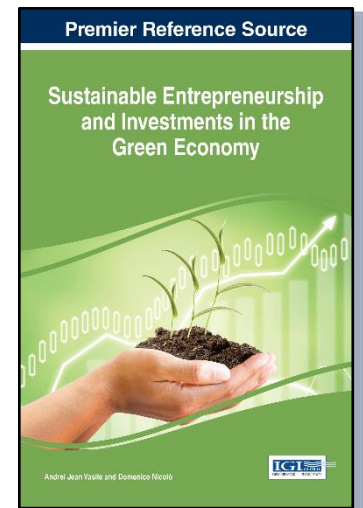
Part of the Advances in Business Strategy and Competitive Advantage Book Series

Andrei Jean Vasile (Petroleum -Gas University of Ploiesti, Romania) and Domenico Nicolò (University Mediterranea of Reggio Calabria, Italy)

Description:

The protection of the environment and economic growth are two important aspects of modern sustainability initiatives. By placing these two together, a competitive advantage is developed by utilizing green factors with investing.

Sustainable Entrepreneurship and Investments in the Green Economy is an essential reference publication for the latest research on green entrepreneurship and its impacts on investment activity within sustainable development and competitive markets. Features coverage on a broad range of topics and perspectives such as contemporary enterprises, global feeding, and waste management.



Readers:

This book is ideally designed for practitioners, students, and academicians seeking current research on green entrepreneurship and investments.

ISBN: 9781522520757

Release Date: April, 2017

Copyright: 2017

Pages: 306

Topics Covered:

- Contemporary Enterprises
- Cosmetics Industry
- Externalities
- Game Theory
- Global Feeding
- Green Airports
- Green Marketing
- Sustainable Enterprise
- Waste Management

Hardcover + Free E-Book:

\$185.00

E-Book Only:

\$185.00

Order Information

Phone: 717-533-8845 x100

Toll Free: 1-866-342-6657

Fax: 717-533-8661 or 717-533-7115

Online Bookstore: www.igi-global.com

INTRODUCTION

Chapter 1

Young Firms Sustainability and Corporate Reputation: A Comparison of the Survival Rates in the US and EU
Domenico Nicolò, University Mediterranea of Reggio Calabria, Italy

Chapter 2

Theoretical and practical approaches in understanding the influences of cost –productivity- profit trinomial in contemporary enterprises
Andrei Jean-Vasile, Petroleum-Gas University of Ploiesti, Romania
Alexandra Alecu, Petroleum-Gas University of Ploiesti, Romania

Chapter 3

Integrated Sustainability Reports: Historical survey, theoretical proposals and best practices
Giuseppe Valenza, University of Reggio Calabria, Italy
Massimo Costa, University of Palermo, Italy

Chapter 4

A Game Theory Coopetitive Perspective for Sustainability of Global Feeding: Agreements among Vegan and Non-Vegan Food Firms
David Carfi, University of California Riverside, USA
Alessia Donato, University of Messina, Italy

Chapter 5

Green Information System for a Sustainable Enterprise
Laura-Diana Radu, Alexandru Ioan Cuza University of Iasi, Romania

Chapter 6

The role of Waste Management in the Green Economy. An empirical analysis of economic data of the Business
Massimo Saita, University of Milano Bicocca, Italy
Maria Vittoria Franceschelli, University of Milano Bicocca, Italy

Chapter 7

Green Marketing: A New Prospect in the Cosmetics Industry
Suhaili Ramli, University of York, UK

Chapter 8

Green Airport Investments to Mitigate Externalities: Procedural and Technological Strategies
Maria Nadia Postorino, Mediterranean University of Reggio Calabria, Italy
Luca Mantecchini, University of Bologna, Italy
Filippo Paganelli, University of Bologna, Italy

Chapter 9

Cover Crops – Achievement of Sustainability in the Ecological Systems of Agriculture
Vladan Ugrenović, Institute "Tamiš" Pančevo, Serbia
Vladimir Filipović, Institute for Medicinal Plants Research "Dr Josif Pančić", Belgrade, Serbia

Andrei Jean-Vasile is Associate professor at Petroleum -Gas University of Ploiesti, Department of Business Administration. He holds a PhD in economics at National Institute of Economics Research - Romanian Academy of Sciences. He holds a B.S. degree in Administrative Sciences (2005) and in Banks and Finances (2007) from the Petroleum and Gas University of Ploiesti. He has M.A. degree in Economics, Administrative and Business Management (2007) earned at the same university. Jean Andrei is Editor-in-Chief of International Journal of Sustainable Economies Management (USA), Associate Editor of Economics of Agriculture (Ekonomika poljoprivrede) - Serbia, scientific reviewer for International Business Information Management Association Conferences – IBIMA. He is also member of scientific organizations as: The Balkan Scientific Association of Agrarian Economists, Serbia (December 2008). Particularly issues like business investments process, economic efficiency and valuing economic and human potential are among his research and scientific interests, where he has published articles (over 20), scientific books (4) and conferences presentations.

Domenico Nicolò is Prof. of Economia Aziendale (Business Economics and Management). Head Degree in Economics. Director/Scientific Coordinator of the University Lab ReTMES.