Organizational Culture and Behavioral Shifts in the Green Economy

Part of the Advances in Human Resources Management and Organizational Development Book Series

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Description:
Business development in the contemporary world takes place in an economically, politically, and socially complex environment. Today, it is necessary to recognize the tremendous cultural diversity of the world and it is essential to consider the specific cultural values in managerial strategy and business practice worldwide.

Organizational Culture and Behavioral Shifts in the Green Economy provides emerging research on the relationships between organizations in the context of culture and diversity within a sustainable economy. This book provides important insights into topics such as circular economy, green advertising, and sustainable development. Additionally, it addresses the significance of concepts such as culture, organizational culture, individual culture, and the style of leadership, which have been the concern of many management professionals and scholars. This publication is a vital resource for business managers, professionals, practitioners, students, and researchers seeking current research on the impact of organizational culture and behavioral shifts on sustaining a green economy.

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Topics Covered:
- Circular Economy
- Ecological Responsibility
- Green Advertising
- Green Behavior
- Greenwashing
- Organic Markets
- Rural Tourism
- Sustainable Development
- Sustainable Food

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