

Handbook of Research on Technological Innovations for Sustainability and Business Growth

Part of the Practice, Progress, and Proficiency in Sustainability Book Series

Geetika Jain (UP Technical University, Lucknow, India), Harjit Singh (UP Technical University, Lucknow, India), Shahriar Akter (University of Wollongong, Australia), Alka Munjal (Amity University Uttar Pradesh, India), Harpal S. Grewal (Claflin University, USA)

Description:

With the world uniting to achieve Sustainable Development Goals, change lies ahead for businesses. These organizations must rethink strategies and business behavior and assess their impact to align with sustainability goals that promote industrial innovation, maintain wellbeing, protect the planet, and ensure business value is created. To achieve this ambitious agenda, a strong commitment and the means to implement it are required.

The **Handbook of Research on Technological Innovations for Sustainability and Business Growth** is a crucial reference source delivering dynamic research on accelerating growth in business through knowledge creation and technological innovations. While highlighting topics such as consumer analytics, international business, and risk assessment, this publication explores a wide range of techniques adopting and achieving a sustainable competitive advantage in business. This book is ideally designed for multinational investors, marketing researchers, managers, executives, board members, IT consultants, economists, stakeholders, policymakers, financial analysts, professionals, academicians, researchers, and students.



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