

1. Record Nr.	UNINA9910158605703321
Autore	Vasile Andrei Jean
Titolo	Sustainable entrepreneurship and investments in the green economy / / Andrei Jean Vasile and Domenico Nicolo [editors]
Pubbl/distr/stampa	Hershey, PA : , : IGI Global, , [2017] ©2017
ISBN	9781522520764 9781522520757
Descrizione fisica	PDFs (339 pages) : illustrations
Collana	Advances in business strategy and competitive advantage (ABSCA) book series
Disciplina	338.927
Soggetti	Sustainability Entrepreneurship Investments - Environmental aspects
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Young firms sustainability and corporate reputation: a comparison of the survival rates in the US and EU / Domenico Nicolo -- Theoretical and practical approaches in understanding the influences of cost-productivity-profit trinomial in contemporary enterprises / Andrei Jean-Vasile, Alexandra Alecu -- Integrated sustainability reports: historical survey, theoretical proposals and best practices / Massimo Costa, Giuseppe Valenza -- A game theory competitive perspective for sustainability of global feeding: agreements among vegan and non-vegan food firms / David Carfi, Alessia Donato, Dania Panuccio -- Green information system for a sustainable enterprise / Laura-Diana Radu -- The role of waste management in the green economy: an empirical analysis of economic data of the business / Massimo Saita, Maria Vittoria Franceschelli -- Green marketing: a new prospect in the cosmetics industry / Nur Suhaili Ramli -- Green airport investments to mitigate externalities: procedural and technological strategies / Maria Nadia Postorino, Luca Mantecchini, Filippo Paganelli -- Cover crops: achievement of sustainability in the ecological systems of agriculture / Vladan Ugrenovic, Vladimir Filipovic.

Sommario/riassunto

"[This book] is an essential reference publication for the latest research on green entrepreneurship and its impacts on investment activity within sustainable development and competitive markets. Featuring coverage on a broad range of topics and perspectives such as contemporary enterprises, global feeding, and waste management, this book is ideally designed for practitioners, students, and academicians seeking current research on green entrepreneurship and investments"--Provided by publisher.
