

1. Record Nr.	UNINA9910821298903321
Titolo	Sustainable entrepreneurship, renewable energy-based projects, and digitalization // edited by Amina Omrane, Khallil Kassmi, Muhammad Wasim Akram, Ashish Khanna, Md Imtiaz Mostafiz
Pubbl/distr/stampa	Boca Raton : , : CRC Press, , 2020
ISBN	1-00-309792-8 1-003-09792-8 1-000-29252-5 1-000-29254-1
Edizione	[1st ed.]
Descrizione fisica	1 online resource (345 pages)
Disciplina	628 338.927
Soggetti	Sustainable engineering Industries - Environmental aspects Social responsibility of business
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	The era of a digitalized world : Pandemics and academia / Muhammad Ayub Khan and Amina Omrane -- Innovation for sustainable development : The role of knowledge management / Adil Azzahidi, Mustapha Bengrich and Amina Omrane-- How to improve environmental performance via green innovation- oriented practices and managerial environmental concerns? / Lahcen Makhloufi, Meirun Tang, Amina Omrane and Zamhari.
Sommario/riassunto	Sustainable Entrepreneurship is nowadays considered as a discipline at the cross-roads of many others. This book describes recent cases, techniques and tools proposed for leaders, entrepreneurs, and practitioners who are involved and responsible for making strategic decisions in their companies and aiming at sustainable development. This book highlights the use of new business models/methods that can be employed by organizations and researchers to save millions of dollars, to enhance the economic growth, as well as to resolve environmental and social issues, via sustainable networks, renewal

energy distribution, and social/green entrepreneurship. It will provide a comprehensive discussion of practical techniques, like Machine Learning, Robotics, Photovoltaic solar energy, in the field of renewable energy, and other digital tools, such as digital marketing, crowdsourcing platforms, and digital currency. Meanwhile, it will enlighten the way for entrepreneurs and decision makers by helping them to learn how to grow their business. The focus will be on how to benefit from these techniques to develop sustainable and renewable energy-based projects, as well as digitalized new ventures. The book walks the reader through the latest emerging trends in digitalization that can support practitioners, managers, entrepreneurs, and researchers to help them appreciate the application of sustainable solutions in various functional domains.
