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	Altri autori (Persone)	BogrenMaria GrigoreGeorgiana StancuAlin LundstromAnders
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## Nota di contenuto

Chapter 1. New roles for a sustainable economy -- Part 1. Digitalization, green businesses and sustainability -- Chapter 2. Green business Model: The digitization of sustainability -- Chapter 3. Bibliometric analysis of research on the concept of CSR and sustainable development in e-commerce -- Part 2. New roles for Sustainability, SMEs and social entrepreneurship -- Chapter 4. Takeaway coffee: The interplay between convenience and sustainability -- Chapter 5. Unleashing the Power of social entrepreneurs for regional development: Insights from Jämtland Härjedalen -- Chapter 6. Corporate Social Responsibility approach by SMEs' managing directors in the Hungarian city of Gyr – Empirical Evidence -- Part 3. Key Organizational challenges for sustainable development -- Chapter 7. The Systematic Sustainable Business Model (SBM) Approach – A Flexible Organizational Tool -- Chapter 8. Citizens' engagement in the co-creation of smart city – an empirical study -- Chapter 9. Communicated Sustainability Values from Nature-Based Business – Different industries give different perspectives -- Chapter 10. Sustainability developments in municipalities – what, why and how.

## Sommario/riassunto

Commitment to sustainability and social responsibility goals will require the creation of new roles and entrepreneurial approaches. This contributed volume addresses the emerging roles of businesses, markets, approaches, and practices for a sustainable economy and asks the following questions: What new roles are existing businesses adopting in their practices in social responsibility and sustainability? How does the integration of sustainability and corporate social responsibility strategies and practices change the ways in which organizations operate? What types of markets are emerging for sustainable businesses? What is the role of social enterprises and non-profit organizations in shaping new roles and markets for a sustainable economy? The volume is divided in three thematic sections. The first explores digitalization, green businesses and sustainable. The second considers the new roles for sustainability and their importance for SMEs and social entrepreneurship. Finally, the book ends with a reflection on the key organizational challenges for sustainable development, including how these might be addressed by academics and practitioners. This book will be relevant to students and scholars of organisation studies, corporate social responsibility, social entrepreneurship and digital business. Relevant to the pursuit of the UN Sustainable Development Goals, it will be of broader interest to anyone with an interest in sustainable development and the future of work. Anna Sörensson is Associate Professor in Business Administration at Mid Sweden University, Sweden and Inland Norway University of Applied Science, Norway. Her research focuses on sustainable businesses, marketing and entrepreneurship. Maria Bogren is an Associate Professor at Nord University, Norway. Her research interests are Entrepreneurship, Sustainability, and Marketing. Georgiana Grigore is an Associate Professor in Marketing at University of Leicester. Her area of research is in marketing and corporate responsibility concepts and practices, including digital media. Alin Stancu is Professor in Marketing at The Bucharest University of Economic Studies, Romania. His research is customer care, consumer experience, corporate responsibility and public relations. Anders Lundström is Professor Emeritus at Mid Sweden University, Sweden. .

