

"Born to be Green: New Insights into the Economics and Management of Green Entrepreneurship"



link: https://www.researchgate.net/publication/320032563_Born_to_be_green_new_insights_into_the_economics_and_management_of_green_entrepreneurship

SHORT DESCRIPTION

This paper explores how sustainable practices can be built into business models. It shows how green entrepreneurs tackle challenges like regulations, market demands, and limited resources through eco-innovations.



SUGGESTIONS

Curriculum Integration:

Use the paper as a core reading in courses addressing green entrepreneurship or sustainable management.

Case Study Analysis: Have students or discussion groups analyze the frameworks and compare them against local entrepreneurial practices.

KEY WORDS

- Green Business
- Environmental Challenges
- Sustainability
- Business strategies

LANGUAGES

English.

PRICING

Freely available.