

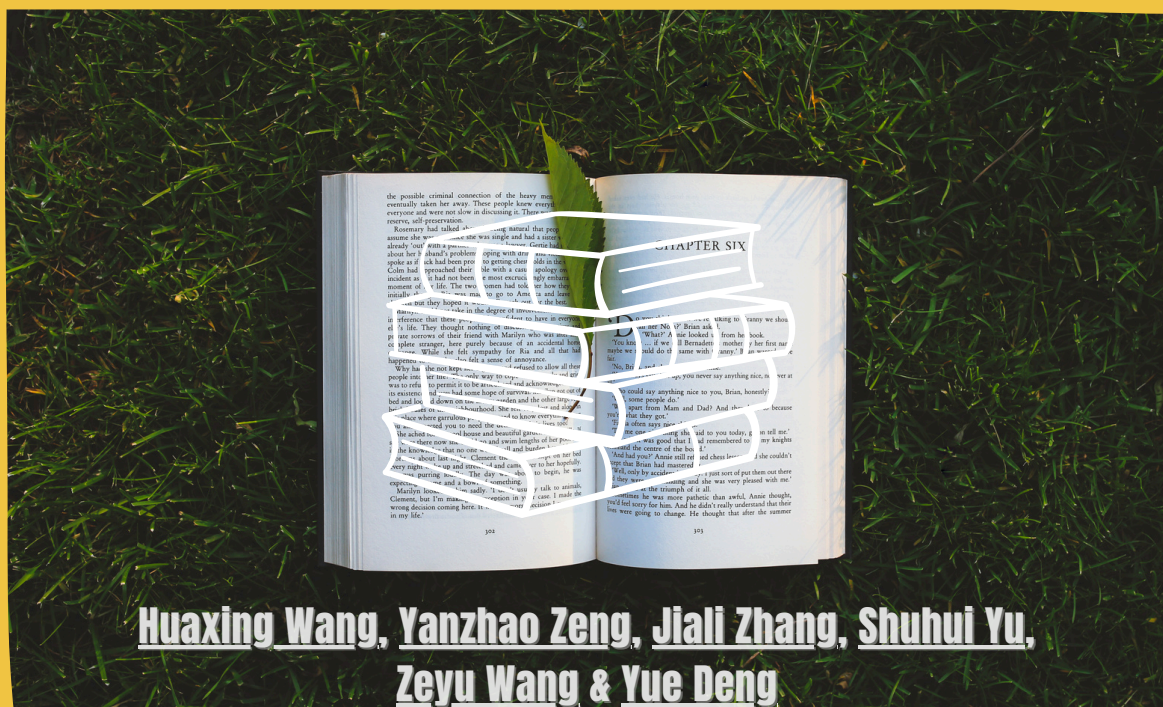
Sustainable Performance Analysis and Environmental Protection Optimization of Green Entrepreneurship-Driven Energy Enterprises.



The link: <https://www.nature.com/articles/s41599-025-04396-9>

SHORT DESCRIPTION

This study examines how green entrepreneurship influences sustainability in energy companies. It finds that a strong green orientation improves performance, especially when supported by dynamic capabilities and innovative business models.



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SUGGESTIONS

Engaging in critical debate:

Use the study as a basis for a structured group debate around the question: "Can sustainability and profitability truly align in the energy sector?" Students are divided into opposing teams - one arguing that green entrepreneurship strengthens business success, the other questioning whether environmental goals can realistically be balanced with profit. The study's findings on green entrepreneurial orientation, business model innovation, and dynamic capabilities provide a solid foundation for evidence-based arguments.

KEY WORDS

- Green Business
- Eco innovation
- Sustainability
- Environmental challenges
- Business strategies

LANGUAGES

English.

PRICING

Freely available.