



EMERGING PATTERNS AND BEHAVIORS IN A GREEN RESILIENT ECONOMY

JEAN VASILE ANDREI • ADRIANA GRIGORESCU

EDITORS

Emerging Patterns and Behaviors in a Green Resilient Economy

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Emerging Patterns and Behaviors in a Green Resilient Economy

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United Kingdom – North America – Japan – India – Malaysia – China

Emerald Publishing Limited
Emerald Publishing, Floor 5, Northspring, 21-23 Wellington Street, Leeds LS1 4DL.

First edition 2024

Editorial Matter and Selection © 2024 Jean Vasile Andrei and Adriana Grigorescu.

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British Library Cataloguing in Publication Data

A catalogue record for this book is available from the British Library

ISBN: 978-1-83549-781-4 (Print)

ISBN: 978-1-83549-780-7 (Online)

ISBN: 978-1-83549-782-1 (Epub)



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Foreword

In a context of environmental challenges and the urgent need for sustainable development, *Emerging Patterns and Behaviors in a Green Resilient Economy* may represent a reference contribution to understanding this new economic and societal landscape, bringing together a series of in-depth analyses and discussions that together point the way to a future where economic growth is seamlessly aligned with environmental responsibility.

This edited volume explores the strategies and innovations that are shaping the global economy, focusing on the intersection of environmental sustainability and economic resilience. It comprehensively explores new business models, policy shifts, and technological advancements. The volume explores and presents a range of perspectives from different fields to illustrate the path to a more sustainable and resilient economic future. Policymakers, academics, and industry leaders who want to understand and contribute to developing a resilient green economy will find this text a vital resource.

With contributions from diverse experts, this book maps out a path toward a sustainable and robust economic future, making it an indispensable resource for policymakers, academics, and industry leaders. It begins with analyzing China's journey toward carbon neutrality, exploring the hurdles and successes that offer lessons for other economies. Further chapters delve into sustainable marketing strategies in tourism, the gender gap in entrepreneurship, and the nexus of CO₂ emissions with manufacturing growth, among other critical topics.

This book delves into the role of rural entrepreneurship, as discussed by Vesna Paraušić and Nataša Kljajić, and the intricate dynamics of scientific output in environmental science, as analyzed by Nikola Vasilčić and the team. "China's Pursuit of Carbon Neutrality: Roadblocks and Greenlights" by Vasilii Erokhin and Tianming Gao sets the tone with an in-depth analysis of the world's largest emitter's journey toward carbon neutrality. It is a story of challenges and triumphs that offers valuable lessons for other economies. From China's journey toward carbon neutrality to the insightful examination of marketing strategies in historical tourism by Mahta Saremi and colleagues, this book traverses a broad spectrum of topics.

In "Marketing Strategies in Historical Tourism," authors like Mahta Saremi and Hassan Darabi explore the intersection of tourism, a significant economic

driver, with sustainability principles. This chapter is particularly relevant in preserving cultural heritage while fostering economic growth.

Addressing crucial aspects like gender gaps in entrepreneurship, corporate sustainability, and the intersection of CO₂ emissions with manufacturing growth, each chapter contributes unique perspectives and findings. This book also ventures into the critical discourse of gender and entrepreneurship. Gheorghe Dan Isbășoiu, Dana Volosevici, and Jean Vasile Andrei examine the gender gap in entrepreneurship, offering insights into developing competitive economies that are inclusive and diverse.

In addition to these, this book covers a broad spectrum of topics ranging from the LEADER approach in rural entrepreneurship, the relationship between CO₂ emissions and economic growth, to the development of smart cities, and the dynamics of scientific output in environmental science.

This book also includes in-depth discussions on corporate sustainability, offering operational frameworks for sustainable corporate practices, indicative of the evolving role of businesses in a greener economy. Covering a wide range of topics, including rural entrepreneurship, the relationship between CO₂ emissions and economic growth, and the development of smart cities, this book is a forward-looking collection that reflects and anticipates the future dynamics of green economies.

Cristina Gafu and her co-authors discuss women entrepreneurs' challenges, while Nikola Ćurčić and colleagues analyze personnel policies in Serbian organizations. Ljiljana Rajnović and Snežana Cico explore the possibilities for sustainable business operations in extraordinary external conditions.

Hiranya Dissanayake and colleagues present "Salience of Corporate Sustainability," a chapter that proposes operational frameworks for sustainable corporate practices. This chapter is a testament to the evolving role of businesses in leading the charge toward a greener economy.

Furthermore, chapters like the one on green energy paradigms by Răzvan Vasile and Adriana Grigorescu indicate the breadth and depth of this book's coverage. This forward-looking collection reflects the current state of green economies and anticipates future developments and challenges.

Each chapter presents unique perspectives and insights, contributing to a rich narrative that underscores the importance of inclusive, diverse, and competitive economies. Discussions range from rural entrepreneurship and scientific output in environmental science to the challenges women entrepreneurs and sustainable business operations face under extraordinary external conditions.

Emerging Patterns and Behaviors in a Green Resilient Economy serves as a call to action, inviting readers to engage with pioneering ideas and practices that are pivotal in steering societies toward a more sustainable and equitable future. It is a valuable resource for those in entrepreneurship, economics, environmental science, and sustainability studies, providing in-depth insights into the

emerging trends shaping contemporary economies. This book weaves together a narrative more significant than the sum of its parts, representing a mosaic of strategies, challenges, and innovations crucial for shaping the future of resilient green economies.

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Acknowledgments

The editors wish to express their deepest and most heartfelt acknowledgments to everyone involved in making this book project possible. Our sincere appreciation also goes to all the contributors to this book project and the Emerald Editorial team, whose support was invaluable in publishing this edited book. Your invaluable contributions, each idea shared, every piece of constructive criticism, the invaluable insights, and the support have brought this edited book to printing.

We extend our profound gratitude to the National Institute for Economic Research “Costin C. Kiritescu” of the Romanian Academy, Petroleum-Gas University of Ploiesti, and the Research Network on Resources Economics and Bio-economy Association. The development of this book would hardly have been possible without their support.

We are also immensely grateful to Professor Bruno S. Sergi, the Lab for Entrepreneurship and Development coordinator, for providing the opportunity to expand our research. A special acknowledgment is reserved for Ms Sashikala Balasubramanian and Ms Lydia Cutmore whose direct involvement was crucial in bringing this book to fruition.