



ENTREPRENEURSHIP AND DEVELOPMENT FOR A GREEN RESILIENT ECONOMY

ADRIANA GRIGORESCU • JEAN VASILE ANDREI

EDITORS

Entrepreneurship and Development for a Green Resilient Economy

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Entrepreneurship and Development for a Green Resilient Economy

EDITED BY

ADRIANA GRIGORESCU

*National University of Political Studies and Public Administration,
Romania; National Institute for Economic Research “Costin C.
Kiritescu” (INCE), Romanian Academy, Romania*

AND

JEAN VASILE ANDREI

*Petroleum-Gas University of Ploiesti, Romania; National
Institute for Economic Research “Costin C. Kiritescu” (INCE),
Romanian Academy, Romania*



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Contents

About the Editors	vii
About the Contributors	ix
Foreword	xix
Acknowledgments	xxiii
Chapter 1 Discussing the Role of Innovation in Green Entrepreneurship and Development <i>Lidija Weis and Gordana Nikolić</i>	1
Chapter 2 The Role of Entrepreneurship as Catalysts for Sustainability and a Green, Resilient Economy: Critical Discourse Analysis <i>Lukman Raimi</i>	23
Chapter 3 Green Transition, Labor Shortages and Employment Policies <i>Luminița Chivu, George Georgescu and Drago Cvijanovic</i>	47
Chapter 4 Integration of the Foreign Workforce in Tirolean Companies <i>Sergej Vasic and Jean Vasile Andrei</i>	85
Chapter 5 Social Challenges of the Green Transition: A Focus on the Employment Gender Gap in Romania <i>Gheorghe Dan Isbășoiu, Dana Volosevici and Adriana Grigorescu</i>	131
Chapter 6 Challenges of Developing a Green, Resilient Economy from the Perspective of Gender Equality in Female Entrepreneurship <i>Bianca-Florentina Nistoroiu, Alina Zaharia and Predrag Vuković</i>	165

Chapter 7 Analysis of Trends in Youth Unemployment in the European Union: The Role and Importance of Youth Entrepreneurship <i>Nataša Papić-Blagojević and Biljana Stankov</i>	181
Chapter 8 Competitiveness of SMEs in Relation to the Green, Resilient Economy <i>Catalin Popescu, Gabriela Oprea, Daniela Steluța Uță, Augustin Mitu and Alina Gabriela Brezoi</i>	205
Chapter 9 Challenges in Protecting Green Energy Entrepreneurs in Wheat Industry Against Financial Risk: The Portfolio Optimization Approach <i>Boris Kuzman and Dejan Živkov</i>	229
Chapter 10 Assessing the Impact of Green Entrepreneurial Activities on Organizational Financial Performance: An Employee's Perceptual Approach <i>Claudiu George Bocean, Anca Antoaneta Vărzaru, Dorel Berceanu, Dalia Simion, Mădălina Giorgiana Mangra and Marian Cazacu</i>	251
Chapter 11 The Impact of the COVID-19 Pandemic on Dividend Policy Relevance to Firm Value: The Case of the Indonesian Banking Industry <i>Cliff Oliver Winoto and Felizia Arni Rudiawarni</i>	277
Chapter 12 Meat Consumption Patterns and Changes in Consumer Attitudes <i>Karoly Bodnar</i>	297

About the Editors

Adriana Grigorescu is a Full Professor and PhD Supervisor in Management at the National University of Political Studies and Public Administration, a Senior Researcher at the National Institute for Economic Research Costin C. Kirițescu – Romanian Academy, and a full member of the Academy of Romanian Scientists. Her research areas are management and marketing in business and public administration, innovation and knowledge transfer, circular economy, labor economics, education management, and especially integrated, interdisciplinary studies of global economy and governance. Her last published studies explored the digital transformation side effects of various aspects of business models, education, and the world of work. Sustainable development and environmental protection also represent a significant part of her work from the perspective of their impact on education and skills or business models. Moreover, she is preoccupied with finding models to measure people's readiness for the nowadays challenges and spatial analysis.

Jean Vasile Andrei is Full Professor at Petroleum-Gas University of Ploiesti, Department of Business Administration; Managing Director of Center for Renewable Energies and Energy Efficiency within National Institute for Economic Research "Costin C. Kirițescu," Romanian Academy; and PhD Mentor in Economics at Bucharest University of Economic Studies, Romania. He is Co-founder and Scientific Coordinator of the Research Network on Resources Economics and Bioeconomy. He holds a PhD in Economics from the National Institute for Economic Research – Romanian Academy of Sciences. He has earned a BA degree in Administrative Sciences (2005) and in Banks and Finances (2007) from the Petroleum-Gas University of Ploiesti. He has an MA degree in Economics, Administrative and Business Management (2007) earned at the same university. He is also Associate Editor of *Economics of Agriculture* (Serbia), scientific reviewer, and committee member for numerous international conferences. He is member of scientific organizations: The Balkan Scientific Association of Agrarian Economists, Serbia (2008), DAAAM Vienna, and Information Resources Management Association (2011). Issues like agricultural economics and rural development, energy and resource economics, and business economics are among his research and scientific interests.

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About the Contributors

Dorel Berceanu is an Associate Professor at the Faculty of Economics and Business Administration and Vice Rector of the University of Craiova, with a PhD in Economics since 2001. He has over 27 years of experience in didactic and scientific research. His main areas of interest are research financial management, financial policy, evaluation and financing of investments, and financial decisions, and he has published numerous scientific papers in journals or volumes of national and international conferences.

Claudiu George Bocean is a Professor and PhD Supervisor at the Faculty of Economics and Business Administration at the University of Craiova. In 2007, he obtained a PhD in Economics from the Faculty of Economics, University of Craiova, Romania, and in 2015 Habilitation title in Management from the Academy of Economic Sciences in Bucharest, Romania. Since 2002, he has been teaching at the Faculty of Economics and Business Administration, the University of Craiova, taking courses on human resource management, business management, labor economics, organization theory, project management, business negotiation techniques, business ethics, and co-operating within research projects of national and international universities and organizations. His main areas of interest are CSR, business ethics, human resource management, and digital transformation.

Karoly Bodnar is a Professor at the Hungarian University of Agriculture and Life Sciences Szent Istvan Campus in Szarvas (Hungary). Previously, he taught and researched at the Faculty of Agriculture of the University of Szeged. The author's main research interests are animal husbandry and its economic aspects, as well as the study of factors affecting the consumption of animal products, with particular attention to domestic rabbits and game meats. He is a member of the World Rabbit Science Association. In 2011, the University of Agriculture and Veterinary Medicine of the Banat in Timisoara (Romania) awarded him the title of doctor honoris causa.

Alina Gabriela Brezoi currently holds the position of University Lecturer at Faculty of Economic Sciences, Petroleum-Gas University of Ploiesti (Romania). Starting with 2022, she is also the Vice Rector of the Petroleum-Gas University of Ploiesti (Romania). Her work experience derives from and includes teaching courses and seminars, research activities, and organizing and participating in scientific conferences. Regarding research results, these are represented by

publishing 3 books and over 20 scientific papers in the following field of interest: sustainable development, corporate social responsibility, ethics, and financial market. She has published articles in leading international journals, including *Sustainability and Economic Insights: Trends and Challenges*.

Marian Cazacu is a PhD student in Management at the Faculty of Economics and Business Administration at the University of Craiova, Romania. In 2006, he graduated with a bachelor's degree in Management at the University of Craiova. In 2008, he graduated with a master's program in diagnostic analysis and business assessment at the Faculty of Economics and Business Administration, University of Craiova. His areas of interest are social responsibility, ethics, and human resource management.

Luminița Chivu is Senior Researcher in Economics (since 1992) and currently the General Director and President of the Scientific Council of the National Institute for Economic Research "Costin C. Kirițescu" – Romanian Academy (since 2011). She is the author of 18 books in foreign and national publishing houses and more than 200 articles in economics. She is the member of the Consultative Council for Research, Development and Innovation of the Ministry of Research, Innovation and Digitization in Romania. She holds expertise in agricultural models and agricultural policies and competitiveness, sustainable rural development, labor market, industrial relations, working conditions, economic growth and restructuring, and European integration. She has experience in managing and coordinating more than 15 international and 20 national projects working with multidisciplinary teams of research experts. She is the Co-chair of the Scientific Council of the international conference "Economic Scientific Research-Theoretical, Empirical and Practical Approaches" – ESPERA, editions 2013–2022.

Drago Cvijanovic is a Scientific Advisor and Full Professor at the Faculty of Hotel Management and Tourism in Vrnjačka Banja, University of Kragujevac, Republic of Serbia. He has been a member or President of the Commission for Defense of Degree Essays, MA Theses, and PhD Theses for more than 130 times and more than 105 times member or President of the Commission for Selection of Research or Scientific Topics – Research Vocation. He led or was a member of the research team of more than 69 projects. He published as author or co-authored more than 590 papers delivered at national and international conferences and published in national and international journals. He published as author or co-authored over 58 monographs. He is the Chief Editor of the journal *Economics of Agriculture* (Belgrade, Serbia), and *HiT Management* (Vrnjačka Banja, Serbia). He is member of the Balkan Environmental Association and member of the Presidency of the Balkan Scientific Association of Agrarian Economists. He is a president and regular member of Developmental Academy of Agriculture of Serbia. He is an Honorary Professor at Stavropol State Agricultural Universities in Stavropol, Russia. Now, he is the Dean of the Faculty of Hotel Management and Tourism in Vrnjacka Banja, Serbia.

Gheorghe Dan Isbășoiu is a University Lecturer at the Petroleum-Gas University in Ploiesti, specializing in economic and social statistics, as well as the study of probabilistic models applied in industrial processes. His doctoral thesis, “Reliability of the Human Factor Integrated into Industrial Technological Processing Systems,” defended at the Petroleum-Gas University in Ploiesti, Romania, laid the groundwork for a methodology to determine the probability of human error and the connection between the human factor and the reliability level of systems. His subsequent research has focused on applied statistical analyses in the field of sustainable development. In multidisciplinary teams, he has delved into aspects related to sustainable tourism, equal opportunities in education, sustainable development of rural areas, and the social responsibility of enterprises.

George Georgescu is Senior Researcher and Deputy General Director of the National Institute of Economic Research “Costin C. Kirițescu” – Romanian Academy. He has over 30 years of experience in scientific research and has published, as author and co-author, over 23 books (including chapters in books) and over 70 articles. He has participated in the implementation of over 40 projects/research programs, including financed from European funds. He has contributed to the elaboration of the Development Strategy of Romania in the next 20 years in the vision of the Romanian Academy. His professional career is completed by activities carried out within government institutions in the field of macroeconomic forecasts, foreign trade and economic diplomacy, as well as the banking system. He is a member of the Fiscal Council of Romania, of the National Statistical Council, and a Lecturer within the SCOSAAR Doctoral School. He is a National Expert for IFO World Economic Survey.

Boris Kuzman has a PhD in Agricultural Economics. He works as Senior Research Associate at the Institute of Agricultural Economics, Belgrade, Serbia. He participated in 4 international projects and 20 domestic projects. His fields of interest are agricultural markets and agricultural marketing, bioengineering, agricultural futures markets, and risk hedging in agribusiness. He is an author/co-author of 17 papers published in international journals with impact factors. He held several public functions in the institutions of the Republic of Serbia.

Mădălina Giorgiana Mangra is an Associate Professor at the Faculty of Economics and Business Administration, University of Craiova, with a PhD in Economics since 2005. She has over 26 years of experience in didactic and scientific research. Her main areas of interest are insurance and reinsurance, insurance and social protection, financial management, finance and credit, firms’ evaluation, international finance, investments, financial systems, and reporting, and she has published numerous scientific papers in journals or volumes of national and international conferences.

Augustin Mitu, PhD, is a member of the Business Administration Department from the Petroleum-Gas University of Ploiesti, Faculty of Economic Sciences,

and Professor since 2015. He is the author of 2 books on marketing and co-author of 4 books and 31 scientific articles. He participated in implementation of four research projects as Project Manager and was a member in implementing two European Social Fund (ESF) projects at the Petroleum-Gas University level. His relevant research activities are four articles presenting original scientific contributions, in extenso, published in an ISI-rated journal; author or co-author of six books; and one chapter published in *Organizational Culture and Behavioral Shifts in the Green Economy*, IGI Global, 2018.

Gordana Nikolić, PhD, is a Founder of Business Academy Rijeka which promotes lifelong learning from 2007 through different projects and cooperation modalities with international scientific institutions, and in partnership with BA Nordhessen, she has started the first international professional study in Rijeka. As a Vice President of Croatian Council of University of Applied Science and University College, she oversees international cooperation and standards for quality assurance in the European Higher Education Area. For her work, she received several awards, out of which the most important one is for the women entrepreneur of the year in Croatia in 2014. In 2015, she was honoured for her exceptional international contributions to advancing science, educational development, and fostering female entrepreneurship in regional countries. Additionally, in 2016, she received a special award for her extraordinary efforts in higher education and entrepreneurship within her city, notably for establishing and launching the first private higher education institution. She is still the only woman in Croatia who is an Owner and a Dean of a higher education institution. Apart from the managerial position, she also leads a successful science career. She is an author and co-author of several books and more than 50 scientific and professional papers and has worked on different programs and projects for the Croatian Ministry of Science, Education and Sports and EU Commission. She was a Guest Professor at the Iacocca Institute, Lehigh University at the Global Village Program for future leaders of business and industry. She is also the President of the Program and Organizational Committee of the PAR International Leadership Conference and member of many professional and scientific associations, regional summer schools, and the board of directors.

Bianca-Florentina Nistoroiu embarked on her academic journey at the Bucharest University of Economic Studies, where she is currently pursuing her doctoral studies. Her educational background, combined with a remarkable enthusiasm for research, has propelled her into the world of sustainable development, agriculture, and gender equality. Her research is characterized by a multifaceted approach, encompassing the exploration of sustainable agricultural practices and the pivotal role of gender equality in fostering resilient economies. Her work resonates with the global need for sustainable practices in agriculture while promoting inclusivity and gender equity as fundamental components of this process. Among the publications, we can note the following articles “Sustainable Development Through Gender Equality,” “Rural Development Through Smart Village Initiatives,” “Gender Trends in Modern Agriculture: The Case of Female Farmers in

Europe,” and “Role of Digitalization in Sustainable Agriculture: Benefits, Challenges and Use Cases.”

Gabriela Oprea is an Associate Professor at the Oil and Gas University from Ploiesti, Department of Business Administration. She is passionate and dedicated to the education system, with extensive experience in the academic and research fields. She shares her rich knowledge and experience with students, significantly contributing to the development of higher education and research in entrepreneurship, managerial simulations, and other areas. With rigorous work and deep involvement in impactful research projects, she has become a trusted mentor for young students, inspiring them to realize their potential in the complex world of business, making her an exemplar in the academic community.

Nataša Papić-Blagojević is a Professor of Applied Studies in undergraduate and master’s study programs at the Department for Quantitative Analysis and Business Informatics in the Novi Sad School of Business, Republic of Serbia, since 2005. She has significant experience as a coordinator and researcher at national and international projects, and her research experience is presented by writing over 80 scientific papers in journals, monographs, and national and international conferences. She is the author or co-author of the books *Quantitative Methods, Financial and Actuarial Mathematics, Financial Mathematics, and Tariff Calculation in Life Insurance*, and publications *EU Handbook, How Well Do We Know Each Other?* and *EU for Youth – Challenges and Opportunities*.

Catalin Popescu is Professor of Management at the Petroleum-Gas University of Ploiesti, Romania. His research and consulting interests includes project management, quantitative methods for business and management, operations management, statistical analysis, energy management, and sustainable development. He has 32 years of experience in higher education. Starting with 2016, he is PhD advisor in the engineering and management domain. He has published over 230 articles, 9 books, and 12 book chapters; he participated in 45 international conferences (in more than 27 different countries); he was involved in more than 30 scientific research grants and international projects. He was also a member of scientific committees within more than 50 international conferences, and he was plenary speaker for six times. He is Editor-in-Chief of two scientific journals: *Journal of Innovation and Business Best Practices (JIBBP)*, Stamford Publishing, USA, and *Economic Insights: Trends and Challenges Journal*, Romania.

Lukman Raimi holds the position of Assistant Professor and Program Coordinator in the Entrepreneurship Major at Universiti Brunei Darussalam, Brunei. He obtained his PhD in Entrepreneurship and CSR from De Montfort University, UK. Formerly, he served as the Graduate Program Coordinator at the School of Business and Entrepreneurship and as the Director of the Center for Entrepreneurship at the American University of Nigeria. His diverse research interests encompass various areas, including business-oriented entrepreneurship, social entrepreneurship, halal entrepreneurship, and innovation management. Notably,

he currently serves as the Associate Editor of the *Journal of Business and Economic Analysis* at Universiti Brunei Darussalam, Brunei, as well as the Associate Editor of the *GUSAU Journal of Entrepreneurship Development* at Federal University Gusau, Nigeria. Furthermore, he is a valued member of the Editorial Board for several esteemed journals, including the *Indonesian Journal of Sustainability Accounting & Management* in Indonesia, *Emerald Emerging Markets Case Studies* in the United Kingdom, the *Journal of Developmental Entrepreneurship* in the United States, *African Journal of Innovation and Entrepreneurship* in the United Kingdom, and *International Journal of Circular Economy and Waste Management* published by IGI Global in the United States.

Felizia Arni Rudiawarni is an Associate Professor at Faculty of Business and Economic at University of Surabaya and Project Director of Social Science & Business Research Network (SSBRN). She holds Certified Financial Planner and Certified Data Analytics. She is active as financial consultant and trainer. Her research interests are in the field of financial accounting and capital market.

Dalia Simion is Associate Professor and Vice Dean at the Faculty of Economics and Business Administration, University of Craiova, with a PhD in Cybernetics and Economic Statistics since 2001. She has over 26 years of experience in didactic and scientific research. Her main areas of interest are financial management, firms' investments, firms' evaluation, financial and economic analysis, financial systems and reporting, corporate finance, and financial markets, and she has published numerous scientific papers in journals or volumes of national and international conferences.

Biljana Stankov is a Professor of Applied Studies at the Department for Trade and International Business of Novi Sad School of Business, Republic of Serbia. She has 16 years of experience educating on undergraduate and master's study programs which deal with EU economy, trade, and international economies. She participated as a coordinator and researcher in several international and national scientific projects. She held webinars on EU topics and, as an author, published the book *European Union: Trade, Investments and Competitiveness* and as co-author publications *EU Handbook, How Well Do We Know Each Other?* and *EU for Youth – Challenges and Opportunities*. She participated in numerous national and international conferences and published scientific papers in journals, monographs, and thematic proceedings. She is the coordinator for the publishing activities, the assistant editor-in-chief of the international scientific journal, and the organizer of the national and international scientific conferences in Novi Sad School of Business.

Daniela Steluța Uță is a PhD Lecturer at the Petroleum-Gas University of Ploiesti, Faculty of Economics, Business Administration Department; author of a book on consumer attitude research; and co-author of 4 books, 2 published in international volumes, and 31 scientific paperworks. She published in 2018, under IGI Global, the chapter entitled 'Advertising and Organization's Green

Behavior’, as part of the book with the title *Organizational Culture and Behavioral Shifts in the Green Economy*. Her expertise and consulting interests are marketing research, monitoring and evaluation of socio-economic projects, simulated enterprise expert, communication and publicity expert, and students’ guidance in order to facilitate insertion on the labor market.

Anca Antoaneta Vărzaru is a Lecturer at the University of Craiova (Romania), Faculty of Economics and Business Administration, with a PhD in Accounting since 2010. She obtained a Habilitation title in Management in 2022 and a Habilitation title in Accountancy in 2023. Since 2006, she has taught at the same faculty basic accounting, public accounting, financial accounting, management accounting, financial management, financial economics, and management of banking risks, and she also co-operated in national research projects. Her main areas of interest are CSR, business ethics, sustainability accounting and reporting, and digital transformation.

Sergej Vasic was born in 2001. In June 2023, he obtained his bachelor’s degree in Business and Management at the MCI Innsbruck, Austria. He is currently attending master’s studies at the MCI Innsbruck, alongside working as a Transport Manager at the LKW Walter in Kufstein. He is a member of American Marketing Association and a Vice President of the Youth Forum of the European Marketing and Management Association. His research interest is mostly in human resource management. His chapter was created for the purpose of completion of his bachelor studies (bachelor thesis) and is his second published work.

Dana Volosevici is a University Lecturer at the Petroleum-Gas University in Ploiesti and a Lawyer specialized in labor law and business law. Her research focuses on reshaping the relationship between enterprises and society, considering the increasing importance that enterprises have in communities and the growth of their financial and strategic power. Her doctoral thesis, defended at the Université de Bretagne Sud in France, titled “Multifaceted Analysis of Employee Integration in Commercial Companies in France and Romania,” serves as an example of such analysis. It addresses the reshaping of the relationship between the enterprise and its employees. Through a series of other studies, she has analyzed the impact of labor and business legislation on industrial processes and transformations. Additionally, she explores how enterprises can, voluntarily and by adopting sustainable practices, establish a framework of action that ensures increased protection for vulnerable groups affected by these processes or transformations.

Predrag Vuković is Senior Research Associate and graduated in 2003 from the Faculty of Economics, University of Belgrade. He finished his postgraduate specialist studies in 2006 and master’s degree in 2008. He earned his doctoral degree in 2016 from the Faculty of Economics, University of Kragujevac. He has been working at the Institute of Agricultural Economics, Belgrade, since 2004. He has been actively engaging as a member of the research team on projects of the Ministry of Education, Science and Technological Development of the Republic of

Serbia. He has also been engaged in numerous projects of the Institute of Agricultural Economics, as well as the development of numerous development strategies for cities, municipalities, and local communities as a member of research teams and manager of project teams. In his doctoral thesis, master's thesis, specialist thesis, and numerous scientific articles published in national and international professional journals, presented at scientific conferences of national and international importance, he dealt with the issues of tourism marketing, management of tourist destinations, rural tourism, rural development, and agriculture issues of economics. He is a member of scientific organizations: Balkan Scientific Association of Agricultural Economists, Serbian Association of Agricultural Economist, European Rural Development Network, and Research Network on Resources Economics and Bio-economy Association.

Lidija Weis, PhD, serves as the Dean of the Ljubljana School of Business. Her research expertise encompasses marketing and management, and she is the author of numerous scholarly and professional articles. She has actively participated in various domestic and international projects. Additionally, she holds the position of President of the Program and Organizational Committee of the Eastern European Conference of Management and Economics and is a member of several professional and scientific associations. Furthermore, she holds the role of Vice President in the honorary board of the international organization European Marketing and Management Association and is the President of the Women's Forum. She holds the distinguished title of Professorship at Woxsen University. As Slovenia Country Chair, she is a member of G100: GROUP OF 100 GLOBAL WOMEN LEADERS. On a national level, she is a member of the Inter-ministerial Working Group for Sustainable Development in Education until 2030 at the Ministry of Education. Her contributions extend to being actively involved in shaping educational policies. In addition, she serves as an assessor for quality in higher education, both domestically and internationally. She plays a pivotal role in evaluating and ensuring the standards of excellence in higher education institutions, contributing to the enhancement of academic quality on a global scale. Her expertise as an assessor further solidifies her commitment to maintaining and elevating the standards of educational institutions, both at home and abroad. Her commitment and leadership roles underscore her dedication to advancing the fields of marketing and management, both at the national and international levels, while also contributing to the broader goals of sustainable development in education.

Cliff Oliver Winoto graduated from the Faculty of Business and Economics, Universitas Surabaya, Indonesia. He holds a Master of Accounting degree and a Bachelor of Accounting degree from Universitas Surabaya. He is a practicing accountant and tax consultant for a diverse range of clients. His area of interest includes taxation, financial accounting, and banking.

Alina Zaharia Lecturer at the Bucharest University of Economic Studies (ASE) from Romania within the Department of Agrifood and Environmental Economics, where she teaches economics of environmental and agrifood organisations, environmental economics, and consumer protection in the agrifood sector. Also, she is an Associate Researcher of Center for Renewable Energies and Energy Efficiency within National Institute for Economic Research “Costin C. Kirişescu,” Romanian Academy. She has a PhD in Economics from the same university, graduated in 2017, focusing on energy policies and sustainable development, and a MA in Environmental economics. Dr. Zaharia is a Fulbright-RAF Scholar Award Alumni after taking part in a USA stage on agricultural extension services of approximately 4.5 months in Athens, Georgia, between August and December 2023. Also, she has benefited from an Erasmus exchange for a semester in Verona, Italy, during 2012-2013. Further, she was involved in several international and national research projects on developing sustainable food systems, waste recovery, improving agro-food chains, while she also was scientific reviewer, and committee member for various scientific events.

Dejan Živkov has a PhD in Economics. He works as a Professor at Novi Sad Business School, University of Novi Sad, Serbia. He participated in one international project and two domestic projects. His fields of interest are international financial and commodity markets, risk hedging and portfolio management, and financial econometrics. He is an author/co-author of 59 papers in international journals with impact factors.

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Foreword

In transitioning from traditional economic frameworks to models prioritizing efficiency, environmental sustainability, and inclusivity, green entrepreneurship has emerged as a key component in forging and defining this new economic approach. The transition toward a more balanced and equitable model recognizes green entrepreneurship as both a valuable and effective tool. It plays a pivotal role in realizing the potential and addressing the challenges inherent in achieving a fair and balanced transition that adheres to resilient economies' principles and anticipates future technological advancements.

Achieving a green and resilient economy based on an entrepreneurship paradigm and developing sustainable business call for a holistic approach. It requires redefining how resources are allocated and used, advocating for policies that support sustainable business models, and encouraging a culture that values long-term ecological health alongside immediate economic gains. In essence, green entrepreneurship is becoming synonymous with a progressive, forward-thinking approach to business and economic development that promises to reshape our economic landscape into one that is more equitable, sustainable, and inclusive. In this context, it is no longer just about maintaining profitability; it's about integrating sustainability into the core of business practices. Therefore, green entrepreneurs are not just business creators but integral in driving a new economic paradigm that values ecological stewardship and economic growth.

Green entrepreneurship represents a vital component in redefining economic paradigms and plays a crucial role in addressing the opportunities and challenges associated with achieving a fair and balanced economic transformation. The new paradigm transition is underpinned by the criteria of resilient economies, prospective technological advancements, and the cultivation of green entrepreneurship, which is a pressing need for innovative approaches in harnessing and allocating economic resources and promoting entrepreneurship.

Green entrepreneurs are employing the new and green factors as their competitive advantage in highly competitive and often unstable markets, value the inherent opportunities and challenges in achieving a balanced economic development and transition to a more competitive entrepreneurial economy, and diversify the instruments of valuing the economic and business potentials. The new entrepreneurial paradigm considers not only resilient economies, technological development, or the lack or limited access to financial and human resources, raw materials,

capital, or the optimal combination between traditional factors or instruments in assuring the production process and promoting sustainable consumption, but also provide innovative and cutting-edge entrepreneurial solutions in achieving a green economic model for business communities. Green entrepreneurship creates a tight link between technological development, green entrepreneurship philosophy, and the New Normal requirements. Resilient economies, technological development, and green entrepreneurship provide a highly impacted environment for implementing a balanced, just transition.

Entrepreneurship and development for a green, resilient economy cover extensive ground in contemporary green entrepreneurship, from fundamental theories such as business investments and venturing capital to emerging and new concepts that reflect the critical challenges of the current times, including technological development slowdowns, economic resilience, economic systems downfalls, digitalization, green business footprints, and many more actual topics.

Promoting green entrepreneurship in contact with the New Normal could be a necessary and not mandatory step to limit the negative effects of classical economic and business policies based on a linear production process and stimulus consumption and attracting green and new resources to the economic process by valuing the opportunities and challenges for achieving a balanced, just transition. In this context, the analysis of promoting technological development and green entrepreneurship in the New Normal in terms of opportunities and challenges in achieving a balanced, just transition may represent a further step in understanding the role and importance of diversifying the economic resources and potentials in contemporary economies and designing new business paradigms.

The actual research on entrepreneurship and development for a green, resilient economy has been upon entrepreneurial ventures and venturing capital, and using the traditional business philosophy usually neglects wider economic and social contexts within which they operate and the changes imposed by the transitional patterns, as in the New Normal or assuring balanced economic transformation. Designing an extensive context that deals with technological development and green entrepreneurship in contemporary economies fulfills a need to better understand the inner core of the New Normal paradigm.

This book offers insights into promoting green entrepreneurship, a vital component in steering economies toward a green, resilient economy. In addressing business traditions, this book acknowledges the challenges of integrating new, sustainable practices within established business models. It provides a comprehensive analysis of navigating highly competitive and transformative markets, emphasizing the need for businesses to adapt and innovate continually. Also, the content examines the potential of entrepreneurs in this dynamic landscape, highlighting how their ingenuity and adaptability can drive economic growth and sustainability. Furthermore, this book provides a comprehensive overview of the current state of green business, including case studies and practical

examples. These real-world insights offer valuable lessons on how businesses, from start-ups to established corporations, can adapt and thrive in an eco-conscious market.

The editors

Adriana Grigorescu,

*Faculty of Public Administration, National University of Political Studies
and Public Administration, Bucharest, Romania*

National Institute for Economic Research “Costin C. Kirişescu,”

Romanian Academy, Romania

Academy of Romanian Scientists, Romania

Jean Vasile Andrei,

Faculty of Economic Sciences, Petroleum-Gas University of Ploiesti, Romania

National Institute for Economic Research “Costin C. Kirişescu,”

Romanian Academy, Romania

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