



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

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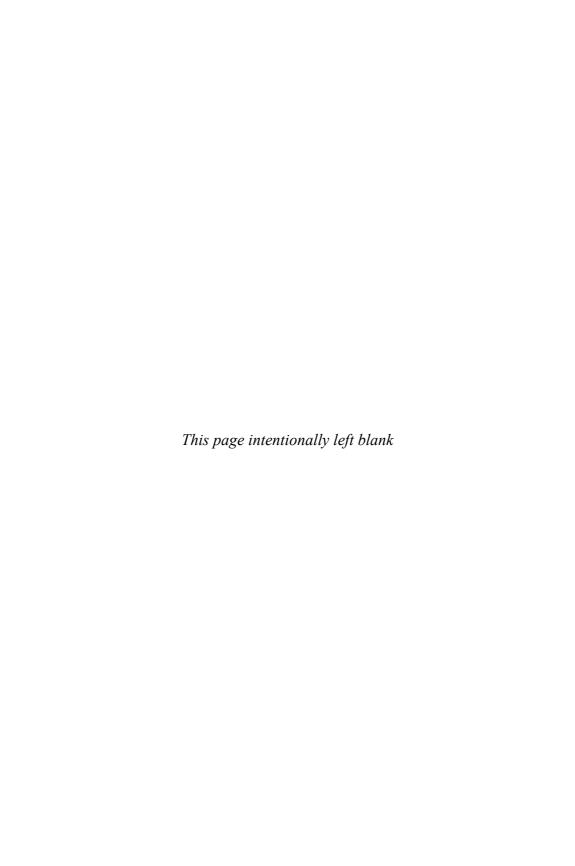
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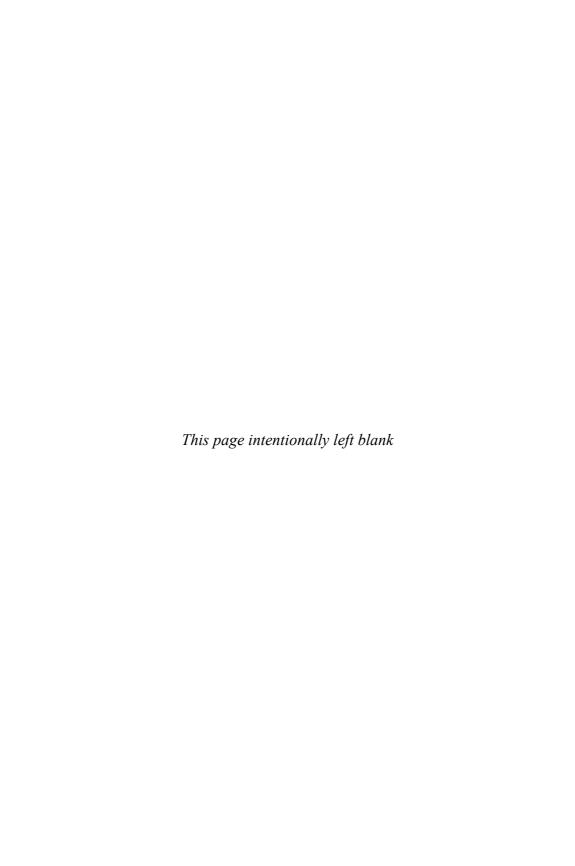
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Foreword

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.

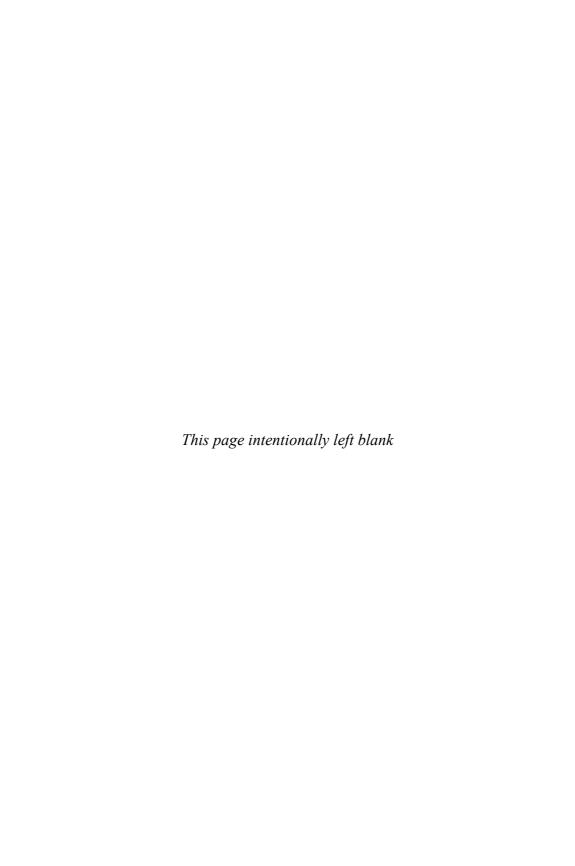
The actual research on entrepreneurship and development for a green, resilient economy has been upon entrepreneurial ventures and venturing capital, and using the traditional business philosophy usually neglects wider economic and social contexts within which they operate and the changes imposed by the 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 ecoconscious market.

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