Preface

Green economics has been imposed as specific managerial model of economics in many contemporary states. Numerous countries have implemented the green economics requirements for improving the production models, economics structures and living condition for their own population. Green economics bring into consideration not only the lack of economic resources which all the economies deal with, or the optimal combination in production process and sustainable consumption, but also provides solutions in achieving a sustainable economic model in changing world. In this context the green economics is a valuable research field and the need for finding proper solutions and rich to pertinent conclusions is more than necessary.

As an economic functional model, green economics is answering very concerning subjects as climate changes, resource paradigms, sustainable consumption, rural communities, environmental constrains.

The present book aims to provide relevant theoretical frameworks and the latest empirical research findings in the area of green economics structures and their evolution during the recent years. The content is written by professionals with high research standards with the main aim to improve the paradigm of understanding the recent evolutions of economics in a larger context of valuing the potentials.

Among the main objectives of the book were:

- Providing a platform for green economics debate;
- Presenting, analyzing, and disputing both the main theories and controversial aspects in field of green economics;
- Creating a reference in field of green economics for students, practitioners, and academia;
- Improving the knowledge in the field and provide a theoretical framework;
- Highlighting empirical research findings.

The main objective of the book is to create and offer a reference for practitioners, students, and professors in the field of green economics research. By its subject, the present book presents the newest findings in this field, in accordance with to the main theories, methodologies, criteria and ideas circulated in literature and practices.

The target audience of this book is composed of professionals and researchers working in the field of economics in various disciplines, such as advanced economics, green development strategies, economic models and patterns, market economy, investments portfolio, administrative sciences and management, managerial techniques, sociology, business theory, rural economics. Moreover, the book provides insights and support executives for policy makers and investors.

The book is structured in 15 main chapters with significant titles, as following:
Chapter 1

This chapter is entitled “Creating Resilient Communities: Local Currencies and Time Banks in Green Economy” and was written by Ozge Yalciner Ercoskun. It discusses the fact that money is a human invention; it can be redesigned to fulfill today’s needs. Local currencies are economic and social instruments, operating as supplements to conventional money. Local currencies can serve multiple purposes, including: stimulating the local economy, building an active social network and encouraging sustainable consumption. This chapter focuses on social local currencies and time banks and attempts to answer the question, how they can contribute to the local development and help to build a resilient community. The objectives of this chapter are to analyze what local currency is and how it works, and to provide operational information on how to build currency systems and time banks. The chapter also gives case study insights on how different communities and eco-villages in the world have managed to create resilient economies with local currencies. The chapter concludes by putting forward the significance of the resilient communities, thus contributing to the long-term goal of sustainable development.

Chapter 2

Entitled “Global Warming, Climate Policy, and the Green Paradox,” this chapter was written by Gheorghe H. Popescu and Elvira Nica. Scholarship about the role of managed systems when considering the impacts of climate change, the environmental problem arising from polluting-resource use, the economic aspects of strategies to slow climate change, and the connection between climate change and economic growth has increased and consolidated, especially in recent years. The main objective of this chapter is to explore and describe the effects of climate policy on greenhouse gas emissions, the societal aspects of climate change, the technology-based determinants of green growth, and the productivity impacts of environmental quality. The results of the current chapter converge with prior research on the harmful results of climate change, reduced use of polluting inputs as a consequence of environmental policy, the prevailing governmental policies for fighting global warming, and measures to mitigate the temperature increase by reducing CO2 emissions.

Chapter 3

“The Evolution of Agrarian Structures in Romania: From Socialism to the Beginning of the Free Market Economy” was written by Andrei Jean-Vasile from the Petroleum -Gas University of Ploiesti, Romania. The agricultural potential, and especially valuing its main components, represents one of the major challenges for a country with great accent on agriculture in condition of achieving best outcomes with high impact on inland economic developments. The evolution of the agrarian structures in Romania reveals the main economic and political changes of the last fifty years and two administrative regimes. In this context, the main aim of the present chapter is to analyze the evolution of the Romanian agrarian structures and the main changes which took place in the agricultural system, and the structural implication of the transition to the free market economy in the agricultural sector.
Chapter 4

Entitled “Green Customer Satisfaction” this chapter, written by Violeta Sima and Ileana Georgiana Gheorghe, aims to identify those factors that determine green consumer satisfaction, starting from the definition of consumer behaviour and the concept of sustainable development. The authors consider that a new approach is required related to the dimensions of the evaluation model for customer satisfaction by including a new dimension, called The Green Dimension. Most consumers say that buying green is important to them, but they aren’t willing to pay premiums. An important goal was to identify what is driving consumer purchasing. Aiming to provide a comprehensive review on consumption and trying to identify key insights as they relate to sustainability, the authors identified three main specific levels of the green dimension of customer satisfaction: Company, Product and Price. Then some considerations regarding an integrated approach of strategic mix from a ‘green’ perspective are presented.

Chapter 5

“Constraints and Perspectives on Traditional Products Market in Romania,” written by Maria Magdalena Turek-Rahoveanu, Adrian Turek-Rahoveanu, and Gheorghe Adrian Zugravu discusses the fact that in Romania, there is a limited range of traditional foods recognized at the European level, due to low productivity at the farm and processing sector and the diversification and marketing activities. During 2005-2013, Romania was “flooded” with over 4000 “traditional” products produced by ancient recipe with natural ingredients, with the largest share representing a dairy products (1360), followed by meat products (1059). It is known that through cooperation, traditional producers can obtain protection and recognition of their products on the European market, identify new ways to market a larger volume of their own products and attract new categories of consumers. This chapter develops the subject from a survey carried out in Prahova County, based on a questionnaire among traditional producers in the Local Action Group “Colinele Prahovei”.

Chapter 6

Written by Lana Nastić and Bojana Bekić, “Harmonization with EU Regulative Regarding Environmental Preservation in Livestock Production” highlights the fact that environmental preservation is one of the key problems in the process of the Republic of Serbia’s accession to the European Union. That refers to agricultural production and livestock production which can be large source of environmental pollution. To prevent that, the EU Nitrates Directive must be implemented in Serbia in the following period. However, the Nitrates Directive implementation is related to numerous organizational, financial and similar problems, especially at family farms with activity in livestock production. In this chapter, the authors present characteristics of livestock production in the Republic of Serbia (cattle number, number of family farms, characteristics of housing capacities for animals and facilities for manure and slurry storage). The authors present ways in which manure is stored, as well as the potentials of biogas production. Also, they present models of livestock production financing, including subsidized credits for agriculture, which can facilitate the implementation of the Nitrates Directive at farms.
Chapter 7

Entitled “New Approaches to Regional Branding through Green Production and Utilization of Existing Natural Advantages,” this chapter, which was written by Alexandr Vladimirovich Trukhachev, aims at the identification of existing natural, environmental, and rural resources that have worked together to promote the individual brand of Stavropol Region as a producer of green agricultural commodities and food, as well as a resort area, attractive by its unique environmental conditions. The perspectives of the development of green production are accessed in order to exploit existing regional resources in the long term, encourage local/regional producers and stimulate their economies, which is vital to quality of life in the countryside and a balanced development of rural and urban areas. Special attention is paid to the elaboration of possible ways to increase effectiveness of natural management as an approach to improve the competitiveness and sustainability of rural economies whilst at the same time opening up alternative employment opportunities for rural people.

Chapter 8

Written by Marina Lescheva and Anna Ivolga, this chapter entitled “Intensification of Agricultural Production vs. Environmental Management: Russia’s Approaches to Green Economics” includes analysis of the current state of agricultural production in Russia, addresses the major problems and limitations of its efficiency and substantiates the perspective ways of growing intensification of agricultural production in Russia on the basis of integration of agricultural producers, growing scales of agricultural production, rational management of natural resources and effective utilization of existing resource and environmental potential. The achievement of sustainable economic growth, increase of living standards of population, and assurance of food safety of the country are the macro problems of the Russia’s economy. The authors’ solution is possible on the basis on innovation of national agri-industrial complex

Chapter 9

This chapter, entitled “Development of a Green Economy in Romania: Dimensions, Strengths and Weaknesses,” was written by Carmen Nadia Ciocoiu, and Claudiu Cicea. The socio-economic context and globally discouraging trends observed in recent years regarding resource conservation and regeneration, control of climate change, technical, technological and informational inequality, progress gaps among nations and locally among citizens of the same country, have led to the need for developing policies, reforms and programs to support sustainable development. In this chapter the authors analyze some important issues regarding the Romanian experience in developing a green economy. They start with the background analysis of the concept, emphasizing several European Union documents regarding green economy and sustainable development. Then, the authors analyze the social and economic profile of Romania, in relation with some suggestive indicators of welfare, sustainability, equity and economic opportunities etc. Special attention is given to the environmental Performance Index (EPI) and Human Development Index (HDI). In the last part of the research, the authors present a short SWOT analysis for the green economy in Romania and several future research directions.
Chapter 10

The chapter, contributed by Olga Kusakina and Anastasia Chaplitskaya, is entitled “Human Capital as a Factor of Development of the Rural Economy.” The challenges of the post-industrial stage of development of society dictate the high quality requirements of human capital, which depends on both the level of economic development of the country as a whole and the state of the rural economy. In this chapter, the authors propose a methodological approach to the definition of the index of multiple-factor conditions for human capital development in rural areas. It reflects the vector of long-term development of human capital under the influence of an interlocking system of social, economic, demographic, environmental and institutional factors that manifest themselves at different levels of its formation. An open trend model building of influence multi-level factors system on the development of human capital in the rural economy of the region allows the authors to model the possible directions of human capital development on the basis of experimental calculations and use them in making management decisions by program-target method.

Chapter 11

“Organic Agriculture as a Tool to Make Economy Green” was written by Mykhailo Guz and Ivan Ivolga. The main questions that trouble ecologists are concentrated on the state of the environment per square unit, while concerns of food security supporters are concentrated on a cost of production unit (which is bigger in comparison with standard for organic agriculture). Economists, in turn, are concerned about the low cost of decision for achievement of food security in comparison with environmental safety. The point, discussed in the chapter, is related to implementation of organic and traditional technologies of farming. It is expedient to estimate the changes of environment per units of production, if there is a set of food production and soils of a variable quality.

Chapter 12

This chapter, which was contributed by Anna Ivolga, is entitled “Rural Tourism in Transitional Russia’s Economics: Fake or Real Alternative to Traditional Agricultural Production?” It assesses the potential of rural tourism in Russia, addresses such threats to sustainable rural development as unemployment and depopulation, and substantiates the practicality of diversification of traditional rural sources of income by means of tourism and other alternative activities. The system approach is utilized, which envisages systematization and stocktaking of various aspects of sustainable development: available resources, economic conditions of agricultural production, market capacity and demand for agricultural commodities and food, employment and social issues, environmental conditions, and alternative sources of income for rural inhabitants.
Chapter 13

This chapter by Raluca Andreea Ion, entitled “Green Agricultural Marketing: Theoretical Approach,” presents the key elements of green agricultural marketing, referring to distribution and promotion. Similarities and discrepancies of conventional and green marketing of agricultural products are identified, using comparative analysis. Models of sustainable distribution and promotions are designed. The results and discussions reveal that green products, distribution and promotion meet both ecological principles (referring to environment), and economic ones (reduced costs). The chapter argues that green agricultural marketing is ethical, beneficial and safe for individuals and target groups.

Chapter 14

Vasily Erokhin’s chapter is entitled “Russia’s Foreign Trade in Agricultural Commodities in Its Transition to Liberalization: A Path to Go Green” and includes an analysis of the current state of the international organic market and contemporary tendencies in the production and marketing of green products in Russia. Analysis of Russia’s foreign trade in agricultural products is also provided. This chapter includes an overview of major threats and opportunities for organic production in Russia in view of trade liberalization. This is also related to state support of green production in Russia and CIS and its influence on volumes, directions, structure and effectiveness of trade. The chapter concludes with assessment of perspective tools to ensure sustainability of green production through a set of political, social and financial tools, and bigger involvement of rural households into international competition, diversification of traditional rural sources of income by means of green production, local identification and specialization, and utilization of existing competitive advantages.

Chapter 15

This chapter by Kijpokin Kasemsap entitled “The Role of Marketing Strategies in Modern Business and Society” introduces the role of marketing strategies in modern business and society, thus explaining the theoretical and practical concepts of competitive strategy, market segmentation strategy, differentiation strategy, cost leadership strategy, focus strategy, market orientation, and organizational performance; the significance of marketing strategies in modern business and society; and the impact of marketing strategies on organizational performance. Marketing strategies serve as the valuable foundation of marketing plans designed to fill marketing needs and reach marketing objectives. Marketing strategies include all basic and long-term activities in the field of marketing, thus dealing with the analysis of the strategic situation of an organization and the formulation, evaluation and selection of market-oriented strategies and effectively contribute to the goals of the organization and its marketing objectives. The chapter argues that applying marketing strategies has the potential to increase organizational performance and gain sustainable competitive advantage in the social media age.
Preface

This book fulfills a gap between theory and practice in the field of green economics research. We think this book, as a reference for the field, will bring new approaches regarding the green economics practices and models. This book has the advantage of including not only a wide range of practical approaches of the field but it is also interconnected with theoretical aspects in a debate full manner. The contributor’s experiences is an veritable asset. This book is intended to be a continuity for our past research and book published at IGI Global - *Sustainable Technologies, Policies and Constraints in the Green Economy*, which now will present the controversial aspects in running the green economics model in actual economies.

Andrei Jean Vasile  
*Petroleum-Gas University of Ploiesti, Romania,*

Ion Raluca Andreea  
*Bucharest Academy of Economic Studies, Romania*

Turek Rahoveanu Adrian  
*University of Agronomic Sciences and Veterinary Medicine, Bucharest, Romania*