Preface

Measuring green economics and investments represents a major topic in analyzing the current economic evolution, taking into account that this relies on a specific generation of economic development pattern. Such a research subject is developed and determinant by numerous factors, including governments and entrepreneurs which use production factors in order to achieve competitive advantage in competitive markets. The problems still remain: How is green economic development measured? How should an economy be considered “green”?

The international economy is in a massive change and it is booming. Over the last period numerous specialists have developed some popular alternative in understanding green economics but less telling how it should be measured. However, the research on measuring green economics and investments has to represent a major initiative, in order to take into account the wider economic and social contexts within they operate in the society. The book addresses the specific subject of measuring green economics and is intended to bring answers to such concerns.

This book project aims to fulfill some major aspects regarding the measuring of sustainable economics and investments taking into consideration the current status of world development. Measuring the green economics and investments is a quite difficult task considering that practices differ in various countries and continents.

The need for a book with the main research topic measuring the green economics is quite major, taking into consideration the recent evolutions in the field. The book will present some of the most controversial aspects in measuring green economics and investments being at the same time a basic work this domain. Also there will be developed some of the newest approaches regarding the measuring green economics practices, as specific tools in understanding the current evolution of society.

As a short definition of the subject area, the main subject addresses a very contemporary aspect as the green economies and investments measurement represents actual paradigms in defining a functional pattern towards development.
The main aims of the book will be addressed to the research areas concerning the measuring of sustainable development, structural investments and the economic structures in the global economies. Thus, among the book chapters’ topics are intended but not limited to the following aspects:

- Green economic structures,
- Economic paradigms,
- Business management strategies,
- Business econometrics,
- Investments models and paradigms,
- Green investments strategies and approaches,
- Business modeling,
- Investments patterns and econometrics,
- Consumptions patterns.

The general objective of the book is to extend the research area concerning the measuring of sustainable development by adding new perspectives in the field, by taking into consideration the newest trends and practical approaches. Also the intention is to design a competitive framework, both theoretical and practical by mobilizing contributors with highly expertise regarding the subject of measuring of sustainable development and green investments. The special objectives desired for the book are mainly referred to:

- To create a reference piece for academia, practitioners, students, and other institutions regarding the subject of measuring of sustainable development and green investments;
- To highlight the newest findings in the field;
- To design a research publishing project for dissemination the research information to a larger audience;
- To provide both a theoretical and practical research framework.

The book is intended to become a reference in field of measuring of sustainable development and green investments taking into consideration the experience and the expected contributors to this book project.

The book is addressed to a wide range of public, starting with professionals and researchers working in the field of measuring sustainable development and green investments, continuing with professors, students and academia members and not last, to the practitioners and governmental authorities. Since the contributions contain theoretical aspects and numerous study cases, the target audience is intended...
to be quite large. The book will address to measuring sustainable development and
green investments aspects which represents a hot point for developing countries
and economies in transition.

The results will be shared through the international network of research institu-
tions, universities, academia and researches in spheres as: green economics and
investments, green development strategies, economic models and patterns, and
business theory. The book is planned to be developed as a reference and support
in understanding and teaching aspects concerning the measurement of sustainable
development and green investments.

I hope this book will provide useful insights regarding the measuring of sustain-
able development and green investments in contemporary economies.

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