

Preface

Sustainable development is increasingly relying on generation of economic growth whilst still protecting the environment. Such a growth is driven by green entrepreneurs who are utilizing green factors as their competitive advantage in competitive markets. They not only consider the lack of economic resources, or the optimal combination in production process and sustainable consumption, but also provide innovative entrepreneurial solutions in achieving a sustainable economic model in changing world.

The international market of green products is booming. Over the last decades it developed into the popular alternative to consumption of harmful products. Moreover, awareness of green production and interest to consumption of green products are growing internationally. In this context, the green entrepreneurship and sustainable investments on competitive markets are the valuable research fields, and the need for finding proper solutions and rich to pertinent conclusions is more than necessary.

However, research on green entrepreneurship to date has been upon entrepreneurial ventures, neglecting wider economic and social contexts within which they operate. The book addresses these wider networks of support and answers to such concerning subjects as how to ensure sustainable development of green entrepreneurship, attract investments, succeed on high-competitive markets and consider climate changes, resource paradigms, sustainable consumption, rural communities and environmental constraints for more environmentally friendly products and services.

The book main was to provide relevant theoretical frameworks and the latest empirical research findings in area of green entrepreneurship and its impacts into sustainable development of investment activity on competitive markets. The book was also designed to become a reference for practitioners, students, professors in field of green entrepreneurship research and investments by presenting the newest findings in the field and developing the theoretical framework. In this context the main objectives of the book were:

- To create a reference for practitioners, students, professors in field of green entrepreneurship research;

- To present the newest findings in the field of green entrepreneurship;
- To provide a platform for green entrepreneurship debate.

The theme is definitely impact editors' fields of research, since its major part is related to sustainable development of agricultural production through a range of activities, including green entrepreneurship. The publication is intended to become a continuation of editors' research of green economic structures in modern business and society.

The target audience of this book will be composed of professionals and researchers working in the field of green economics, investments and entrepreneurship. The book outcome is intended to be shared with an international network of stakeholders, including research institutions, universities, and individual researches in such spheres as: green development strategies, economic models and patterns, market economy, investments portfolio, administrative sciences and management, managerial techniques, sociology, business theory. Moreover, the book provides useful insights and support executives for policy makers and investors. The book contains nine chapters which offer an integrative approach regarding the research on sustainable entrepreneurship and investments.

In this context, Chapter 1 deals with the young firm's sustainability and corporate reputation: a comparison of the survival rates in the US and EU and it is written by prof. PhD Domenico Nicolò from the University Mediterranea of Reggio Calabria, Italy. The hypothesis of this chapter is based on the results of the analysis of the survival rates for young firms born in the USA and in EU. The author argues that the variance of the five-year survival rate is very high by comparing companies from different nations, of different size classes, those operating in different industries, and those whose leaders have or not have any previous entrepreneurial experience. Also, he argues that the lack of corporate reputation is the only weakness common to the young firms.

Chapter 2 presents theoretical and practical approaches in understanding the influences of cost-productivity-profit trinomial in contemporary enterprises development. The chapter is jointly written by PhD Andrei Jean-Vasile and Mrs. Alexandra Alecu, MA student at Petroleum-Gas University of Ploiesti, Romania. The instability of the economic environment imposes the analysis of the cost productivity profit trinomial influences in identifying the potential growth revenues of the financial results. The chapter contains along the theoretical approaches regarding the sustainable entrepreneurship and investments paradigm in green economy, an economic analysis of the main economic outcomes. Also, the chapter aims to revile the evolution of the main factors which influences the economic performances in case of a real Romanian company during and post crisis period.

Chapter 3 called “Integrated Sustainability Reports: Historical Survey, Theoretical Proposals, and Best Practices” presents institutional disclosure concerning social issues, environmental issues, and integrated (financial, social and environmental) issues under a threefold perspective. The first one is historical: after some definitions, the birth and development of sustainability reports is presented to the reader. The second one is theoretical: a paradigm or framework is attempted for including what various experiences and literature have supplied until nowadays. The third one is empirical, presenting the main using scoring criteria, about sustainability, and an empirical survey on the car industry. The chapter is designed by two Italian researchers Giuseppe Valenza from University of Reggio Calabria and Massimo Costa from University of Palermo.

Chapter 4 is concerning the “Game Theory Cooperative Perspective for Sustainability of Global Feeding: Agreements Among Vegan and Non-Vegan Food Firms,” and it is written by David Carfi (University of California Riverside, USA), Alessia Donato, (University of Messina, Italy) and Dania Panuccio, (University of Messina, Italy). In this study, the authors propose possible agreements among different food producers, in order to develop a new better conceived diet for the future generations, by using a competitive approach and game theory. Specifically, the authors shall consider food producers and sellers of vegan (respectively, vegetarian) and non-vegan (or non-vegetarian) food. The competitive approach used by the authors provides a mathematical game theory model, which could help producers of vegan food a simpler entry in the market and free significant publicity.

Meanwhile, the model could allow producers of non-vegetarian food a smooth transaction to vegetarian and vegan production. In particular, authors propose an agreement setting among McDonald’s and Muscle of Wheat, because they think that Muscle of Wheat cannot enter a global market without the help of a large food producer already in the market. The game theory model represents an asymmetric R&D alliance between McDonald’s and Muscle of Wheat.

Chapter 5 is called “Green Information System for a Sustainable Enterprise,” written by Laura-Diana Radu (Alexandru Ioan Cuza University of Iasi, Romania), explores the necessity and applicability of green IS. Organizations are interested in adopting green technologies regardless if they refer to production processes, parts design or other activities that just secure the proper organization’s functioning, as it results from recent studies. Considering these results, it is demanded that the green concept is assimilated in both the development and usage phase. As the author argues the literature has made it clear that this leads to environmental benefits, but it cannot guarantee that these initiatives will also benefit the organizations that implement green concepts. The criteria proposed by the author for early evaluation of the conditions needed to for green IS implementation can be used in the selec-

tion and approval phase of the agile life-cycle project model, in order to identify the organization's ability to adapt to these changes.

Chapter 6 is dedicated to the role of waste management in the green economy, an empirical analysis of economic data of the business. Massimo Saita and Maria Vittoria Franceschelli from the University of Milano Bicocca, Italy. This chapter contains an analysis conducted on a representative sample of the Italian retrieval and recycling sector, a sector of undoubtedly high relevance and importance within the green economy context. Authors argue that the analyzed companies record positive results altogether. The authors present also a few limitations of the study as: 1) the analysis has been conducted by analyzing solely the Italian retrieval and recycling companies which have lodged their financial statements in the last year; 2) reliance was placed exclusively on results from one year, the 2014 financial year; 3) The current market crisis, which has been already going on for several years, has undoubtedly impacted on company performances in general, hence those of the analyzed companies as well; 4) exclusive reliance was placed on the data available from the Aida database; 5) since any reference to other studies in the recycling sector was lacking, studies from different sectors were taken into account.

Chapter 7 is written by Suhaili Ramli from the University of York, United Kingdom and it is dealing with the green marketing from the prospect in the cosmetics industry. As the author argues this chapter proposes an important study of the cosmetics industry in relation to green marketing and sustainability concerns from the historical context and its evolution to the present day. The aim of this chapter is to explain the significant impact of green marketing on the cosmetics industry as a new future prospect that benefits all parties and what can be learned from history. This chapter intends to address the existence of sustainability concepts through history, which have become an interesting phenomenon in the present day. The aspects discussed include new prospects and opportunities from green marketing for the cosmetics industry, the evolution of the cosmetics industry and green marketing and green concepts in the cosmetics industry.

The Chapter 8 is dealing with the green airport investments to mitigate externalities - procedural and technological strategies and it is written by Maria Nadia Postorino from the Mediterranea University of Reggio Calabria, Italy and Luca Mantecchini and Filippo Paganelli from the University of Bologna, Italy. As the authors argue to mitigate the problem and safeguard airport development at the same time, the involved stakeholders are fixing goals, priorities and duties in order to promote the sustainable development of the air transport industry at global level and the wellness of local communities. It is desirable to estimate airport noise and carbon impacts in order to suitably manage them and identify strategies in line with the concept of green economy. In this chapter, a general framework to identify optimal procedures and methods to evaluate the effectiveness of policies addressed

to reduce airport impacts on the airport surrounding is proposed. The case study of the airport of Bologna is presented as an example of Transport Company that effectively operates to minimize its noise and carbon impacts. According to the proposed general framework, impacts and estimated costs to achieve the status of green company have been computed

The final chapter of the book is addressed to the cover crops in the process of achievement of sustainability in the ecological systems of agriculture and it is written by Vladan Ugrenović, from the Institute “Tamiš” Pančevo, Serbia and Vladimir Filipović, Institute for Medicinal Plants Research “Dr Josif Pančić”, Belgrade, Serbia. The authors start from the premise that the use of cover crops is widespread practice in organic farming systems. Cover crops can be defined as crops that are usually not grown commercially, and can have a multiple role in crop rotations. The benefit of cover crops has been known since long. Legumes are used as biological fixer of nitrogen for the next crop, and are established during periods when the soil is without major crops in order to reduce erosion. In recent years, the role of cover crops has been extended to the biocontrol of weeds, pests and diseases, as well as to the overall improvement of soil quality by increasing organic matter, encouraging the circulation of nutrients and reducing soil compaction.

In this context *Sustainable Entrepreneurship and Investments in the Green Economy* chapters presents specific aspects regarding the actual researches on sustainable entrepreneurship, business practices, resources usage aspects and investments in highly competitive and functional economies. The main topics of book addresses to the following aspects, but not limited to:

- Green marketing;
- Productivity and efficiency analysis;
- Contemporary enterprises functional paradigms;
- Best practices in refrigeration;
- Business investments strategies;
- Sustainable investments;
- Integrated sustainability reports;
- Ecological systems of agriculture;
- Externalities;
- Procedural and technological strategies for enterprises;
- Green airports;
- Cosmetics industry;
- Waste management;
- Green information system for a sustainable enterprise;
- Game theory;
- Global feeding;

- Vegan and non-vegan food firms.

The editors hope that this book will be a basically reference in the research field and it will bring new paradigm understandings in evolution of the environment and new business ideas, start-ups sustainability, clean tech start-ups, green incubators, accelerators and young firms sustainability, green spin off, knowledge and technological transfer, logistics, operation and production, green marketing, corporate organization, green districts, clusters, and networks, and other complementary research topics.

All submitted chapters were double-blind reviewed. There are no submission or acceptance fees for manuscripts submitted to the *Sustainable Entrepreneurship and Investments in the Green Economy* and all the manuscripts were accepted based on a double-blind peer review editorial process.

The editors of *Sustainable Entrepreneurship and Investments in the Green Economy* hope that this book provides a good framework for future researches and provides interesting readings for all those interested.

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