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THE ROLE OF THE GREEN KNOWLEDGE ECONOMY IN DEVELOPING ENTREPRENEURIAL PROJECTS

AN EXPLORATORY STUDY AT AL MAHATTA FOUNDATION FOR ENTREPRENEURSHIP

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Abstract

The current study aims to determine the impact of the green knowledge economy on the development of entrepreneurial projects. The research problem was to answer the question of the extent to which the knowledge economy contributes to the positive impact on entrepreneurial projects in the Library Foundation for Entrepreneurship. The importance of the research also lies in highlighting the extent of the contribution of the knowledge economy. Green technology in entrepreneurial projects. A descriptive and analytical research approach was used, and the questionnaire was adopted as the main tool for collecting data and information, and it was distributed to (71) businesswomen who participated in the program. To measure the results of engagement and influence. The research found that there is a correlation and influence between the research variables. The research recommends the necessity of turning to the green knowledge economy in Al-Mahatta Foundation for Entrepreneurship and working to improve entrepreneurial projects because of their impact on enhancing the competitive advantage of Al-Mahatta Foundation for Entrepreneurship. The subject of the research is one of the important topics that aims to develop the Iraqi economy

Keywords: green knowledge economy, entrepreneurial projects, Al Mahatta Foundation for Entrepreneurship

INTRODUCTION

The current research came to shed light on the topic of the green knowledge economy, which is a feature of the current era, and to measure its repercussions on entrepreneurial projects. To achieve this goal, the research was divided into four axes, where the first axis included the research

methodology, the second axis included the theoretical framework, while the third axis included the .framework. The fourth section concluded with conclusions and recommendations

Current organizations suffer from many pressures and changes in the rules of global competition, the most prominent of which is the transition from the traditional economy to the knowledge economy, which is represented by providing services more than goods because it is more profitable and consumes fewer resources than the traditional economy, and because resources have become scarce and this affects the lives of current and subsequent generations, and therefore it has become a problem. It is necessary to rationalize knowledge resources to the maximum possible extent while preserving the environment on the one hand and helping entrepreneurial projects to achieve a sustainable competitive advantage. Perhaps pioneering projects are among the important projects in the Iraqi economy, especially the knowledge economy, which has been forced by the many transformations to pay attention to sustainability trends. The researchers assume that project managers' interest in the knowledge economy Green will improve the performance of entrepreneurial projects, and from here the following question can be asked: Does the green knowledge economy affect entrepreneurial projects? To crystallize the research problem according to the scientific research approach, the problem will be formulated with the following questions

1-What is the level of interest of entrepreneurs in the green knowledge economy at Al Mahatta Foundation for Entrepreneurship

2-What is the level of implementation of entrepreneurial projects at Al Mahatta Foundation for Entrepreneurship

3-What is the nature of the relationship between the green knowledge economy and entrepreneurial projects at Al Mahatta Foundation for Entrepreneurship

4-Does the green knowledge economy affect the entrepreneurial projects of the Al Mahatta Foundation for Entrepreneurship

The importance of the research crystallizes in explaining the importance of the green knowledge economy to the employees of the Al Mahatta Foundation for Entrepreneurship, and the extent to which this has a positive or negative impact on entrepreneurial projects. It is also important to determine the extent to which green concepts and sustainable development can be employed in institutional work to contribute to improving the performance of entrepreneurial projects through green knowledge management within a green knowledge economy

The research objectives are to know the extent of the impact that the green knowledge economy has on entrepreneurial projects through the following

1-Statement of the level of interest of employees at Al Mahatta Foundation for Entrepreneurship in the green knowledge economy

2-Knowing the level of interest in entrepreneurial projects from the perspective of entrepreneurs in Al Mahatta Foundation

3-Testing the correlation between the green knowledge economy and the entrepreneurial projects

of the research sample institution

4-Testing the impact that the green knowledge economy has on the pioneering projects of the research sample institution

The first main hypothesis (H1): - There is a statistically significant correlation at the level ($\alpha \leq 0.05$) for the green knowledge economy and entrepreneurial projects.. The second main hypothesis (H2): There is a positive, statistically significant effect at the level ($\alpha \leq 0.05$) of the green knowledge economy on entrepreneurial projects

The research model was formulated based on the research hypothesis and with the presence of two variables: the independent variable and the green knowledge economy. The dependent variable is the entrepreneurial projects affected by the green knowledge economy. Figure (1) represents this

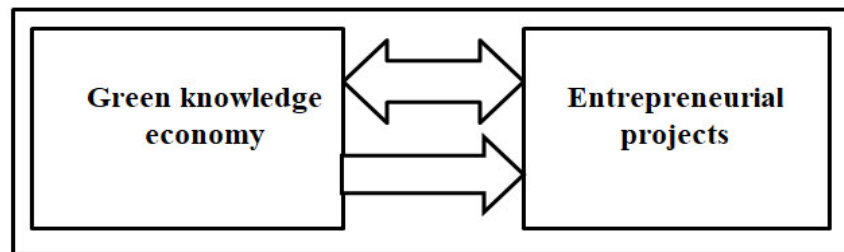


Figure (1) research model

Because the descriptive analytical method is characterized by a comprehensive view and couples the case description with its analysis to reach accurate and detailed knowledge of the elements of the existing problem or phenomenon, the research relied on it to determine the reality of the research aspects. Using this method, the phenomena under investigation is studied and examined with the aim of verifying or disproving the hypothesis's validity, presenting findings, and offering suggestions

Seventh: Guidelines for searches

The research was based on a questionnaire, a five-point Likert scale was used, and the green knowledge economy variable was based on the study (Silintowe & Sukresna, 2022) as it is the most appropriate for the society under research and measures. The entrepreneurial projects variable is considered a dependent variable as its paragraphs were formulated based on the model (Altameemi & Neama, 2021), as it is considered one of the modern models

Eighth: The research community and its sample

The total study population was (584) individuals, according to the institution's latest statistics. The method of determining the sample size using the equation based on the number of items in the research variables can be challenged as follows (Al-mado, 2023: 9

Sample size = number of items for total variables x average number of items for dimensions
x 75%

$$\text{Sample size} = 20 \times 4.5 \times 75\% = 67.5 \text{ individuals}$$

The reason for choosing the percentage (75%) is that the community is one of the communities

with a moderate to good response. 80 questionnaires were distributed, 78 questionnaires were retrieved, and the questionnaires suitable for statistical analysis amounted to 71 questionnaires. The apparent validity of the questionnaire was tested by presenting it to a number of experts specialized in business administration, and approval was obtained at more than 90%. Thus, the apparent validity was achieved, and the content validity was tested through reliability through the following equation

Honesty = Reliability. From extracting reliability using the Cronbach's alpha coefficient of 0.895, the reliability = 0.946, which is a good reliability rate

Tenth: Statistical tools used

The mean, standard deviation, and coefficient of variation were used for descriptive statistical analysis. The Pearson correlation coefficient was chosen to test the correlation hypothesis, and the simple linear regression equation was chosen to test the effect hypothesis. The statistical program (SPSS) was relied upon to perform the statistical treatments

PREVIOUS STUDIES

Study (Al-Madhoun, 2023) the impact of green training on achieving strategic leadership in civil society organizations in the southern Palestinian governorates, The study aimed to identify the impact of green training as one of the practices of the green economy on achieving strategic leadership in civil society organizations in the southern Palestinian governorates. The descriptive analytical approach was used, and the study population consisted of 825 organizations, and the researcher used a stratified random sample according to sector, which amounted to 263 organizations. With 789 employees, 647 questionnaires were retrieved, at a rate of 82%. The interview was used in addition to the questionnaire as tools for the study, and SPSS was used to analyze the data

A set of results were reached, the most important of which is that civil organizations in the southern Palestinian governorates enjoy an average level of green training, with a relative weight of 66.4%, while strategic leadership is available at a higher level, with a relative weight of 69.58%. It has also been proven that there is a relationship between green training and strategic leadership study: (Abdul Hamid, 2022) The green economy and its role in achieving sustainable development, This study aimed to analyze the relationship between the research variables of the green economy and sustainable development, and to work on measuring the role of the green economy in achieving economic growth, through the use of cross-sectional data for 110 countries in the world for the year 2018. It was concluded that the green economy is one of the basic mechanisms for achieving sustainable economic development, There is a significant positive impact of the green economy on economic growth rates

Foreign language studies

study (Lavrinenko et al, 2019) The Role of Green Economy in Sustainable Development (Case

Study: The EU States, This research attempted to define the terms “green economy” and “sustainable development,” as well as the role that the former plays in attaining the latter in the nations that make up the European Union. The study came to several significant conclusions, among them that green growth may provide new sources of growth and offer answers to economic and environmental issues, but that it is still not practiced to the full extent in OECD nations. Denmark led the pack in green growth, with Germany and Sweden following closely after. The authors provided evidence of the “green economy’s” beneficial contribution to sustainable development in EU member states between 2016 and 2017. A component of the idea of sustainable development is the “green economy” The model of the five-pointed helix has enormous possibilities. It is possible to draw similar conclusions by analyzing the results of research conducted by other authors

Study (Nuringsih & Mn, 2021) The Role of Green Entrepreneurship in Understanding Indonesia Economy Development Sustainability among Young Adults, This study, which involves participants from the Dera Istimiwa Yogyakarta district’s Kulon Projo district, aims to explore the relationship between green value, education support, green entrepreneurship, and sustainable development in addition to efforts to achieve the Sustainable Development Goals (SDGs). Questionnaires were utilized in the study to gather data from samples of up to 130 students from higher education institutions. The data for this study was processed using Smart-PLs, and the following conclusions were made: First, at a level of 5%, green entrepreneurship significantly affects sustainable development. Second: Sustainable development is not much impacted by green values or education support. Third: The 5% level of green entrepreneurship is significantly impacted by green ideals and educational assistance. According to the study’s findings, fostering a good impression of green entrepreneurship begins with promoting green ideals and providing educational opportunities. The younger generation will comprehend sustainable growth with ease thanks to this method. In order to help young people comprehend the advantages of implementing environmentally friendly business activities in support of the Sustainable Development Goals in 2030, he concluded that the entrepreneurship learning system should be aligned with aspects of sustainable development

LITERATURE REVIEW

1-The emergence of the green economy.

The term green economy is not a new term, as it is growing alongside the environmental movement, as the process of converting the economy to a green economy achieves many benefits. It helps in alleviating concerns about providing security in the field of energy, food, and water, and is considered a strong supporter of achieving development. Sustainable

In 1968 AD, during a period marked by increasing and worsening environmental dangers, the United Nations General Assembly called for an international conference on the human environment. This conference was held in the city of Stockholm, Sweden, from June 5-16, 1972. With the aim of achieving a common vision and principles to guide the peoples of the world to preserve and develop

the human environment, and also to discuss possible ways to encourage international organizations and governments to do what is necessary to protect the environment and ways to improve it, according to the recommendations of the United Nations General Assembly in 1968

Principle (21) of the Stockholm Declaration stipulates that "States, in accordance with the Charter of the United Nations and the principles of international law, have a sovereign right to invest their resources in accordance with their own environmental policy, and they bear the responsibility to ensure that activities undertaken within the borders of their jurisdiction or under their control do not harm the environment of other countries." Or the environment of areas located outside the borders of national jurisdiction." This principle is one of the most important principles of the Stockholm Declaration. It led to harmony between two very important issues: the first is the freedom of the state to practice whatever investment activities it wants for its resources within the limits of its territorial sovereignty, and the second is that this freedom should not cause harm to the environment of others or outside the sovereign borders of the state, such as sites that constitute a common heritage for all humanity. . (Martin, 2021

2-Green economy concept

The green economy is considered one of the new economic models that has grown significantly and rapidly in recent times. The green economy seeks to integrate the economic interests of the state with its various economic sectors and the surrounding environment, with the aim of trying to achieve the maximum economic benefits for the state while taking into account the preservation of the surrounding environment as much as possible. This is done through a number of green practices, such as reducing pollutants released by factories and various companies, which greatly harm the environment and increase global warming rates. (Najati, 2014) The United Nations Program also defined the green economy as an economy that seeks to increase the well-being of society and work to improve social equality among its social classes while working to reduce the risks to which the environment is exposed from the unjust and unplanned use of natural resources or even air or water pollutants issued by it. Economic sectors. (Al-Feki, 2014

3-Characteristics of the green economy

The green economy is characterized by a number of basic characteristics as follows: (The Global (Green Economy Index, 2016

- The green economy contributes to achieving integration between the environmental, social, technical and economic dimensions of sustainable development
- The green economy is considered a means to achieve sustainable development, but it is not considered an alternative to it
- The possibility of adapting the green economy to national conditions and priorities
- The green economy works to address trade distortions such as subsidies that cause harm to

the environment

4-Dimensions of the green economy

The green economy works to reduce environmental pollution and seeks to eliminate poverty and improve human well-being. It also contributes to the better use of natural resources in a way that supports sustainable economic development. We can mention the dimensions of the green economy as follows: (Vaghefi, 2015), (Mohammed, 2020)

The economic dimension: The green economy seeks to achieve a balance between - exploiting natural and economic resources in the best way and economic growth without harming the environment

The environmental dimension: It consists of working to protect the environment by seeking - to reduce pollution rates and rationalize the use of natural resources, in addition to working to use clean renewable energies

The social dimension: The green economy seeks to pay attention to humanitarian issues and - women's issues, strive to train and qualify human resources, and work to secure appropriate work opportunities

5-Principles of green economy

The green economy includes a number of key principles as follows: (Spangenberg & Lorek, 2014)

The principle of justice: The green economy works to achieve equality and justice between - different countries and between the current generation and future generations

The principle of sustainability: The green economy aims to achieve sustainable development -

The principle of dignity: The green economy seeks to achieve high levels of well-being for - members of society so that it reduces poverty rates, provides health care, and provides adequate food and basic services necessary for members of society

The principle of environmental preservation: The green economy seeks to preserve natural - resources and work on the optimal use of resources

The principle of adequacy and efficiency: The green economy is concerned with renewable - energies and renewable natural resources, seeks their optimal use, and encourages innovation at all levels

The concept of entrepreneurial projects

It should be noted that the idea of entrepreneurship is an ancient idea that has appeared since the emergence of human civilizations. Economics was the first to be interested in entrepreneurship and its concept at a time and then moved to the rest of the various sciences. Entrepreneurship has been defined by many definitions, including: Entrepreneurship is the totality of characteristics and behaviors associated with creative and innovative capabilities, whether it is starting a new business,

planning it, working to organize it, bearing the risks of investing in it, working to manage it, and striving to develop it, or engaging in creative activities that are characterized by a high ability to change the current situation into a better and better situation in a targeted and permanent manner. (Hitt, et..al., 2007

Thus, pioneering projects are defined as: those projects that are based on new, innovative and creative ideas, such that they are non-traditional, repetitive projects, or at least they are a development of previous ideas and enhancement of them in terms of making unprecedented developments and innovations, and working on the use of modern technical and technological means, renewable energies, and other possibilities. Modern surroundings to achieve the desired results. (Al-Banwan, 2011

7-Characteristics of entrepreneurial projects

The pioneering project is characterized by a number of basic characteristics that distinguish it from others, as follows: (Muhammad, 2023

- The pioneering project has clear and specific goals and seeks to achieve them precisely -
- He has new and innovative opinions and ideas that support and enhance the goal that he neglects to achieve -
- The vision for its goals should be clear and unambiguous -
- The pioneering project is characterized by the initiative to arrive first to achieve its planned goals and overcome competitors -

8-Benefits of entrepreneurial projects

Entrepreneurial projects result in many benefits as follows: (Al-Qurna, 2014

- Pioneering projects contribute to improving the living conditions of individuals -
- Reducing unemployment rates by providing many job opportunities -
- Development of many industries and professions through creative and innovative ideas -
- Encouraging the use of modern technology and new techniques that help exploit the available resources in the best way -

RESULTS

First: Presentation and analysis of the questionnaire results

1-Presenting the results of the sample members' responses to the green knowledge economy variable: The paragraph reviewed the levels of the green knowledge economy, as Table (1) shows a general mean of 3.533), which is a good value for the green knowledge economy variable, and with little dispersion in the answers, as the standard deviation and coefficient of variation reached (.684) and (19.35%), respectively, and indicate This result led to the agreement of most of the sample members that they agree on the importance of the green knowledge economy. At the level of items,

paragraph (2) achieved the highest mean, reaching (3.975) (Workers in the pilot project have more information about recycling than others.). The standard deviation and coefficient of variation were (0.796) and (20.02%), respectively, and paragraph (14) (Active participation in processes that apply knowledge to solve new challenges across organizational departments and outside department boundaries.) achieved the lowest mean, reaching (3.133). The standard deviation and coefficient of variation are (0.862) and (19.35%), respectively

Table (1) Statistical indicators for green knowledge economy

Items	Mean	ST.V	C.V
1. The pioneering project provides environmentally friendly products of higher quality than traditional products.	3.585	0.879	%24.51
2. Those working in the pilot project have more information about recycling than others.	3.975	0.796	%20.02
3. The pioneering project provides cheap, good quality green products.	3.579	0.705	%19.69
4. Teach employees the meaning of the green symbol or label on the product packaging.	2.468	0.968	%39.22
5. Those working in the pilot project are familiar with environmental and social issues.	3.579	0.895	%25.00
6. Employees and partners have easy access to information about environmentally friendly best practices.	3.460	0.924	%26.70
7. The pilot project has procedures in place to gain knowledge about the environmental practices of our competitors, suppliers, customers and strategic partners.	3.355	0.858	%25.57
8. We have structured mechanisms to share best practices across multiple business process disciplines.	3.808	0.957	%25.13
9. I'm interested in creating programs (such as workshops, monthly gatherings, cooperative projects) that encourage stakeholders and departments to share green knowledge.	3.346	0.894	%26.71
10. It is keen to communicate with advanced external parties in order to reduce pollution by using clean materials.	3.573	0.942	%26.36
11. The pioneering project is keen to implement the social responsibility system.	3.692	0.835	%22.61
12. New programs are being developed that suit workers regarding sustainable development.	3.986	0.831	%20.84
13. Proven economic models are used to achieve sustainability.	3.268	0.905	%24.51
14. actively involved in procedures that use knowledge to address fresh problems both inside and outside of organizational departments.	3.133	0.862	%20.02
Total green knowledge economy	3.533	0.684	%19.35

2-Presenting the results of the sample members' responses to the entrepreneurial projects variable: Table (2) shows a general mean of 3.526, which is a good value for the entrepreneurial projects variable. It is higher than the standard mean, and with little dispersion in the answers, as the standard deviation and coefficient of variation reached .635 and 18.00%, respectively. This result indicates The level of entrepreneurial projects was at a higher level than the average, and the answers ranged from the highest value achieved by paragraph No. (15) (The government has established clear, transparent, and precise legislation that enhances the concept of entrepreneurial projects.) to

the highest mean, which reached (3.895), and with average consistency in the answers, as it reached the standard deviation. The coefficient of variation was (0.895) and (22.97%), respectively, and paragraph (20) (local government agencies provide support to entrepreneurs in times of crises to avoid failures and bankruptcy) achieved the lowest mean, reaching (3.348), with average consistency with the answers, as the standard deviation and coefficient The difference is (1.053) and (31.36%), respectively

Table (2) Statistical indicators for entrepreneurial projects

Items	Mean	ST.V	C.V
1. The government has established clear, transparent and precise legislation that enhances the concept of entrepreneurial projects.	3.895	0.895	%22.97
2. Current economic policies grant protection to the products of entrepreneurial projects.	3.457	1.052	%30.41
3. Economic policies seek to mitigate barriers that may have a negative impact on the growth of entrepreneurial projects to support the national industry.	3.456	1.002	%28.98
4. Economic policies give a specific list of economic sectors targeted for the creation and development of projects by entrepreneurs.	3.357	0.895	%26.66
5. Entrepreneurs can obtain their financing needs from all available financing channels with favorable terms and terms	3.363	0.973	%28.93
6. Local government agencies provide support to entrepreneurs in times of crisis to avoid failures and bankruptcy	3.348	1.053	%31.36
7. Entrepreneurial entrepreneurs can reschedule the loan without any additional conditions, in order to face some problems in repayment.	3.357	1.014	%30.20
8. Financial institutions and banks have full confidence that entrepreneurs are able to repay the loans granted to them, along with their interest, on time.	3.385	1.046	%30.90
9. Current economic policies recommend establishing government advisory stations to support entrepreneurs in facing challenges.	3.785	1.023	%27.02
10. Currently existing legislation includes simplified procedures for the entrepreneur to start his project or develop existing ones.	3.854	0.976	%25.32
Total entrepreneurial projects	3.526	0.635	%18.00

Second: Testing the research hypothesis

1-Testing the first main hypothesis: (H1) which states that there is a statistically significant correlation at the level of ($\alpha \leq 0.05$) for the green knowledge economy and entrepreneurial projects. The results showed a significant relationship of (684. **0) below the significance level (0.01) as shown in Table (3), and therefore the first main hypothesis is accepted

Table (3) values of Pearson correlation coefficients between the green knowledge economy and entrepreneurial projects

Independent Variable Dependent Variable	green knowledge economy
Entrepreneurial projects	**0.684

**, Correlation is significant at the 0.01 level (2-tailed).

2-Testing the second main hypothesis (H2: that there is a statistically significant positive effect at the level ($\alpha \leq 0.05$) of the green knowledge economy in entrepreneurial projects. To verify whether the hypothesis is correct or not, a simple linear regression model was employed as shown in Table (4)

My agencies

Table (3): ANOVA Table

Independent Variable Dependent Variable	Green knowledge economy						F	
	β_0	β_1	T		R ²	D.f		
Entrepreneurial projects	1.478	0.746	calculated	tabular	0.512	5.7	calculated	tabular
			8.87	1.65			74.80	7.08

The model of the effect of the green knowledge economy on entrepreneurial projects was significant in terms of the calculated (F) value (74.8), which is higher than the tabulated (F) value of (7.08) below the level of significance (10.0), and the value of the coefficient of determination (R²) was (0.512), which means The green knowledge economy explains the amount of entrepreneurial projects by (51%) (and the value of the impact factor (B) was (0.742), meaning that any change in one unit of the green knowledge economy causes a change by (2.74%) of the green knowledge economy. This result allows By accepting the second main hypothesis, the regression model is thus

Entrepreneurial projects = 1.478 + 0.746 (green knowledge economy

CONCLUSIONS AND RECOMMENDATIONS

The study found that the leaders in the station organization have environmental awareness about the importance of producing products that protect the environment from pollution and reduce emissions. Pioneering projects need more knowledge sharing between departments to exchange experiences and work to solve problems in a creative way., It has been shown that the government is interested in entrepreneurial projects and is enacting laws to promote projects in the country, Pioneering projects need financial support from banks and finding strategies to address bankruptcy cases and manage crises., It was found that the knowledge economy in the investigated institution is associated with entrepreneurial projects, The study concluded that the knowledge economy in the banks studied brought about a change in entrepreneurial projects

Pioneer project management must conduct more research concerned with reducing the negative impact of products and preserving the environment, Project management must pay attention to knowledge management and share tacit knowledge by working with the work team and applying knowledge management programs., Project management must implement laws and legislation to prevent legal accountability and fines., Project management must seek the assistance of banks with financial solvency and a good financial reputation, It is necessary to reconsider the reasons for delaying payment in a timely manner and find solutions that are in the interest of both parties, Banking departments should invest in the green knowledge economy because of the impact it has on developing entrepreneurial projects

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