

Foreword

In the era of globalization and rapid technological advancements, green marketing and sustainability continue to grip the consciousness of people and businesses worldwide. The present desire is that this field will bring changes and innovation pivotal to fundamental areas in business, education, government, and society. Global sustainability is a crucial mechanism that can champion the needs of society in ways that can achieve growth and future survival of our planet. Sustainability however, can be displaced, as we can sometimes either buy as customers or sell as green entrepreneurs. From this point of view, sustainability can be perceived as a unique opportunity for green development within the economy. Sustainable business initiatives, if practiced appropriately, can reach the limits of what it can fulfill in its present frame. In the case of appropriate business - driven green computing applications, this requires a mindfulness of the finest practices of the green agenda. It could be a catalyst for wealth creation, new market opportunity, and innovation. It seems that it is now definitely the time to move from green awareness to green action. Successful implementation of green practices therefore requires careful management of the risks and positive opportunities within the business environment.

This book provides valuable insights and contributions on the debates surrounding green marketing and covers the necessary components from green consumer behavior to green washing. It is important to note that from a business perspective, the challenges in initiating green business initiatives alongside sustainability is often challenging. People within different industries are working tirelessly on them with enthusiasm, tenacity, and dedication to develop new methods of greening and provide new solutions to keep up with the ever-changing environment. In this new age of global interconnectivity and interdependence, it is necessary to provide practitioners, both professionals and students, with state - of-the art knowledge on the frontiers in green marketing. This book serves as a knowledgeable guide to assist marketers, academics, business professionals and scholars to unpack the fundamental concept of green marketing in this day and age. A critical reflection is how green marketing can affect consumers' attitudes and their consumption of products.

Maria Fregidou-Malama is an assistant professor of organization and marketing at the Faculty of Education and Business Studies, Department of Business and Economics Studies, University of Gavle, Sweden. She is responsible for international teacher and student exchange programs at the department and she has served as guest professor in universities in Europe, Africa and Asia. She has being a board member of Research Committee on Participation, Organizational Democracy and Self-Management RC10 and is a member of Research Committee on Sociotechnics-Sociological Practice RC26, of the International Sociological Association (ISA). She is currently engaged in research in the field of internationalization of health services, emerging markets, leadership and gender, cooperative and social enterprises, sharing economy, corporate social responsibility, and impact of cultural differences on foreign establishments.

Maria Fregidou-Malama
University of Gavle, Sweden