

MANAGING GREEN BUSINESS MODEL TRANSFORMATIONS%0A

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Green Business Model Transformations, however, are challenging ventures: New, green business models with all their uncertainties and inherent complex systemic characteristics are difficult to design, assess, and implement successfully, particularly in the context of established companies that often entail complex structures and considerable inertia.

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The challenges associated with green business transformations are huge: They require bold decision-making under conditions of great uncertainty, consideration of hidden systemic effects

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Managing Green Business Model Transformations

As this work attempts to provide managers with a practical methodology to manage Green Business Model Transformations, the question what actually distinguishes green from non-green business models

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SPLCEM 2 Managing Green Business Model Transformations

260 9 Managing Green Business Model Transformations Fig. 9.1 The Green Business Model Transformation framework: business logic and change process layers Two different but interwoven layers of change each deserve due attention: One refers to the business logic and content of what is to be changed. The other is the more hid- den aspect of the change process that includes people s mental models

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Theoretical Foundation of Green Business Model Transformations --Environmental Sustainability in Business --The Business Model Concept as a Unit of Analysis for Management Science --Towards a Taxonomy of Green Business Models --Organisations, Change, and Innovation --Part 3.

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Managing Green Business Model Transformations A

The challenges associated with green business transformations are huge: They require bold decision-making under conditions of great uncertainty, consideration of hidden systemic effects, coordination of complex organisations, and adaptation to unforeseeable events. A suitable management framework

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Green Business Model Transformations, however, are challenging ventures in many respects: Firstly, it is difficult to develop and accurately assess the prospects of new, green business models due to uncertainties and inherent complex systemic characteristics. It can therefore be very challenging for individual managers of established companies to question the status quo and seize new, green

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Green Business Model Transformations, however, are challenging ventures: New, green business models with all their uncertainties and inherent complex systemic characteristics are difficult to design, assess, and implement successfully, particularly in the context of established companies that often entail complex structures and considerable inertia. As a result, there is a great need for

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Green Business Model Innovation

management, green supply chain management, and industrial symbiosis. In this study 41 companies were interviewed and on the basis of the interviews business case studies were completed. The sample is small and our analysis is therefore based on a limited amount of companies, which cannot be considered representative for the group of companies working with green business model innovation

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