

Fostering Sustainable Businesses in Emerging Economies

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Fostering Sustainable Businesses in Emerging Economies: The Impact of Technology

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INVESTOR IN PEOPLE

To my daughter, Quazi Myra Islam Ayaat, who is my source of inspiration and resilience and inspires me to build a more sustainable world for her future and future generations.

—Quazi Tafsirul Islam

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Foreword

In an era of rapid technological advancements and shifting economic landscapes, the role of sustainable businesses in emerging economies has never been more significant. As we grapple with the challenges of climate change, social inequality, and economic development, it is essential to explore the transformative potential of technology to build sustainable businesses that not only contribute to economic growth but also address pressing societal and environmental issues. “Fostering Sustainable Businesses in Emerging Economies: The Impact of Technology” provides a timely and insightful analysis of this critical subject, offering readers a comprehensive understanding of the interplay between technology, sustainability, and entrepreneurship in emerging economies.

The editor’s extensive research and expertise in the field of sustainable business shine through in the carefully structured chapters, each of which delves into various aspects of technology’s role in fostering sustainable businesses in emerging economies. Drawing on a wealth of case studies, this book presents innovative solutions, best practices, and success stories that demonstrate the power of technology in driving positive change and creating value for both businesses and society at large.

One of the key strengths of this book is its practical approach. The editors not only present a compelling case for the importance of sustainable businesses in emerging economies but also provide actionable guidance and strategies for entrepreneurs, policymakers, and investors to harness the potential of technology in their pursuit of sustainable business growth. By doing so, this book serves as both an inspiring read and a valuable resource for those seeking to make a meaningful impact in the world.

In my own experience, I have witnessed firsthand the transformative power of technology in shaping the trajectory of sustainable businesses. As a reader, I found the editor’s and author’s insights and analysis to be both informative and thought-provoking, sparking new ideas and challenging conventional wisdom. This book is a testament to the editor’s dedication and passion for the subject matter, and I have no doubt that it will inspire and empower readers to think differently about the role of technology in fostering sustainable businesses in emerging economies.

As our world continues to evolve and face new challenges, the importance of fostering sustainable businesses in emerging economies cannot be overstated. “Fostering Sustainable Businesses in Emerging Economies: The Impact of Technology” serves as a vital guide for anyone interested in understanding and

contributing to this crucial endeavor. By showing how technology can be harnessed for positive change, this book not only inspires hope for a brighter future but also equips readers with the knowledge and tools needed to play their part in building a more sustainable and equitable world.

Preface

In the rapidly evolving global landscape, emerging economies have become the focal point for sustainable development and growth. As businesses and governments alike strive to create a more resilient and sustainable future, the role of technology in fostering sustainable businesses in these economies cannot be overstated. This book, “Fostering Sustainable Businesses in Emerging Economies: The Impact of Technology,” aims to explore the intersection of sustainability, technology, and business innovation in the context of emerging markets.

The recent “eco-awakening” among consumers worldwide has driven a growing demand for sustainable products and services. This book acknowledges the need for businesses to adapt their models and practices to meet these expectations while balancing economic growth and social responsibility. It also recognizes the role that governments play in creating the right environment for sustainable businesses to thrive, as seen in the study of emerging economies’ performance over 50 years.

Drawing from various fields and international perspectives, this book delves into the concept of corporate social responsibility (CSR) as a tool to promote sustainable development in developing and emerging markets. It examines how technology can be harnessed to enhance CSR initiatives, thereby contributing to a greener and more inclusive economy.

One of the critical aspects covered in this book is the role of technology in driving sustainable behavior and enabling businesses to adapt their operations accordingly. We will discuss various technological innovations that have the potential to shape sustainable business practices, from renewable energy sources to advancements in supply chain management and digital communication.

Furthermore, the book highlights examples of entrepreneurs and businesses that have thrived in challenging and restrictive conditions, showcasing the resilience and adaptability of enterprises in emerging economies. These case studies provide valuable insights into the strategies and best practices that can be adopted by businesses seeking to create a sustainable competitive advantage.

“Fostering Sustainable Businesses in Emerging Economies: The Impact of Technology” serves as a comprehensive guide for business leaders, policymakers, and academics interested in understanding the complex interplay between sustainability, technology, and economic growth in emerging markets. Through this book, we hope to inspire readers to contribute to building a more sustainable and inclusive global economy.

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Acknowledgement

Our heartfelt appreciation goes to our families, who have been our pillars of strength during the challenging times of compiling and editing this book. Their unconditional love, patience, and understanding have been instrumental in empowering us to focus on our passion and achieve our goals.

We extend our sincerest thanks to all the contributors, reviewers, and editors who have been an integral part of this project. Their invaluable expertise, dedication, and hard work have significantly enriched the content of “Fostering Sustainable Businesses in Emerging Economies: The Impact of Technology.” We are truly grateful for their commitment to this publication, as their collective wisdom has elevated the quality and coherence of the chapters.

Many of the contributors graciously took on the additional role of reviewers, and, for that, we are especially thankful. Their constructive feedback, attention to detail, and critical analysis have allowed us to refine our ideas, delve deeper into specific concepts, and bolster the arguments presented in this book. Their efforts have undoubtedly contributed to the overall excellence of this publication.

Lastly, we express our gratitude to all the mentors, colleagues, and friends who have supported us throughout our careers, providing invaluable insights and encouragement in our exploration of sustainable businesses and the transformative power of technology.

With profound appreciation, we dedicate “Fostering Sustainable Businesses in Emerging Economies: The Impact of Technology” to everyone who has played a part in its creation. May this book inspire and empower readers to contribute to the growth of sustainable businesses and harness the potential of technology for the betterment of our world.

Quazi Tafsirul Islam, Richa Goel and Tilottama Singh