

Impact of Technological Innovation on Green Entrepreneurship

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Abstract: The study of technological innovation in green entrepreneurship is crucial as it aims to balance economic performance and environmental sustainability amidst global challenges. The research sample, consisting of companies from various sectors, allows us to examine how technological innovation impacts sustainable practices. The results show a significant influence of innovation on green entrepreneurship, suggesting that companies that invest in innovative practices are more likely to participate in sustainable initiatives. Conversely, the sector of activity has a limiting effect, highlighting the challenges that certain industries face in adopting eco-friendly practices. Therefore, this study offers insights into understanding the mechanisms of technological innovation for sustainability and provides practical recommendations to maximize the benefits of innovation in an environmental context.

Keywords: Green Entrepreneurship, Technological innovation, Sustainability

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