



Progress in Green Economics

Call for Book Chapters

Edited Book: Progress in Green Economics

Aims and Scope:

Economics is known as the dismal science. Then came the *green economics*, aimed at reshaping it fundamentally to embrace socio-cultural and ecological considerations of development as well. The new science of green economics speaks the language of hope. It proposes that sustainable development is possible without excluding the marginalized, without degrading nature and culture. It also offers the frameworks and tools to study economic challenges under this new lens. By its very nature, Green Economics is an emergent transdisciplinary field of investigation.

There was a sudden momentum in the scholarly parlances and policy circles when this idea first came up. Then, it continued its existence as a topic for armchair discussions. Fast forward to 2020, we are seeing industries making massive investments into the green economy. There is a heightened realization in various industries that embracing the principles of green economics is an essential basis of competitive advantage. At one point in time, technologies that powered the upcoming green economy were not efficient as per the profit maximization equations, which guided managerial decision making. Things have changed more recently: green technologies now are not just eco-friendly but also more efficient and effective. Regulatory pressures and increasing customer preference for green products added to this momentum.

In this edited book, chapters will focus on progress made in greening different industries and sectors of the economy. Green economics takes different shapes in different industries, with associated challenges and opportunities. In certain industries, *greenification* has been far more straightforward than in the others. In many traditional industries, greening would mean fundamental restructurings of processes; the enormity of effort needed, coupled with uncertain rewards in the short term, meant greater resistance. Service industries had to maneuver

additional nuances associated with the intangibility, inseparability, variability, and perishability of the very products they offered. At the firm level, new businesses found themselves naturally poised to take advantage of the promises of the green economy while many established giants struggled to do anything other than superficial greenwashing.

Tentative Chapters:

Indicative chapters would broadly take this format: *Green Economics in X Industry* (E.g. Green Economics in Tourism; Green Economics in Creative Industries; Green Economics in the Automobile Industry; Green Economics in Transportation; Green Economics in Higher Education; Green Economics in the Military; etc.). We are interested in green economics related issues and challenges in manufacturing, services, and information industries. Contributions could be conceptual papers, case studies, or primary research on green themes.

Since the green economy is still unfolding, we are open to other ideas as well. Kindly contact the book editor, if you would like to discuss more.

Style Recommendation:

It is recommended that you follow the latest APA Style guidelines. However, you are welcome to submit manuscripts prepared following other conventions. Design changes will have to be carried out once the manuscript is accepted for publication.

Important Dates:

Submission of the abstract (100 words, approximately): January 15, 2021.

Submission of the full paper: March 15, 2021.

Final decision on acceptance (tentative): June 15, 2021.

Publication (tentative): September 30, 2021.

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