



## ORIGINAL PAPER

# Green Technologies and Sustainable Global Business Practices

**D. Renukadevi<sup>1)</sup>, Sharan Kumar Shetty<sup>2)</sup>, P. Vidhya<sup>3)</sup>, Ramona Birau<sup>4)</sup>,  
Virgil Popescu<sup>5)</sup>, P. Manochithra<sup>6)</sup>, M. Devaki<sup>7)</sup>, N. Devaram<sup>8)</sup>, Cristina  
Sultănoiu (Pătularu)<sup>9)</sup>, Ștefan Mărgăritescu<sup>10)</sup>**

### Abstract:

In an era marked by climate change, resource depletion, and growing environmental concerns, businesses across the globe are under increasing pressure to adopt sustainable practices. Green technologies ranging from renewable energy systems and eco-friendly manufacturing processes to sustainable supply chains and digital innovations are driving a paradigm shift in global business. This paper analyses the integration of green technologies into international business operations, explores their role in enhancing competitiveness, and examines the challenges firms encounter in transitioning to sustainable models. The discussion further highlights future directions and the importance of collaborative efforts among governments, corporations, and consumers in advancing sustainable global business practices.

**Keywords:** *renewable energy, international business, climate change, resource depletion, sustainable global business practices, green technologies.*

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<sup>1)</sup>Department of Corporate Secretaryship, Sri Ramakrishna College of Arts & Science, Coimbatore Tamil Nadu, India, Email: renu28185@gmail.com

<sup>2)</sup>Department of MBA, AJ Institute of Engineering & Technology – Mangalore, Karnataka, India, Email: sharansai25@gmail.com

<sup>3)</sup>Department of Corporate Secretaryship, Sri Ramakrishna College of Arts & Science, Coimbatore Tamil Nadu, India, Email: vidhyasathishsnr@gmail.com

<sup>4)</sup>Doctoral School of Economic Sciences "Eugeniu Carada", University of Craiova, Craiova, Romania, Email: ramona.f.birau@gmail.com

<sup>5)</sup>Faculty of Economics and Business Administration, University of Craiova, Craiova, Romania, Email: virgil.popescu@vilaro.ro

<sup>6)</sup>Department of Corporate Secretaryship, Sri Ramakrishna College of Arts & Science, Coimbatore Tamil Nadu, India, Email: manomadhumitha@gmail.com

<sup>7)</sup>Department of Corporate Secretaryship, Sri Ramakrishna College of Arts & Science, Coimbatore Tamil Nadu, India, Email: deva.shylu@gmail.com

<sup>8)</sup>Department of Corporate Secretaryship, Sri Ramakrishna College of Arts & Science, Coimbatore Tamil Nadu, India, Email: ramdeva705@gmail.com

<sup>9)</sup>University of Craiova, Doctoral School of Economic Sciences "Eugeniu Carada", Craiova, Romania, Email: cristinapatularu1973@gmail.com

<sup>10)</sup>University of Craiova, "Eugeniu Carada" Doctoral School of Economic Sciences, Craiova, Romania, Email: stefanitamargaritescu@gmail.com

## 1. Introduction

Globalization has interconnected economies, cultures, and industries, enabling businesses to expand beyond borders and access new markets. However, this expansion has also intensified environmental challenges such as climate change, resource depletion, pollution, and biodiversity loss. As global trade and industrial activities grow, the responsibility of businesses to operate sustainably becomes increasingly significant. In this context, green technologies have emerged as a transformative force that allows companies to align economic growth with ecological responsibility. Green technologies refer to innovations and processes designed to reduce environmental impact, improve energy efficiency, and promote the sustainable use of natural resources. They encompass renewable energy systems, eco-friendly manufacturing practices, waste management techniques, sustainable logistics, and digital solutions that enhance environmental monitoring and accountability. By integrating these technologies, global businesses are rethinking traditional practices and embracing models that prioritize both profitability and sustainability. The adoption of green technologies in global business practices is not solely driven by environmental concerns. It is also a response to shifting consumer preferences, stricter international regulations, and growing awareness of the risks associated with unsustainable development. Multinational corporations are increasingly investing in renewable energy, sustainable supply chains, and circular economy initiatives to maintain competitiveness and comply with global environmental standards. Moreover, advancements in artificial intelligence, blockchain, and the Internet of Things (IoT) are accelerating the transition toward greener and more transparent business operations.

In essence, green technologies are reshaping the landscape of global business by making sustainability an integral part of corporate strategies. They not only help mitigate environmental challenges but also open new opportunities for innovation, market expansion, and long-term resilience. As the world moves toward a greener economy, businesses that embrace sustainable practices will be better positioned to thrive in a competitive, globalized marketplace.

## 2. Review of Literature

Scholars and practitioners have widely studied the intersection of sustainability and business. Porter and Kramer's (2011) concept of "shared value" underscores the notion that businesses can achieve competitive advantage while addressing social and environmental needs. Hart (1995) highlights the "natural-resource-based view" of the firm, suggesting that sustainable practices can be a source of strategic capability. Recent research by the World Economic Forum (2023) emphasizes how technologies like AI, blockchain, and renewable energy are accelerating sustainable business transitions globally. Studies also indicate that consumer preference for eco-friendly brands is reshaping global marketing strategies (Nielsen, 2019). Together, the literature suggests that green technologies are not just ethical choices but also engines of innovation and market expansion. Dr. D. Renukadevi (2022) The international dissemination of familiarity and expertise produces constructive system properties through cross-pollination, as it empowers technology getting nations to early payment their own explore and expansion.

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### 3. Objectives

1. To analyze the role of green technologies in advancing sustainable global business practices.
2. To examine the impact of sustainability-driven innovations on competitiveness and profitability.
3. To identify challenges faced by businesses in adopting eco-friendly technologies.
4. To explore future prospects of sustainable globalization through technological transformation.

### 4. Green Technologies in Global Business

**Renewable Energy Integration:** Solar, wind, and hydropower are decreasing reliance on fossil fuels across global industries. Companies such as Apple, Google, and Microsoft are utilizing renewable sources to power their data centers.

**Sustainable Manufacturing:** Environmentally friendly buildings, energy-efficient machinery, and techniques for minimizing waste are reshaping industrial environments.

**Circular Economy Practices:** Recycling, upcycling, and designing products for durability are becoming increasingly popular. Brands like IKEA and H&M have adopted circular economy models.

**Digital Green Technologies:** Blockchain technology facilitates transparent supply chains, while artificial intelligence enhances energy efficiency in logistics and production processes. **Eco-Friendly Transportation:** Electric vehicles (EVs) and sustainable shipping technologies are transforming mobility and trade logistics.

#### 4.1 Benefits for Global Business

##### Market Expansion and Increased Sales

By entering international markets, companies can tap into a broader customer base, thereby enhancing potential sales and revenue streams. This strategy also mitigates reliance on a single market.

##### Economies of Scale

Conducting operations on a global scale enables organizations to manufacture goods and services more effectively, lowering per-unit costs through mass production, shared resources, and uniform processes.

##### Access to Resources

Engaging in global business allows firms to procure raw materials, technology, and skilled labor from various regions, often at reduced costs or superior quality compared to locally sourced resources.

##### Diversification of Risk

International operations assist in distributing business risks across multiple countries and markets, thereby lessening the effects of regional economic downturns, political instability, or natural disasters.

##### Innovation and Knowledge

Transfer Exposure to global markets stimulates innovation as businesses adjust to varied customer requirements. The exchange of knowledge among international branches promotes new ideas, technologies, and management practices. ‘

##### Enhanced Competitiveness

Competing on a global scale compels firms to enhance product quality, operational efficiency, and customer service, thereby boosting overall competitiveness in the marketplace.

#### **Improved Brand Recognition**

A global presence increases brand visibility and credibility, aiding companies in establishing a more robust reputation and earning consumer trust across various regions.

#### **Access to Investment and Funding Opportunities**

International operations can draw foreign investments, joint ventures, and partnerships, supplying capital for growth, research, and expansion.

**Learning and Cultural Exchange** Businesses acquire insights into international consumer behaviour, cultural diversity, and global business practices, which can enhance strategic decision-making.

#### **Contribution to Economic Development**

Global business operations generate employment, invigorate local economies, and facilitate technology transfer, thereby contributing to the advancement of host countries.

### **4.2 Challenges in Adoption**

**Significant Upfront Costs:** Shifting to renewable energy and environmentally friendly technologies necessitates a considerable initial investment.

**Technological Deficiencies:** Many developing nations frequently lack the necessary infrastructure and expertise for widespread implementation.

**Variations in Regulations:** Discrepancies in environmental regulations among countries obstruct the establishment of standardized practices.

**Consumer Attitudes:** Although awareness of environmental issues is increasing, sensitivity to pricing continues to influence consumer demand for sustainable goods.

**Complexity of Global Supply Chains:** Achieving sustainability throughout multinational supply chains poses challenges due to differing levels of regulatory enforcement.

### **4.3 Future Prospects**

The future of international business is closely linked to the extensive implementation of green technologies and the commitment to sustainability-focused strategies. As concerns regarding climate change escalate and global regulations become more stringent, companies will increasingly depend on innovation to harmonize profitability with environmental responsibility. Several significant prospects are anticipated to shape the future landscape: **Expansion of Renewable Energy Use**

Renewable energy is set to remain at the forefront as businesses aim to lower their carbon emissions and adhere to climate agreements. Advances in solar, wind, hydrogen fuel, and bioenergy are expected to become commonplace, reducing industries' reliance on fossil fuels. **Rise of Green Financing and ESG**

Investments Investors are progressively emphasizing Environmental, Social, and Governance (ESG) criteria. Green bonds, carbon credit trading, and sustainable investment portfolios will form the financial foundation of global enterprises. Companies that exhibit strong environmental commitments will garner greater investment and consumer confidence.

#### **Digital Technologies Driving Sustainability**

Artificial intelligence, blockchain, and the Internet of Things (IoT) will increasingly contribute to optimizing resource utilization, improving transparency, and facilitating real-time environmental monitoring. Smart grids, AI-enhanced energy

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optimization, and blockchain-enabled supply chains will establish new benchmarks for global sustainability practices. **Circular Economy Integration**

The transition from a “take-make-dispose” approach to a circular economy will gain prominence. Businesses will progressively design products for reuse, recycling, and upcycling. This shift will reduce waste, prolong product lifecycles, and create opportunities in secondary markets.

**Green Innovation in Logistics and Transportation** The rise of electric vehicles (EVs), autonomous green fleets, and carbon-neutral shipping will revolutionize global trade and supply chain management. Logistics firms will implement clean energy solutions to meet.

### **Consumer-Driven Transformation**

With rising awareness, consumers will increasingly demand sustainable products, ethical sourcing, and transparent operations. Businesses that fail to meet these expectations risk reputational damage, while those that innovate will gain competitive advantage in global markets.

### **Collaboration and Knowledge Sharing**

Global partnerships between corporations, governments, and NGOs will expand, fostering the exchange of green technologies and best practices. Such collaboration will accelerate the transition to sustainability, particularly in developing economies.

## **5. Conclusion**

Green technologies are no longer optional they represent the foundation of sustainable global business practices. By integrating renewable energy, circular economy models, and digital innovations, companies can align competitiveness with environmental stewardship. Although challenges such as investment costs and regulatory inconsistencies remain, the long-term benefits far outweigh the barriers. As globalization advances, businesses that embrace sustainability will not only secure profitability but also contribute meaningfully to global climate goals. The future of global business is inseparable from the pursuit of green technologies and sustainability-driven innovation.

### **Authors' Contributions:**

The authors contributed equally to this work.

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