

Strategic Repositioning in Times of Corporate Crisis: Green Management and Technology Adoption

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Description

Strategic repositioning during times of corporate crisis is critical for companies looking to navigate changing markets and secure long-term success. Many businesses and economies are marked by increasing environmental concerns and technological advancements, turning to green management and technology adoption as drivers of resilience and transformation. By integrating sustainable practices and embracing cutting-edge technologies, organizations can mitigate the negative impacts of crises while positioning themselves as leaders in the green economy. This approach allows companies to reduce costs, enhance efficiency, and build a strong, eco-conscious brand that resonates with consumers and investors, ensuring a competitive edge in the evolving marketplace.

Strategic Repositioning in Times of Corporate Crisis: Green Management and Technology Adoption explores how organizations can strategically reposition themselves during corporate crises by embracing sustainable practices and adopting technology. It analyzes the integration of green management principles, technology adoption strategies, and crisis management techniques, offering insights into sustainable solutions such as renewable energy, circular economy practices, and stakeholder engagement. This book covers topics such as cloud computing, e-commerce, and supply chains, and is a useful resource for business owners, managers, economists, engineers, scientists, academicians, and researchers.