

Preface

Green business models prioritize social responsibility, maximize resource utilization, minimize environmental effect, and integrate sustainability into core operations. Eco-friendly product design, circular economy concepts, and renewable energy are used to develop this group of models. Green business models are becoming more and more lucrative as businesses use sustainable practices to increase their revenues and create cost savings and profits. One of the primary drivers of profitability is operational efficiency. Using renewable energy sources in your business can significantly minimize long-term energy expenses

The aim of this E-ISSN Journal entitled *International Journal of Business and Economics Research (IJBER)* to publish special edition titled “**Sustainability and Green Business: Effect of Sustainable Practices on Business Performance and Reputation**” is to deliver an extensive and thorough examination of Industrial Reinforcement and New Innovations in Business and Management that will transform the commercial sector in the upcoming years. For the purpose of this E-ISSN Journal, recent research and expert analyses will be utilized to clarify each technology, exploring its features, possible uses, and impacts on companies.

Our sincere gratitude goes to the paper contributors, for sharing their knowledge and expertise in the publication of this E-ISSN Journal. Hope this E-ISSN Journal will bring the Innovation in Business and Management and also make attractive and presentable to the youth workforce.

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