Is Digital Business Growth in a Green Economy with Environmental Sustainability Accelerate the Organizational Positive Thinking and Potential

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Abstract:

To build an appropriate and competent strategy for rapid expansion that allows the management system flexibility should be the primary objective of digital firms in a green economy and environmental sustainability. This, of course, contributes to the acceleration of adjustment to the external environment and ensures that the potential of the organisation is properly exploited. The reality that this is the situation should be kept in mind not only because it is significant, but also because it is a fact that must be kept in mind. This should be remembered for both of these reasons. It has been constructed and envisioned that there will soon be a framework for the establishment of a strategy to accelerate the growth of digital enterprises in a green economy and with environmental sustainability. This objective has been fulfilled through the creation of a strategy to expedite the development of digital businesses within an economy that is favourable to the environment. In order to choose a growth-acceleration strategy that is suitable for digital businesses that operate in a green economy and are concerned with environmental sustainability, it has been conceptualised as a model, and its mechanism has been examined. This was done so that the most effective strategy for accelerating growth could be selected. Within the framework of a green economy and the protection of the natural resources of the environment, a matrix that contains a number of different strategies has been established with the goal of accelerating the expansion of digital companies. The extensive use of methodological tools benefited merchants in strengthening their competitive advantages by enabling them to react swiftly to any entropic events, which in turn facilitated the fast growth of their digital firms. This was made possible by the widespread use of methodological tools.

Keywords: Digital Businesses, Green Economy, Environmental Sustainability, Digital Enterprises

1. Introduction

This is critical for the ecosystem's long-term viability. Because of changes in market dynamics, unstable economies, unforeseen economic situations, and the unpredictable nature of the external environment, the strategic development management strategy is less successful. At the same time, these variables all lead to a decrease in the effectiveness of implementing the methodology. Because of how these factors interact with one another, it may be difficult to forecast how the economy will behave. Because of this, it is now possible to investigate and implement cutting-edge concepts and practical tools that might potentially contribute to the success of digital businesses [1].

The topic of environmental sustainability and the potential of information and communication technology (ICT) are at the forefront of contemporary thought in relation to the growth of worldwide economies and

societies. The significance of sustainable development has been recognised as an essential component in the process of formulating development strategy. According to the World Commission on Environment and Development, sustainable development may be defined as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs." The first is the notion of needs, and more specifically, the idea that the basic needs of the world's poor should take precedence over all other factors; the second is the notion of environmental limitations brought about by the state of technology and social organisation at the time. It is composed of two core concepts: the first is the notion of needs, and more specifically, the idea that the basic needs of the world's poor should take precedence over all other factors [2].

The idea of sustainable development saw significant growth and improvement throughout the course of the next years. The improvement of people's quality of life, as measured by indicators such as safety, the satisfaction of material needs, health, the calibre of interpersonal relationships, and autonomy in decision-making and behaviour, is the ultimate goal of policy that aims to achieve sustainable development. This goal can be measured using indicators such as safety, the satisfaction of material needs, health, and the quality of interpersonal relationships. In order to accomplish this objective, it is vital to generate money and distribute it in a manner that would put an end to poverty and provide people with a level of living that is commensurate with their efforts on a global scale. This will be achievable in the long term only if policies and plans are put into place that strike a balance between sustained economic growth and social development [3].

In order to fulfil the goal of sustainable development, a balance between human population growth and environmental preservation must exist. This balance must be maintained in order for human civilisation to continue. Throughout the late 1990s and early 2000s, information and communications technology, or ICT, received increased attention. Fundamental advances in economics and communication technology signal the creation of the post-industrial economy, often known as the digital economy [4]. In today's economy, networks and information are more important than money. Many people believe that technology improvements have a huge influence on many aspects of society, both favourably and badly, such as the economy, interpersonal relationships, and, most importantly, the environment. But there will be no progress made towards sustainable development unless there is an expansion of global communications and the sharing of information [5].

2. Review Of Literature

The main focus of digital businesses in a green economy and environmental sustainability is the implementation of a suitable and capable strategy of accelerating growth that offers management system flexibility, which obviously contributes to rapid adaptation to the external environment and ensures effective realisation of the business potential [6]. It is critical to remember that this is the circumstance and that it must be remembered. The foundation has been established for the development of a strategy to accelerate the growth of digital enterprises within a green economy and environmental sustainability [7]. It has been conceptualised as a model and its mechanism has been examined in order to choose a growth-acceleration strategy suited for digital enterprises operating in a green economy and concerned with environmental sustainability [8].

A matrix comprising numerous techniques has been designed to accelerate the growth of digital enterprises within the context of a green economy and environmental sustainability [9]. The broad use of methodological tools helped merchants strengthen their competitive advantages and contributed to the fast expansion of their digital enterprises by allowing them to respond quickly to any entropic occurrences [10]. In recent years, the green economy and the digital economy have emerged as the two most critical issues to be addressed in the context of environmental policy. The first half of this article examines how people are now thinking about how the digital economy, namely ICT, may harm the environment. The second part of the essay examines the so-called "green economy" and the most recent efforts that have been made in this subject [11].

In their own spheres, the areas of information and communications technology policy and sustainable development have come to broadly embrace both of these concepts. New paradigms are created as a consequence of their integration, which opens up possibilities for economically sustainable development as well as economic recovery in the aftermath of prior crises [12]. Sustainable development, the digital economy, and the green knowledge society are some of the keywords here. The purpose of this study is to look at how India

technological innovation contributes to the country's digital economy's continued expansion. This research created a system for determining the state of the digital economy and green development. In the empirical testing of the research, the threshold effect model and the intermediate effect model were utilised. Its regional research themes included India thirty distinct provinces [13].

The empirical findings show that technological innovation has a significant intermediary effect and a single threshold effect on the green development of provinces driven by the digital economy, that the marginal impact of the digital economy on green development has an inflection point, and that the digital economy can successfully encourage green development at the provincial level [14]. This study might be utilised as a planning tool for the future sustainable development strategy, as well as a source of information to help other countries achieve sustainable development. From this perspective, information and communication technology (ICT) and the internet are seen as having the ability to transcend developments," "green products," and "green energy" have been employed lately. However, the global financial and economic crisis that occurred between 2008 and 2009 served as a catalyst for international organisations to put the ideas of a green economy, green growth, and a green society on their respective agendas. The concept of a "green economy" is gaining traction as a viable strategy for recovering economic development while simultaneously addressing issues of environmental sustainability, such as climate change [15].

3. Opportunities in Digital Spaces Offered by the Green Economy

To put it another way, the digital economy is an economy whose functioning is primarily dependent on the use of digital technologies. This network includes persons, companies, and devices from all over the globe. The benefits of the digital economy are broken down as seen in the following figure:



Figure 1: Benefits of The Digital Economy

The issues about the economic, society, and the environment started to mix in the context of globalisation, which led to the development of the words "green economy" and "green growth." These concepts are the product of paradigm changes that have taken place in recent decades. These shifts have place as a result of the convergence of economic, social, and environmental concerns that are associated with globalisation. Even though concepts such as green growth and the green economy have been around for some time, the global financial and economic crisis that occurred between 2008 and 2009 served as the impetus for the development of respective global agendas for each concept. It has been known for a long time how economic and social expansion may have an effect on the natural world, which in turn creates a need to protect and maintain the

natural world's resources. Throughout much of its history, environmental policy has been seen primarily as different from conventional economic and social development policy, and even as occasionally being in opposition to the former. During the last ten to twenty years, those in charge of formulating policies for sustainable development have significantly broadened their perspectives on the difficulties facing the environment.

- It is possible for us to lessen the direct environmental effects of the production, distribution, operation, and disposal of information and communications technologies (ICTs) if we increase the use of renewable energy sources, decrease the use of hazardous materials, increase energy and material efficiency, and enhance recycling and end-of-life disposal of ICTs.
- By improving the efficiency of the creation, distribution, and consumption of goods and services throughout the entire economy and society; by lowering the demand for energy and materials by fully or partially substituting physical goods and services for virtual ones; and by dematerializing human activities and interactions. In order to enable energy efficiency in other industries, it is thus projected that developments in information and communications technology will have the most impact.
- via the promotion of systemic changes that influence the behaviour, attitudes, and values of consumers and citizens, as well as the processes followed by economic and social institutions and governing bodies. The information and communications technology (ICT) industry, in conjunction with other industries, has an important part to play in highlighting the consequences that society has and illustrating the need of developing novel strategies to mitigate such effects.

The people in charge of making decisions are well aware of the need of putting in place policies that will address the problems caused by climate change, which are not confined to a single country or area. As a potential policy response, the more consideration to both the Knowledge Economy and the concept of a Green New Deal. The overarching objective is to establish what is being referred to as a "Green Knowledge Society" in India. This society will be one that welcomes innovation, will be safe and will be able to continue existing for future generations. To realise the goal of creating a Green Knowledge Society in Europe by the year 2015, a policy agenda for information and communications technology should include the following policy concerns:

- ✤ A strategy to stimulate the use of information and communications technologies (ICTs) in activities that save energy across all relevant industrial sectors.
- Making sure that people and companies use information and communication technology in ways that are better for the environment.
- The European Union's development of the next generation of environmentally friendly information and communication technologies (ICTs) with new forms of technology and consumption patterns presents an opportunity for Europe.

After doing comprehensive study on the direct, indirect, and enabling effects of ICT sectors, Climate Group and the Global Sustainability Initiative (2008) came to the conclusion that the world is capable of establishing a green economy and making the changeover to a low-carbon economy. ICT has the potential to play three important roles as a result of this opportunity: standardising energy consumption, monitoring that consumption, and increasing accountability as a result of these action rethinking how we live, play, learn, and work based on the data collected; and transforming current value chains and integrating infrastructure processes and systems across all sectors of the economy.

4. Research Methodology

It is essential, from both a scientific and a practical point of view, to design a strategy for increasing digital firm growth while simultaneously supporting a green economy and environmental sustainability in the world that we live in today because of the inherent unpredictability of the environment in which we find ourselves. It is essential to bear in mind that this has a huge impact on the happiness of customers, their commitment to a particular brand, and the overall health of the economy. It is vital, however, for digital firms to swiftly adjust to an externally unpredictable environment with severe market rivalry, to make operational choices that are timely and relevant, and to be prepared to deal with challenges connected to internet marketing. Only in this way can digital businesses ensure that their growth will continue over time. As a direct consequence of this, the following are the four phases of the process of goal-attainment:

- The conceptual model created to design a plan for accelerating the growth of digital enterprises within the context of a green economy and environmental sustainability, as well as the thinking that went into its creation.
- The creation of a method for choosing a strategy that will facilitate the expansion of digital companies within the framework of a green economy and the maintenance of the environment's natural resources.
- ✤ A mapping of the elements that impact a strategy for enhancing the growth of digital companies in an economy that is sustainable and environmentally friendly.
- The creation of a matrix of strategies for accelerating the expansion of digital enterprises while preserving the planet's capacity for future generations to enjoy them.

Prominent scientists who have made important contributions to the expansion of digital business produced strategic management principles. These ideas serve as the intellectual and theoretical underpinning for the technique. The structure of the study encompassed these distinct tactics and methodologies. These strategies were combined in order to achieve the desired results. This model was built on the findings of the authors' research and investigation of several structural components. This was done to create the previously mentioned first-level conceptual model. Using this paradigm, a plan for growing the number of digital firms generated inside a green economy while ensuring environmental sustainability was developed.

Parameters	Explanation
Purpose	Establishment of theoretical and methodological foundations for the strategy choice process that reflect known, consistent patterns of successful, quicker digital firm growth based on satisfying the requirements of a wide target audience
Object	Strategy development entails seeing the goal as a web of interdependent, sequential actions and processes, the success of which will depend on what is learned about the subsystems that govern and are controlled.
Subject	A mechanism for generating a development strategy for a digital company that provides a comprehensive assessment of that company's potential for expansion in the context of contextualised changes.
Goal genesis	The strategy is selected at the operational level, and then it is adjusted with functional strategies to ensure the success of continuing operations. At the tactical level, the strategy and the operational strategies are brought into coordination with one another. Strategic level - alignment of strategy with vision and corporate strategy

Conceptual approaches	The logical, the logistical, the structural, the systemic, the goal, and the process			
Principles	Some of the essential qualities are integration, coherence, dynamism,			
	sustainability, interdependence from the external environment, ontogenesis,			
	synergism, phasing, appropriateness, economy, flexibility, and differentiation.			
Logic of the strategy	establishing the extent of the expansion strategy vector for the firm that deals in			
determination	digital			

Table 1: The theoretical framework for choosing a growth plan for digital businesses in the context of a green economy and environmental sustainability.

As can be seen in Table 1, the central notion of the conceptual model consists of the inclusion and portrayal of a list of sequential steps for selecting an accelerated digital corporate growth plan that is suitable for a variety of hierarchical levels. This list is used to make the plan selection. The model illustrates that this is the correct interpretation of the data. The purpose of the model is to give theoretical and methodological aid for the selection of a strategy that is in accordance with well-established, repeated patterns of successful, rapid development of digital enterprises that are focused on fulfilling the expectations of a wide target audience. In other words, the model's objective is to help digital businesses meet the expectations of a broad target audience.

* Data sources

Annual data from each of the 30 are used over the whole of the research project, which runs from 2010 to 2022. The use of the sample's average growth rate as a method was another strategy that was utilised in an effort to complete the missing data from the sample. In addition to the data sources that were discussed in the part that came before this one, additional data were principally obtained from the Electricity Yearbook, the Environment Yearbook, the Emission Accounts and Datasets (CEADs), and the EPS Dataset. You may be able to locate each of these publications. Certain of the variables that are being investigated in this research are represented logarithmically in order to provide findings that are more consistent. The variables are defined in Table 2, which may be found below.

Variables	Definition	Obs	Mean	Std Dev	Min	Max
GTPE	Green economic growth	395	1.1455	0.1182	0.9534	1.4985
EI	Energy internet	395	0.5868	0.1586	0.2813	10009
DE	Digital economy	395	0.5807	0.1389	0.1495	1.8916
URBAN	Urbanization level	395	0.5415	0.1368	0.2946	0.896
FDI	Openness level	395	0.3906	0.4288	0.0216	1.6682
FIN	Financial development	395	2.8978	1.1597	1.2982	8.1312
ROAD	Infrastructure construction	395	1.1287	0.1467	0.6164	1.5492
GOV	Government support	395	0.2259	0.0986	0.0847	0.6369
HUM	Human capital	395	8.9113	0.9963	6.5946	12.7194

Table2: Variable definitions.

✤ Variable correlation test

When investigating the degree to which variables are correlated with one another, we used the RStudio software tool and the Pearson coefficient method. Doing so allowed us to reduce the impact that multicollinearity, which is caused when variables are correlated, has on the findings. In addition, the results of the analysis shown in Table 3 reveal that the mean-variance inflation factor is 3.86, which is less than 10, showing that the influence of multicollinearity on the empirical data is minimal. As a consequence of this, it is acceptable to utilise the data that was selected for the empirical investigation. This is due to the fact that the effect of multicollinearity on the empirical findings is rather minor.

TEST	EI	DE	URBAN	FDI	FIN	RPAD	GOV	HUM	VIFMEAN
VIF	3.05	2.08	7.1	3.75	2.92	3.26	2.98	7.16	3.86

Table 3: Multicollinearity test.

In specifically, the goal of the model is to do this by catering to the requirements of a wide variety of the customers who are intended to use it. The procedure of developing the strategy in the form of a network of interrelated sequential actions is the primary focus of the conceptual model. The viability of the strategy's execution is decided by the results of the research of the subsystems that govern and are regulated. The feasibility of the strategy's execution is determined by the findings of the study. The model focuses on the method of strategy formulation, which provides an in-depth knowledge of the opportunities for the expansion of the digital organisation in the context of contextualised changes.

	Model 1 (p Value)	Model 2 (p Value)	Model 3 (p Value)	Total
GTPE	0.41	0.47	0.48	0.45
EI	0.59	0.44	0.52	0.52
DE	0.4	0.53	0.49	0.47
URBAN	0.41	0.54	0.42	0.46
FDI	0.42	0.49	0.53	0.48
FIN	0.53	0.45	0.44	0.47
ROAD	0.52	0.49	0.49	0.5
GOV	0.42	0.41	0.44	0.42
HUM	0.49	0.52	0.51	0.51
Total	0.47	0.48	0.48	0.48

Figure 2: Descriptive statistics graph in various models



5. Analysis and Interpretation

It was determined, with the use of a two-factor analysis of variance with repeated measurements, whether or not there is a statistically significant difference in the values of the dependent variable between the groups (repeated

measurements) corresponding to the first factor's "Model 1 (p Value), Model 2 (p Value), and Model 3 (p Value)"

a difference between the groups of the second component variables that is statistically significant in terms of the variable that is being measured (the dependent variable).

There is interaction between the three components "Model 1 (p Value), Model 2 (p Value), and Model 3 (p Value)," in regard to the variable that is being studied (the dependent variable).

		8				
		Model 1 (p Value)	Model 2 (p Value)	Model 3 (p Value)		
Model 1 (p Value)	Correlation	1	-0.31	0.31		
	p (2-tailed)		.41	.419		
Model 2 (p Value)	Correlation	-0.31	1	0.07		
	p (2-tailed)	.41		.85		
Model 3 (p Value)	Correlation	0.31	0.07	1		
	p (2-tailed)	.419	.85			

Table 5:	Correlation	and	significance

It was shown via the use of repeated measurements and an analysis of variance using two factors that there is. In terms of the dependent variable p=aN, there are discernible discrepancies between the three different groups that make up the first factor: "Model 1 (p Value)," "Model 2 (p Value)," and "Model 3 (p Value)."

distinctly distinct from one another compared to the first factor groups Variables that are related to the variable that is being studied, p = a N

Interaction of the two independent variables with "Model 1 (p Value)," "Model 2 (p Value), and "Model 3 (p Value)" in relation to the dependent variable p=aN.

	Model 1 (p Value)	Model 2 (p Value)	Model 3 (p Value)			
Model 1 (p Value)	1	-0.31	0.31			
Model 2 (p Value)	-0.31	1	0.07			
Model 3 (p Value)	0.31	0.07	1			

Table	6:	Correlation

Table 7: Hypothesen

Null hypothesis	Alternative hypothesis
There is no detectable change in the dependent variable	In terms of the dependent variable, the first factor
between the groups of the first factor Model 1 (p Value),	Model 1 (p Value), Model 2 (p Value), and Model 3
Model 2 (p Value), and Model 3 (p Value)	(p Value) (measurement repetition) groups differ
(measurement repetition).	considerably.
There is no visible difference between the groupings of	In terms of the dependent variable, the groupings of
the second factor variables and the dependent variable.	second factor variables differ substantially.
Models 1 (p Value), 2 (p Value), 3 (p Value), and	Model 1 (p Value), Model 2 (p Value), Model 3 (p
Variables have no interaction.	Value), and Variables all interact with one another.

6. Result and Discussion

The impact of Model 1 (p Value), Model 2 (p Value), and Model 3 (p Value) on variable Variables was investigated using a logistic regression analysis to predict the value "GTPE". According to the results of the logistic regression analysis, the model as a whole is not significant (Chi2(3) = 6.28, p.099, n = 9).

The negative value of the variable's coefficient for Model 1 (p Value) is b = -7309.22. This indicates that a reduction in the likelihood that the dependent variable is "GTPE" is correlated with an increase in Model 1's (p

Value). Although this influence is not statistically significant, the p-value of 998 suggests that it does not exist. If the variable Model 1 (p Value) is increased by one unit, the probability that the dependent variable is "GTPE" will rise by 0 times, according to the odds ratio of 0.

The negative value of the variable Model 2's (p Value) coefficient, b, is -1859.28. This indicates that a reduction in the likelihood that the dependent variable is "GTPE" is correlated with an increase in Model 2's (p Value). Although this influence is not statistically significant, the p-value of 998 suggests that it does not exist. If the variable Model 2 (p Value) is increased by one unit, the probability that the dependent variable is "GTPE" will rise by 0 times, according to the odds ratio of 0.

The positive value of the coefficient for the variable Model 3 (p Value) is b = 1921.59. As a result, the likelihood that the dependent variable is "GTPE" increases as Model 3's (p Value) increases. Although this influence is not statistically significant, the p-value of 998 suggests that it does not exist. By increasing Model 3 (p Value) by one unit, the probability that the dependent variable is "GTPE" will grow by an infinite number of times, according to the odds ratio of infinity.

The positive coefficient for the variable Model 1 (p Value) is b = 142.9. This indicates that there is a greater likelihood that the dependent variable is "EI" when Model 1 (p Value) is higher. This influence is not statistically significant, though, as the p-value of 999 indicates. According to the odds ratio of 1.1534965630584579e+62, increasing the variable Model 1 (p Value) by one unit would increase the likelihood that the dependent variable is "EI" by 1.1534965630584579e+62 times.

Model 2's (p Value) variable has a negative coefficient, b = -398.99. This indicates that a reduction in the likelihood that the dependent variable is "EI" is correlated with an increase in Model 2's (p Value). This influence is not statistically significant, though, as the p-value of 999 indicates. The odds Ratio of 0 indicates that the probability that the dependent variable is "EI" will rise by 0 times for every unit increase in the variable Model 2 (p Value).

Model 3's (p Value) coefficient is b = 327.96, which is a positive value. This indicates that there is a greater likelihood that the dependent variable is "EI" when Model 3 (p Value) is higher. This influence is not statistically significant, though, as the p-value of 999 indicates. According to the odds ratio of 2.6940642692195663e+142, an increase in the variable Model 3 (p Value) by one unit would increase the likelihood that the dependent variable is "EI" by a factor of 2.6940642692195663e+142.

7. Conclusion

The purpose of the present research, which is focused on the roles that digital businesses play in green economies and the preservation of natural environments, is to construct a workable strategy with the aim of speeding the spread of digital enterprises. The study's emphasis is on the roles that digital firms play in green economies and the preservation of natural environments. This strategy ought to provide speedy adaptability to the surrounding environment, flexibility in management processes, and the capability of making the most of future business opportunities. The importance of developing a strategy that promotes the growth of digital firms within the context of a green economy and environmental sustainability has been shown and supported. This is something that should be considered before deciding on a strategy. A conceptual framework for the model has been established, which will be used to determine how to accelerate the development of digital firms while maintaining ecological harmony and a green economy. This paradigm will be used to guide decisions on how to accelerate the growth of digital firms. It enables the modification of digital business while also taking into consideration the state of the marketing and logistical subsystems. This leads to logical management, which makes it simpler to maintain the business's efficient continuous operation if it is split in two. It is critical to determine if it can be rationally applied to retail operations in the real world. By implementing these strategies to accelerate the growth of digital businesses while adhering to green economic principles and environmental sustainability, business owners can be assured of the strengthening of their competitive advantages, the avoidance of any entropic phenomena, and the proactive response to such occurrences. This is perhaps the most important benefit of using these strategies. As a consequence, despite the unpredictable and shifting nature of the marketing environment, digital firms continue to expand swiftly and consistently.

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