

Chapter 9

Green Financing Effect on Green Human Capital: Through a Business Model for Corporate Social Responsibility in Horn of Africa

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ABSTRACT

This chapter investigated at how green human capital functions as a connection among green financing and Ethiopia's corporate social responsibility (CSR) corporate model. It inspects how stakeholder commitment, the completing and success of CSR efforts, and the overall sustainability performance are affected by the creation of green human capital, which is made possible by green funding. Organizations aiming to incorporate CSR into their business models, build green human capital, and take advantage of green subsidy are given helpful advice and ideas. Understanding the environment surrounding green backing, carrying out sustainability assessments, employed with stakeholders, incorporating CSR into essential business operations, encouraging innovation, quantifying and distribution impact, pursuing certification and recognition, and interrelating with local communities are just a few of the propositions. Organizations can progress their sustainability presentation and position themselves as leaders in ethical business applies in Ethiopia by laying these suggestions into effect.

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INTRODUCTION

Finance for green practices is playing a progressively essential function in the international elevation of sustainable progression. As international marketing all over the international marketing place realize they need to address ecosystem problems, a lot of emphasis has been placed on the idea of human as a capital founded on green knowledge and the integration of responsibility towards society by a corporate into model for a international marketing. This chapter looks at how finance for green practices influences human as a capital founded on green knowledge and offers a responsibility towards society by a corporate model for an international marketing for Ethiopia, an economy striving to address ecosystem concerns and achieve sustainable economic progression (Zhou et al., 2023). The idea of human as a capital founded on green knowledge pertains to the cultivation and application of human resources that are endowed with the requisite knowledge, abilities, and dispositions to facilitate sustainable practices and ecosystem stewardship in organizational settings. It acknowledges that executing and advancing sustainability projects depend heavily on human as a capital, and that finance for green practices can act as a catalyst for the progression and enhancement of human as a capital founded on green knowledge (Zhang & Berhe, 2022).

The idea emerged from the growing recognition of the association amongst long-term international marketing resilience, ecosystem sustainability, and human as a capital progression. Companies are realizing that improving the skills and understanding of sustainability within their personnel may boost ecosystem resilience and provide them a competitive advantage. This idea is consistent with the broader international goal to achieve the Sustainable Progression Goals (SDGs) of the United Nations and transition to a sustainable and low-carbon future (Ying, Tikuye & Shan, 2021).). Nevertheless, there are conflicting outcomes and gaps in the data in the literature, despite the growing interest in and potential advantages of human as a capital founded on green knowledge and CSR. While some research offer conflicting or equivocal findings, others indicate positive correlations among financing for green operations, human as a capital founded on green knowledge progression, and overall international marketing resilience. Variations in study methodology, contextual circumstances, and the complexity of quantifying human as a capital founded on green knowledge and its influence on international marketing outcomes can all be blamed for these discrepancies (Eyasu & Arefayne, 2020).

By offering a thorough examination of the association among finance for green practices, human as a capital founded on green knowledge, and CSR in the Ethiopian context, this chapter seeks to close these gaps. It also focused on the creation of human as a capital founded on green knowledge and looked at the real-world adjustments that international marketing can do to include CSR into their international marketing plans. This chapter offered insights into the possible methods via which finance for green practices might improve human as a capital founded on green knowledge and promote sustainable international marketing practices in Ethiopia by examining case studies and best practices. Additionally, by combining previous studies, pointing out gaps, and suggesting future research objectives, this chapter will add to the body of literature. The long-term influences of finance for green practices and CSR on organizational resilience and societal well-being, as well as the particular competencies and training programmes required to develop human as a capital founded on green knowledge, were highlighted as areas that need more research. Leadership and organizational culture also play a essential function in promoting CSR. This chapter attempted to assist organizations in Ethiopia and elsewhere in leveraging financing for green operations and implementing an international marketing strategy that incorporates CSR and develops human as a capital founded on green knowledge by filling up these gaps and offering

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