


# Chapter 4


## Strategic Business Resilience Affecting Green and Renewable Energy–Related Financial Literacy in Mexico

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### ABSTRACT

*This research investigates the multifaceted relationship between strategic business resilience and financial literacy in the green and renewable energy industry of Mexico. As Mexico transitions to sustainable energy sources, it is ever more critical to comprehend how companies formulate resilience strategies while maintaining financial literacy for industry growth and economic stability. The key findings indicate that companies with robust resilience mechanisms exhibit enhanced capacity for financial planning, risk assessment, and investment decision-making in renew-*

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*able energy projects. The study identifies critical factors like adaptive leadership, technology integration, stakeholder engagement, and adherence to regulations as primary drivers of both resilience and financial literacy.*

## **INTRODUCTION**

Mexico's energy sector stands at a turning point as the nation strives to meet ambitious renewable energy goals while overcoming intricate economic, environmental, and social challenges. The state government's pledge to generate 35% of power using clean energy by 2024 and attaining carbon neutrality by 2050 has invited significant investment in solar, wind, hydroelectric, and other clean energy technologies (Secretaría de Energía, 2020). Yet, the path of renewable energy transformation is littered with uncertainties, market variations, and unprecedented disruptions testing the strength of those companies operating in this space. Strategic business resilience, or a company's capacity for anticipating, preparing for, responding to, and recovering from incremental change and unforeseen disruptions, has emerged as a primary success driver in Mexico's renewable energy market (Duchek, 2020).

The concept is not only relevant to survival during crisis but also to thriving and taking advantage of opportunity during uncertainty. For Mexican green energy companies, resilience is articulated through various dimensions like operational responsiveness, financial robustness, technological adaptability, and stakeholder relationship management. Concurrently, economic literacy among the green energy sector has become the focal point as a fundamental competence for rational decision-making, risk management, and long-term viability.

Financial literacy in this context extends beyond typical financial education to encompass understanding of green finance instruments, carbon markets, environmental risk, and sustainable investment (Chen & Volpe, 2021). The complexity of renewable energy finance, including diverse instruments such as green bonds, blended finance, and payment for environmental services, necessitates higher-level financial literacy among stakeholders in the sector.

Where financial literacy and strategic business resilience overlap is a compelling research topic, particularly when placed within Mexico's unique socioeconomic and regulatory environment. Mexico's renewable energy sector is one that operates under a policy environment that is evolving, in which infrastructure challenges, social acceptability, and integration into the North American energy market are present. These factors provide an evolving environment in which financial literacy and business resilience are intertwined skill sets that can form or demolish organizations.

This study fills some essential gaps in prior literature. To begin with, though there is extensive research on business resilience and financial literacy as independent

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