

REVIEW ON FUTURISTIC INTEGRATIVE GREEN MARKETING APPROACHES FOR INDIAN SOFTWARE INDUSTRY TOWARDS 2030

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Abstract

Human civilization has emerged. The emergence of human civilization has added new perspectives, orientations and thinking. Man has slowly arosen from agricultural exploration to industrial mechanized operations. Caxton invented printing press which also showed new ways of information exchange across the world. Industrial revolution provided ease in mass manufacturing as flexible methods gave benchmarking standards. In the modern era we do find services as the new integration which connects people and global industries. The rise in digital technology has given new possibilities and methods to reach consumers. It is also evident that industrial revolution and mass manufacturing has led to pollution and environmental decay. This has been identified by global countries as they also felt that this could affect global sustainability of business and wellbeing of citizens. This had led to the slow and systematic emergence of green marketing which has given the business purposive operations as the commitment to protect environment has also been clear. This has modified the global business landscapes as we do find consumers also show their commitment towards planet earth and its sustainability by buying these green marketing oriented products and services. It is also evident that the assurance of environmental protection with proactive green marketing measures by global companies had increased business, performance, profit & outcomes. This research is a review investigation in to the green marketing practices in Indian software industry. This research is an exploration on the role of green marketing towards futuristic integrative practices in Indian software industry. This research is conclusive as futuristic integrative sustainable green marketing strategies and approaches for Indian software industry towards 2030 would be provided.

This review is done with secondary data as research publications on green marketing practices & Indian software industry would be evaluated with 2025 research articles only. This study would provide a bibliometric analysis on the latest trends in green marketing approaches which could lead to sustainability in Indian software industry as the outcome of the study. A conceptual framework would also be provided for future researches to do research on the green marketing integrative approaches in Indian software industry towards 2030. The existing green marketing strategies which have been implemented would also be evaluated in this work. This research would conclude that although research studies have been done extensively on green marketing in 2025, it is evident that green marketing and Indian software industry has not been explored or studied which has to be done by global academic researchers. It is also concluded that green marketing strategies and orientations could provide a futuristic integrative green marketing approaches for Indian software industry towards 2030.

Keywords: Green marketing and integration 2030, green marketing approaches for Indian software industry 2030, green marketing strategies, challenges and implementation issues, futuristic orientations, perspectives and directives for Indian software green marketing practices 2030

Introduction

Circular economic green marketing approaches: Indian software industry 2025

Human civilization has concentrated and focused more on economic development, prosperity which has really hindered global progress and inclusive growth. Regional development, imbalanced growth and uneven economic development has been the consequences (Paiva, 2025) of modern industrial development. The segregation of developed and developing countries has clearly shown this disparity as the global countries are at war with poverty(Lu et al., 2024; Ranta et al., 2020) employment, food, water and basic necessities of life. As this uneven growth patterns seem to

continue there is a need for quality of life with socio economic development (Rehman et al., 2023; Supanut et al., 2024) and organic growth. This organic growth can be ensured with an organic orientation on green marketing and its focus. This can redefine and integrate global economies towards environmental preservation (Fagnoli et al., 2024; Hamouda, 2024; Jørgensen & Scarso, 2023) management and protection. This inclusion of environmental orientation in business governance has given new impetus for green marketing strategies and orientations which has also given competitive advantage and strategies for future.

There have been huge wastages in the industrial economic orientations as the waste management has become a real challenge for future. There is a need for new orientation, methods and approaches which can modify and redefine business towards transformation & development. Circular economic concepts and orientations have redefined the business as recycling and reuse of industrial materials & waste has become the new order of the day. This environmental protection and proactive approaches has led to green marketing as a holistic approach which can effectively integrate business functions as it would lead to increased performances & outcomes. This circular economic green marketing oriented approaches also has inbuilt challenges and constraints which are clearly given below:

Challenge Type	Success Factors	Implementation Solutions	Key Learnings
Technical Knowledge	Employee engagement, willingness to learn	Training programs, knowledge-sharing platforms	Continuous learning and adaptation are crucial for circular economy implementation.
Infrastructure and Technology	Simple, inexpensive technology solutions	Leveraging existing technologies, focus on practical solutions	High-tech solutions are not always necessary; simple technologies can be effective.
Policy and Regulatory Barriers	Supportive regulatory environments	Engagement with policymakers, advocacy for supportive policies	Proactive engagement with regulatory bodies can help create favourable conditions.
Business Model Transformation	Managerial commitment, holistic approach	Use of tools like Circular Business Model Canvas	Systematic approaches and dedicated leadership are key to successful transformation.
Supply Chain Complexity	Collaboration, open innovation chains and ecosystems	Developing circular supply chains and ecosystems	Cross-sector collaboration can help address complex supply chain challenges.
Market Volatility	Balancing linear and circular systems	Developing adaptive business models	Flexibility and resilience are important in managing market uncertainties.
Stakeholder Engagement	Transparent communication	Regular stakeholder dialogues, clear value propositions	Effective communication and stakeholder management are crucial to success.

Source: (Paiva, 2025)

It is evident that the Indian software industry has huge wastages which can really deteriorate the environment as it can affect the wellbeing of Indian citizens. It is also evident that academic researchers have not been done on futuristic integrative green marketing approaches in Indian software industry which needs to be done empirically. This review paper finds this research gap which has to be reduced with professional research contributions from the academia and global professionals on these aspects and dimensions which is the need of the hour.

Effective Green marketing strategies & impact: 2025

It is evident that purposive and focused green marketing approaches with strategic orientation leads to more effective engagement (Filip et al., 2025) purchases of eco products which leads to consumer retention & loyalty in the long run. Generation Z has been more conscious on green landscapes as it has been eager in its contributions to environmental welfare. This study has been done with Romanian generation Z consumers born between 1997 & 2012. Convenience sampling method has been used as information has been collected from 284 respondents. It is evident from this study that perceived ecofriendly nature of products had a positive impact on green marketing among Generation Z consumers. It is evident that green marketing promotions do lead to increased sales among Romanian generation Z consumers. It is also evident that the role and impact of green

marketing strategies and practices with Indian generation Z consumers has not been researched. The role and impact of green marketing strategies of Indian software companies on Generation Z consumers has not been researched which needs to be done. The impact of green marketing strategies of Indian software companies on consumer engagement, brand loyalty and retention has not been researched which also needs to be done. It is also evident although Generation Z consumers drive green marketing strategies and approaches towards 2030 – organizations also must innovate green marketing strategies which can lead to effective performances and sales outcomes.

Innovative green marketing strategies and impact:2025 studies.

Green marketing strategies (Lin et al., 2025) and approaches must consistently and constantly focus on innovative methods, progressive pathways which can lead to futuristic strategies of prominence & excellence. Innovations in green marketing could find new markets, new segments of consumers and new ways to reach them in a cost effective way. Innovative green marketing strategies and its impact on insurance industry performances has been explored as it was found that green marketing innovation lead to satisfaction of niche needs and wants. This also leads to consumer happiness with delight as they would not consider any other company or products which are ordinary and mundane. These market products cannot satisfy their special needs as green marketing innovation provides new innovative solutions for their hidden needs. For this study primary data has been collected from marketers and consumers in an optimal range of 5-15. It has been found in this study indirect carbon emissions do have an impact on industry performances. Energy efficiency methods and practices could lead to green innovative practices which could benchmark industrial standards and outcomes. The role and impact of carbon emissions on Indian software industry performances and outcomes has not been studied which needs to be done. The mitigation carbon emission strategies and its influences on Indian software industry performances has not been studied or evaluated which needs to be done. The role of sustainable green marketing strategies on Indian software industry outcomes has not been studied which needs to be done.

Social media and green marketing: 2025

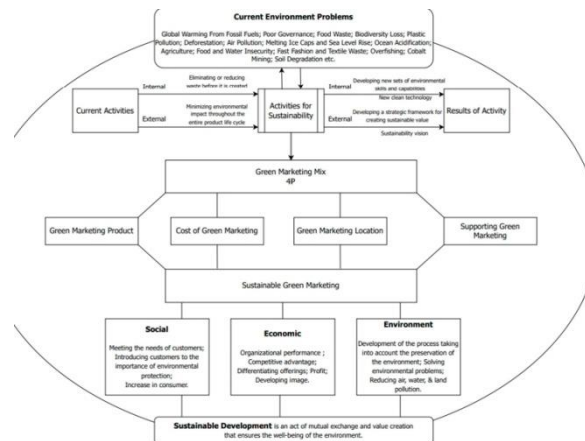
Effective green marketing promotions would lead to an increased consumer awareness and usage which is the need of the hour. It is evident that social media has an important & critical role in promoting (Nabivi, 2025) green marketing products across the world. This could have a positive impact on brand image, brand value and co branding of Indian software products which has not been studied or evaluated till now. There is a need to produce eco-friendly marketing content which has to be delivered effectively as its purposiveness or impact in Indian software industry has not been studied or evaluated which has to be done. Social media posts on green marketing in Insta, FB & Whatsup promotions could have a positive impact on Indian software industry sales which has not been studied also. This study has been done with 2005 sample respondents (Nabivi, 2025) across Poland and US to study the cross cultural effects of green marketing. It has been evident that ecofriendly social media promotes and enhances information exchange, consumer engagement and involvement which leads to purchase of eco-friendly products. It is also found that word of mouth has a very strong impact than other social media green marketing approaches. However these aspects & dimensions has not been studied in Indian software industry as this study finds research gaps on these aspects and dimensions which needs to be academically researched & evaluated.

Green marketing outdoor brand promotions and impact: 2025

Green marketing approaches do affect outdoor promotions as well which can lead to brand loyalty and effective engagement. This changes the mental perspective and orientations of millennial and generation Z consumers as it strongly emotionally connects them with green products and purchases. This study has been done with 500 millennial & generation Z consumers(Liu & Kim, 2025) in South Korea. Quota sampling method has been used in this study. This study confines to

consumers who had purchased outdoor brands which had green marketing orientations and impact. This study finds that outdoor brand purchases have been positively influenced by green marketing promotions.

Review outcomes:



Source: (Kiyak & Grigoliene, 2023)

It is evident that the aspects of green marketing like location, product, cost & services along with an economic, social and environmental perspective has not been evaluated in Indian software industry which needs to be done. More academic researches has to be done which can reduce carbon emissions and increase socio environmental contributions in Indian software industry towards 2030.

Green marketing & Sustainability orientations for Indian software industry: 2025

(Digdowiseiso, 2025) had done bibliometric analysis on researches done on green marketing approaches across the globe. In this study it is found that green marketing orientations and practices must continue towards 2030 which can lead to sustainability of industries with effective performances and outcomes. this study is a bibliometric evaluation done on green marketing research studies which has been done for the last 4 decades. This study covers research papers published in Scopus index for a period from 1983 to 2023.

Cluster	Amount	Keywords
1	8 keywords	Antecedent, business, competitive advantage, consumer behavior, green marketing, green marketing orientation, perspective, sustainable development.
2	6 keywords	Effect, firm, green marketing mix, Indonesia, role, study
3	6 keywords	Analysis, consumer, green product, intention, marketing, social media
4	5 keywords	Impact, opportunity, practice, supply chain management, sustainability
5	4 keywords	Corporate image, green marketing strategy, influence, value
6	4 keywords	Development, green consumer, market, marketing strategy
7	3 keywords	Application, case, green marketing tool
8	2 keywords	Corporate social response, mediating role

Source : (Digdowiseiso, 2025)

It is evident that green marketing promotions and its impact on sustainability practices and orientations in Indian software industry has not been done as this study is an attempt on it.

Research gaps:

(Paiva, 2025) finds that Indian software industry has huge wastages which can really deteriorate the environment as it can affect the well-being of Indian citizens. It is also evident that academic researchers have not been done on futuristic integrative green marketing approaches in Indian software industry which needs to be done empirically. This review paper finds this research gap which has to be reduced with professional research contributions from the academia and global professionals on these aspects and dimensions which is the need of the hour.

(Paiva, 2025) study finds that Recycling and reuse practices in Indian software industry and its implications on green marketing approaches which could impact performance and outcomes has not been studied or evaluated which needs to be done.

(Filip et al., 2025) study finds that the role and impact of green marketing strategies of Indian software companies on Generation Z consumers has not been researched which needs to be done. The impact of green marketing strategies of Indian software companies on consumer engagement, brand loyalty and retention has not been researched which also needs to be done.

(Filip et al., 2025) study finds that although Generation Z consumers drive green marketing strategies and approaches towards 2030 – organizations also must innovate green marketing strategies which can lead to effective performances and sales outcomes.

(Lin et al., 2025) study finds that the role and impact of carbon emissions on Indian software industry performances and outcomes has not been studied which needs to be done. The mitigation carbon emission strategies and its influences on Indian software industry performances has not been studied or evaluated which needs to be done. The role of sustainable green marketing strategies on Indian software industry outcomes has not been studied which needs to be done.

(Nabivi, 2025) study finds that Social media oriented green marketing approaches could have a positive impact on brand image, brand value and co-branding of Indian software products which has not been studied or evaluated till now.

(Nabivi, 2025) study finds that There is a need to produce eco-friendly marketing content which has to be delivered effectively as its purposiveness or impact in Indian software industry has not been studied or evaluated which has to be done. Social media posts on green marketing in Insta, FB & Whatsup promotions could have a positive impact on Indian software industry sales which has not been studied also.

It has been evident that eco-friendly social media promotes and enhances information exchange, consumer engagement and involvement which leads to purchase of eco-friendly products however it has not been studied in Indian software industry which needs to be done. It is also found that word of mouth has a very strong impact than other social media green marketing approaches which has to be evaluated in Indian software industry which has not been attempted till now.

(Liu & Kim, 2025) study finds that the role and impact of outdoor green marketing promotions on Indian software industry and outcomes has not been studied or evaluated which needs to be done.

(Digdowiseiso, 2025) study finds that there is a need to evaluate the existing green marketing practices in Indian software industry which has to be researched empirically and academically. It is also stated that green marketing orientations and practices must continue towards 2030 which can lead to sustainability of Indian software industry with effective performances and outcomes has not been researched which also has to be done. Green marketing promotions and its impact on sustainability practices and orientations in Indian software industry has not been done as this study

is an attempt on it. it is also evident from this study that green marketing strategies and its implications on sustainability has not been researched empirically in Indian software industry which can provide new dimensions, approaches and perspectives which needs to be done.

It is concluded that a study on green marketing approaches and strategies in Indian software industry is the need of the hour. As this green marketing approach has greater implications on sustainability of Indian software industry towards 2030 academic researches must focus more on these aspects and dimensions which can add value and eco centric approaches in this industry. The next section would deal with Indian studies done on green marketing approaches and practices in the discussion part which can add new thinking and possibilities for this review paper.

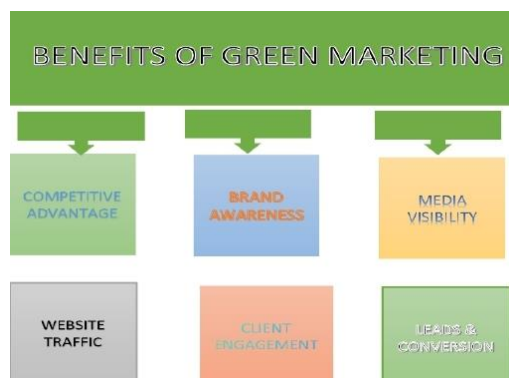
Indian studies on Green marketing : perspectives, approaches & strategies

(Ekebuike et al., 2024) had done research study on green marketing and its placement. This study is confined to Indian market and its conditions. The study evaluates the different aspects of marketing like product, price, place and promotions in the context of green marketing and its modern approaches in India. It is concluded in this study that the Indian consumers are willing to pay premium for eco friendly products as it has inbuilt value & it also contributes to the environmental protection also.

Digital transformations of green marketing: 2025

Digital transformations have given a competitive edge to global products and services. This has also given a new impetus for (Kumar et al., 2025) smarter, effective and focused green marketing approaches. digital technology has reshaped & reinvented green marketing strategies with new directives for future. The transitional effects of green marketing have become transformatory as we could see new progress, development and inclusiveness of green perspective across global organizations. Sustainable aspects of green marketing has given proper perspectives and marketing directives as this could be the determinal strategy for global organizations towards future also. In this study bibliometric analysis has been done with Latent Dirichlet allocation (LDA), a topic modeling technique, For this study 2061 research articles on green marketing has been analyzed from 1991 to 2025. This study is confined to research articles from Scopus database. This study has provided a systematic analysis on various themes on green marketing as it has found that sustainability could be the prominent research area for future.

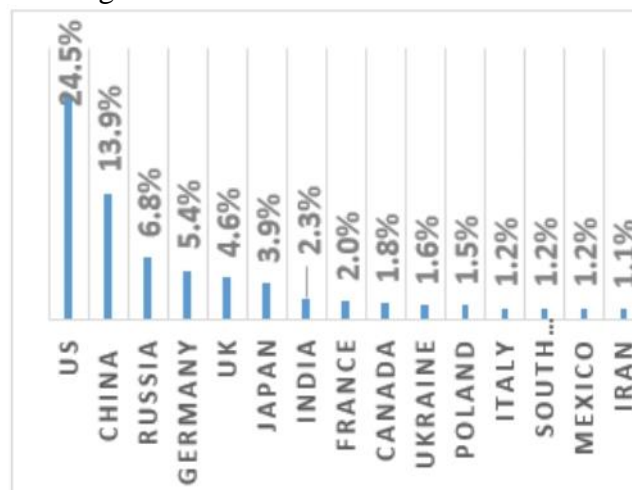
(Kumari Soni) had done research study on the issues and challenges related to Green Marketing. In this study it is stated that green marketing has emerged as the prominent new trend in Indian marketing scenario. Green marketing has given positive impact on Indian industries and its performances.



Source: (Kumari Soni)

Green marketing leads to increase in web site traffic, media visibility, lead conversion, competitive advantage, brand awareness & effective client engagement and management also.

It is found that due to the increased carbon emissions across the country it has become the inevitable strategy for Indian companies towards 2030 which also has to be studied and evaluated. The relevance of green marketing in the current Indian context also needs to be examined.



Source: (Kumari Soni)

It is also found that the global carbon emissions has increased a lot as green marketing has emerged as the futuristic forward solution towards 2030 which needs to be researched and evaluated in Indian context.

Green marketing and sustainable Indian business practices: 2024

The effective adoption of green marketing strategies (Rawat & Pande, 2024) also poses various challenges which could lead to sustainable business practices. It is also evident that green marketing and sustainability has to be explored and studied more empirically which can lead to new approaches and decision making strategies. In this study the various green marketing strategies adopted by Indian companies has been evaluated as a case study. However the role and impact of green marketing on brand value additions and corporate image has not been researched which needs to be done.

Research gaps

The study states that Indian consumers' willingness to support eco-friendly products as it has value and brand image. The need for researches on green marketing of Indian software products & its sustainability towards 2030 has not been researched as researches have to be done. Consumer willingness on green premium payment for Indian software products has not been researched which needs to be done. The inbuilt value and brand image of Indian software products and its value enhancement through green marketing strategies & approaches has not been researched as this study is an attempt to review these research gaps which are prominent & evident now. It is also evident that digital technology has given futuristic determininal & purposive orientations for green marketing as its impact & effects are evaluated in the next review paper.

(Kumar et al., 2025) research study has decoded the relationship between green marketing & digital transformations. This study provides conceptual dimensions which are to be empirically tested. The role and impact of sustainability with green marketing approach has not been researched in Indian software industry as its need its evident now. There is also a need to assess the role of digital techno

transformation in Indian software industry & its impetus on green marketing strategies. These areas of importance have to be evaluated and studied as it is emphasized in this research paper.

(Kumari Soni) research study has found that the role and impact of Green marketing & its effects on increase in web site traffic, media visibility, lead conversion, competitive advantage, brand awareness & effective client engagement and management has not been researched with Indian software industry which needs to be done. The increased carbon emissions across the country it has become the inevitable strategy for Indian software companies towards 2030 which also has to be studied and evaluated. The relevance of green marketing in the current Indian software industry context also needs to be examined.

(Rawat & Pande, 2024) research study points out that the role and impact of effective adoption of green marketing strategies also poses various challenges which could lead to sustainable business practices has to be studied in Indian software industry which has not been done so far. It is also evident that green marketing and Indian software companies' sustainability has to be explored and studied more empirically which can lead to new approaches and decision making strategies. In this study the various green marketing strategies adopted by Indian companies has been evaluated as a case study, however the specific impact on Indian software companies has not been researched which needs to be done. The role and impact of green marketing on brand value additions and corporate image for Indian software companies has not been researched which needs to be done.

Final thoughts on Indian green marketing approaches in software industry

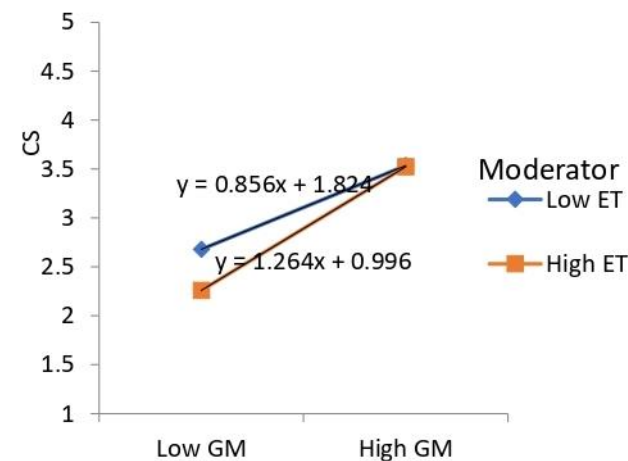
This Indian software industry has contributed immensely to the growth and development of Indian economy and its progress. It is really worrisome to note the latest integrative concepts of green marketing, its role, impact and effects as futuristic strategy for 2030 has not been studied which has to be done. As the carbon emissions are high in Indian software industry – it is important & imperative to study these aspects and dimensions which can give new approaches and possibilities. It is also evident that green marketing leads to futuristic sustainability of global industries as the role of green marketing towards sustainability of Indian software industry needs to be evaluated towards 2030.

This review paper finds that there is a need for more impetus and thoughts from Indian research scholars and professionals who have to spearhead these aspects which can lead to research studies in future. This can also develop new strategies, approaches and phenomenal insights which can transform this Indian software industry towards inclusive development, balanced growth and regional transformation. These outcomes are possible with academic researches from this industry as this review is a small step to indicate these prevailing challenges and issues of research which are inherent and prominently evident now.

Conclusion

There is a need for strategic nexus with green marketing approaches, business strategy and competition. These fundamental phenomena – green marketing is an integrative holistic approach (Vehbi et al., 2025) which can redefine Indian software business. A radical transformation and thinking in Indian software top management towards integrative aspects of green marketing could bring in phenomenal, futuristic changes. The need for progressive all inclusive development is emphasized for Indian software industry which must include all stakeholders.

Green marketing can provide a total change in the business orientation as value and quality can be spread as a momentum across the country with Indian software industry as it can take leading role. The dynamic nature of green marketing can give new socio technological approaches as it can provide radical and functional change in Indian software and its operations.



Source: (Vehbi et al., 2025)

It is evident that Indian software industry is influenced to a larger extent by Indian & global macro environmental factors. It is evident from this study that environmental turbulence by nature could be a positive factor for Indian software industry. Green marketing and its orientations become stronger when the adoption to environmental turbulence is higher. The higher the adaptability for environmental turbulence we could see a higher green marketing orientation. When the environmental turbulence is more it also leads to more effective new corporate strategies in Indian software sector. It is now clear that environmental turbulence by nature provides a positive impetus for green marketing and corporate strategies. This is known and practiced in Indian software industry. But the adoption of green marketing as a strategic difference during environmental turbulence has not been attempted in Indian software industry needs to be done as it can provide sustainability towards 2030 also. Green software development, progress, implications & market worth in Indian context would be discussed in next section.

Indian Green software process and implementation

Chief information officers are the guiding pillars who track the Indian software industry and its progress. They also foster this industry with new impetus and prospects for growth. They identify that there is an immense need for new innovative green software which can integrate the entire industry operations towards 2030. They look for green innovation which can lead (ETCIO, 2023) to sustainable solutions.

Final conclusion

It is concluded that when the environmental turbulence is more it also leads to more effective new corporate strategies in Indian software sector. It is now concluded that environmental turbulence by nature provides a positive impetus for green marketing and corporate strategies. This is known and practiced in Indian software industry. But the adoption of green marketing as a strategic difference during environmental turbulence has not been attempted in Indian software industry needs to be done as it can provide sustainability towards 2030 also.

It is concluded that chief information officers in Indian software industry along with top management consent foster the process of green software which can effectively integrate the operations, reduce cost and wastage. This can also provide a holistic approach as they can renew their carbon emission commitments and achieve net Zero effect by 2035.

It is concluded that the need for green oriented integrative software development and implementation is the need of the hour. The global software market would rise to one trillion dollars

by 2024. AI centric software sector would develop with 30% growth in combined annual growth rate which is phenomenal. 3.9% of the global greenhouse gas emissions are caused by IT industry (Thomas, 2024)

It is concluded that Indian Green oriented software development and management could be the integrative & holistic solutions for future towards 2040. It is concluded that green coding practices would enable Indian software industry to achieve sustainable integrated development towards 2030 (Thomas, 2024)

It is concluded that green services could be provided across Indian eco-friendly locations as it can also spread awareness of global green software approaches for the entire global industry (Suenaga) and its functioning. These all-inclusive green software development, management and implementation in Indian industry could lead to benchmarking of global standards to achieve competitive & performance excellence towards 2030.

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