## **Contents**

Diego Matricano, Laura Castaldi, William E. Jackson III, Lou Marino Introduction —— 1

Maria Cristina Pietronudo, Mario Sorrentino

Lessons from Frugal and Reverse Innovation for Catching Sustainable
Entrepreneurial Opportunity — 5

Chiara Palagonia

2 Exploring the Opportunities for Industrial Symbiosis in the Entrepreneurship Process: The Case of Be Green Tannery —— 21

Dhara Shah, Michelle Barker

3 Resilience Under Fire During Crises: Indian Women Entrepreneurs —— 35

Alessia Pisoni

4 Young Entrepreneurship for Good: Evidence from the "Parallelo" Case Study —— 61

Gerardo Luisi, Luca Venturini, Annarita Sorrentino, Marco Ferretti

5 Investing in Success: A Content Analysis-Based Literature Review of Business Angels as Architects of Sustainable Entrepreneurship —— 75

Mario Cristiani, Simona Margareta Mare

6 Entrepreneurship in Italy: A Focus on Family-Owned MSMEs —— 93

Claudia Zagaria, Martina Prisco, Rosalinda Santonastaso

7 CSR Reporting and Impression Management: Evidence from Small, Medium-Sized, and Large Enterprises —— 115

Alessandro Augurio, Francesca Rivetti, Valentina Iscaro

8 Green Entrepreneurship and High Technological Value Companies in Energy-Related Fields: The Case of the Italian Context —— 131

Rossana Piccolo

9 Sustainability and Green Marketing —— 141

About the Editors —— 161

Index —— 163