

## Greentech innovation and diffusion: a financial economics and firm-level perspective

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### Abstrak

[Researchers are increasingly trying to improve our understanding of how environmental innovation can be generated and spread across markets. Most previous studies, however, have focused on technology and not on the actual instrument of change : the greentech firm. Philipp Hoff, author of the present study, attempts to correct this imbalance by providing insights into the emerging German greentech industry. He develops and tests an integrated, interdisciplinary theoretical framework for assessing the relationships between innovation, growth and financing from a firm-level perspective, overcoming objections put forth by contemporary business research in the fields referred to., Researchers are increasingly trying to improve our understanding of how environmental innovation can be generated and spread across markets. Most previous studies, however, have focused on technology and not on the actual instrument of change : the greentech firm. Philipp Hoff, author of the present study, attempts to correct this imbalance by providing insights into the emerging German greentech industry. He develops and tests an integrated, interdisciplinary theoretical framework for assessing the relationships between innovation, growth and financing from a firm-level perspective, overcoming objections put forth by contemporary business research in the fields referred to.]