

**Results:** This paper will help to understand more about online branding, a strong presence on internet platforms is very much necessity in this modern era of business.

Key words: internet branding, online branding, E-WOM, brand image, online communities, online advertisement.

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### THE GREEN ECONOMY AND DIGITAL ECONOMY: AN OPPORTUNITY OR A CHALLENGE?

The concept of sustainable development, as stated by the Brundtland report as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs," was formally adopted at the United Nations (UN) conference on the environment and development held in Rio de Janeiro in 1992 [1]. The term green economy was first used twenty years later, at Rio+20 [2].

International organisations such as the United Nations Environment Programme and The World Bank (2012) see this popular concept as a means to achieve long-term sustainability [3]. Furthermore, the green economy has been extensively used to address the financial and climate change crises [3] and it is a critical component in achieving the Paris meeting's climate mitigation goals. The concept of a green economy has been discussed in academia for much longer than its implementation in policy. Pearce et al. first proposed the green economy in 1989 as a response to the current pricing structure's undervaluation of environmental and social costs [4]. The concept has since been developed. A green economy, according to UNEP (2011a) [3], is one that "significantly reduces environmental risks and ecological scarcity while improving well-being and social equity."

Over the last ten years, policymakers have become increasingly interested in the concept of a green economy. However, the term "green economy" covers a broad range of concepts, and its links to sustainability are not always obvious. Furthermore, the term "green economy" is a new concept, similar to "digitalization" or "the digital economy."

The rise and expansion of the digital economy are inextricably linked to the globalisation of Information and Communication Technology usage. The rapid expansion of business or trade transactions that use the internet as a medium for communication, collaboration, and cooperation between companies or individuals represents future development and economic growth. The concept of the digital economy was first proposed by Tapscott in 1997.

This thesis will focus on definitions of the green economy and related concepts, as well as an evaluation of these concepts in terms of both strong and weak sustainability. The paper serves three purposes: To comprehend the connection between a green economy and a digital economy, we must first identify and describe the various theories, concepts, approaches, and tools that are associated with them. Second, we develop a framework that demonstrates how ideas, strategies, and methods from the green and digital economies can aid in the transition to sustainability. Such a framework can be used as a heuristic to incorporate various ideas and strategies into a framework for the green economy with the help of digitalization. Third, we discuss briefly the concepts of the green economy, their effects on development and sustainability, and how digitalization has influenced economic growth.

The overarching goal of this study is to assist nations in determining the best course of action for implementing the digital economy and evaluating its effects on long-term economic growth. The convergence of the green and digital economies ushers in new paradigms and creates opportunities for long-term growth and economic recovery in the aftermath of recent crises. This essay will look into whether the convergence of the digital and green economies poses risks or opportunities for country.

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