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EMPIRICAL STUDY ON THE IMPACTS OF BUSINESS MODEL INNOVATION ON THE ECOLOGICAL ENVIRONMENT OF FAMILY FARMS

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Abstract

This study investigates the impact of business model innovation on the ecological environment of family farms in Shandong Province, China. Drawing on a survey of 191 family farms, we examine the effects of efficient and novel business model innovations on the ecological environment using regression analysis. The results show that both types of business model innovation have a significant positive impact on the ecological environment of family farms. We also find that farm age has a negative impact on the ecological environment, while education, farm scale, and type of operation have no significant effect. The findings highlight the importance of business model innovation for promoting sustainable agricultural practices and rural development. The study contributes to the literature on business model innovation and ecological sustainability in the context of family farms and provides important implications for policymakers and practitioners.

Key words: business model innovation, ecological environment, family farm

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