

How can a company promote solar PV technology?

A company's ability to devise and deliver value offerings that match customers' needs is vital in encouraging the adoption of solar PV technology. The extent to which a company can address market needs and deliver value often depends on the business model it has adopted.

Can sales and installation companies enhance solar photovoltaic adoption?

This qualitative study based on twenty semi-structured interviews contributes to the existing knowledge by exploring how sales and installation companies can enhance solar photovoltaic adoption by transforming customer interactions and engagement practices, which is a key element of a company's business model.

What is the solar photovoltaics supply chain review?

The Solar Photovoltaics Supply Chain Review explores the global solar photovoltaics (PV) supply chain and opportunities for developing U.S. manufacturing capacity.

How do solar photovoltaic companies influence consumer adoption?

Solar Photovoltaic (PV) companies, directly involved in interaction with consumers, dissemination and sales, become an important actor in this regard. Companies' ability to devise and deliver value offerings that match customer needs can play a vital role in encouraging adoption.

Why do PV Enterprises need R&D subsidies?

Since the environmental externalities and knowledge spillover cannot be fully compensated by the market price, innovation in PV enterprises may encounter "double externality problem" [8,9]. Thus, R&D subsidies are critical for PV enterprises' innovation.

Why do solar PV companies need digital and social media platforms?

The high cost of conventional mass media and challenges in directly reaching customers highlight the need to transition to a medium that offers a wider reach at an affordable cost. Digital and social media platforms offer an excellent opportunity for solar PV companies to increase their market reach without excessive financial burden.

As discussed, for wind and solar energy, only two industries are related with wind and PV energy enterprises, namely p 1tl ? p 2tl. However, three industries are engaged in the ...

The motive to pursue profit is the core power of independent innovation. As the production cost of PV has decreased, the operating profit of PV enterprises has increased. ...

The use of solar energy to achieve photovoltaic (PV) power generation originated in the 1970's in the 20 th century, and now PV power generation systems have been installed ...

Solar energy has recently become the subject of heated policy debate across the United States, particularly at the state level. ... The Potential for Grid Defection of Small and Medium Sized Enterprises Using Solar Photovoltaic, Battery and ...

Also, Yang and Liu (2020), to investigate leasing financing in China's photovoltaic industry, conducted a case study on the cash flows of photovoltaic projects using leasing and ...

The Solar Photovoltaics Supply Chain Review explores the global solar photovoltaics (PV) supply chain and opportunities for developing U.S. manufacturing capacity. The assessment concludes that, with significant ...

Solar photovoltaic panels are green products that can alleviate the threat of global warming, but the rate of adoption remains low. This research explores the social influence on ...

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market support for photovoltaic enterprises. Different from traditional industries and high-tech industries, photovoltaic enterprises are typical capital-intensive enterprises. On the one hand, ...

Energy for Sustainable Development 14 (2010) 223-231 Contents lists available at ScienceDirect Energy for Sustainable Development Impacts of public solar PV electrification on rural micro-enterprises: The case of Ghana G.Y. Obeng a,?, ...

2. Hypothesis formulation. According to financing efficiency, financing behavior is divided into two stages: the fund-raising stage and the fund allocation stage (Li and Wu ...

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