biocides, development, Institute of Business Administration, market share, Active Ingredient, discounted payback period, cash flows, biocide, economic feasibility, Journal of Business Chemistry, preservatives, market, cash flow, Europe, Jouko Karjalainen, non-chemical, net cash flow, Eastern Europe, discount rate, EU regulations, antimicrobial agent, Active Ingredients, applications, Introduction Biocides, skin care products, BPO, economic feasibility analysis, Helsinki University of Technology, calculations, estimated market, testing methods, New York, demand estimates, demand forecast, interviewee, net present value, the interviews, increase

Practitioner Section