

## **SUSTAINABLE GROWTH AND COUNTRY GREEN BRAND: VISUALIZATION AND ANALYSIS OF MAPPING KNOWLEDGE**

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### **ABSTRACT**

*The current paper deals with the bibliometric analysis of the scientific studies indexed by the Web of Science database on linking sustainable growth and green brand. In the conditions of high competition and increasing issues on sustainable development, the countries should formulate and promote their green brands on the international market. However, a review of online requests indicated the absence of unique definitions to express an environmentally-friendly policy of brands. Internet users could indicate different adjectives as follow as green, eco, environmental, ecological, or sustainable. The primary purpose of this research is to analyze the dynamic of the leading scientific background and visualize the clusters on the investigations of sustainable growth and green brand. In the frame of this paper, the authors analyzed 108 studies selected on the base of the limitations as follows as: published from 2000 to 2019, the keywords of documents – sustainable or sustainability with green, eco, environmental, ecological, or sustainable brand. To achieve the goals of this study, the authors used the Google Trends, Web of Science, and VOSviewer tools. Google Trend tool allowed indicating the most popular definition to promote environmentally-friendly brands. Given that, the finding proved that the definition of «green brand» is the most popular used to promote environmentally-friendly countries' brands. The Web of Science scientific tool enabled analyzing the articles on the base of the quantity, authors, research areas, number of citations, journals, etc. Furthermore, the authors found the increasing interest in investigations on linking between sustainable growth and green brand. In turn, VOSviewer allowed visualizing five main scientific clusters. The first cluster focused on studies in sustainability, the second – green performance, the third – consumption and consumer satisfaction, the fourth – products and green branding, the fifth – corporate social responsibility and sustainable brands. The current bibliometric analysis indicated that the investigation of green brands tightly linked with sustainable growth. The obtained results provided the background for future researchers on promoting green brand of country.*

**Keywords:** *bibliometric analysis, green branding, green promotion, sustainability, environmentally-friendly*

### **1. INTRODUCTION**

In the conditions of high global competition, the countries strive to create a unique national brand to promote themselves on the international market. The country's image influence on its