

III International Science Conference SER 2020

September 17th – 19th, 2020
Igalo (Herceg Novi), Montenegro

"NEW TRENDS AND BEST PRACTICES IN SOCIOECONOMIC RESEARCH"



Conference program

Organized by:

Economic Laboratory for Transition Research,
Podgorica, Montenegro

Adriatic University Bar,
Faculty for Mediterranean Business Studies Tivat,
Montenegro

Center for Sociological Research
Szczecin, Poland

University "Mediterranean, Podgorica
Montenegro



Publisher: *Economic Laboratory for Transition Research*, Podgorica, Montenegro; *Center for Sociological Research Szczecin*, Poland; *Adriatic University Bar, Faculty of Mediterranean Business studies Tivat*, Montenegro; and *University Mediterranean, Podgorica*, Montenegro

Editors: Professor *Veselin DRASKOVIC*, Montenegro, and Professor *Yurij BILAN*, Poland

Scientific Committee: Academician Prof. *Veselin DRASKOVIC*, the Chair, University of Montenegro, Maritime Faculty Kotor, Montenegro; Prof. *Yurij BILAN*, the Co-Chair, Rzeszów University of Technology, Faculty of Management, Poland; Prof. *Radislav JOVOVIC*, Rector of the University of Mediterranean Podgorica, Montenegro; Academician Prof. *Bagrat YERZNKYAN*, Laboratory of the Economic Reform Strategy, Central Economics and Mathematics Institute, Russian Academy of Sciences, Moscow, Russian Federation; Laszlo VASA, Associate Professor, Széchenyi István University, Győr, Hungary

Program Committee: Prof. *Yurij BILAN*, the Chair, Rzeszów; University of Technology, Faculty of Management, Poland; Academician Prof. *Veselin DRASKOVIC*, the Co-Chair, University of Montenegro, Maritime Faculty Kotor, Montenegro; Assit. Prof. *Pero NIKCEVIC*, Metiterranean University, Montenegro

Board of Editors: Prof. *Dalia STREIMIKIENE*, the Chair (Editor in Chief of the *Transformations in Business & Economics – WoS - SSCI*); Prof. *Veselin DRASKOVIC* – Co-Chair (Editor in Chief of the *Montenegrin Journal of Economics - WoS - ESCI, SCOPUS; Socio-Economic Essays*); Prof. *Yurij BILAN*, the Co-Chair (Editor in Chief of the *Journal Economics and Sociology - WoS - ESCI, SCOPUS*; and *Journal of International Studies, SCOPUS*); Prof. *Vyacheslav V. VOLCHIK* (Editor in Chief of the *Terra Economicus - WoS - ESCI, SCOPUS*); Prof. *Radislav JOVOVIC* (Editor in Chief of the *Economics & Economy*); Assoc. Prof. *Mimo DRASKOVIC* (Editor in Chief of the *Media Dialogues*); Prof. *Bagrat YERZNKYAN* (Editor in Chief of the *Theory and Practice of Institutional Reforms in Russia*); Assist. Prof. *Milica DELIBASIC* (Editor in Chief of the *Montenegrin Journal of Ecology*)

Organizing Committee: Prof. *Stevo NIKIC*, Rector of the University of of Adriatic Bar, Montenegro; Prof. *Dalia STREIMIKIENE*, Lithuanian Energy Institute, Lithuania; Prof. *Drago PUPAVAC*, Polytechnic of Rijeka, Croatia; Prof. *Serhiy KOZMENKO*, University of Customs and Finance, Dnipro, Ukraine; Professor Sanja BAUK, Durban University of Technology, South Africa, *Vesna KARADZIC*, University of Montenegro:

Printing: 150 Copies / **Printed:** “3M Makarije”, Podgorica

CIP - Каталогизација у публикацији
Национална библиотека Црне Горе, Цетиње
ISBN 978-9940-673-18-5

COBISS.CG-ID 35499792

Associate Professor *Olena CHYGRYN*

Sumy State University, Ukraine

Associate Professor *Oleksii LYULYOV*

Sumy State University, Ukraine

Svetlana KOSTORNOVA

Sumy State University, Ukraine

GREEN PRODUCTION AND GREEN COMPETITIVENESS: LINKING BETWEEN CATEGORIES

ABSTRACT

The current trends in modern enterprises development characterize by implementing green production and as a result, increasing the sustainable competitiveness. The goal of the article is to investigate the structural and functional environment of the formation and development the green production and green competitiveness, to provide the strategies for increasing sustainable competitiveness of enterprises. The authors using the methods of bibliometric analysis for determining vectors of perspective development of green production and green competitiveness. The main hypothesis of investigation is studying the increasing tendency on analyzing of green competitiveness strategies by the scientists. In order to formulate the terminological basis of the implementation the green competitiveness strategies, a bibliometric analysis of the spread of the concept of "green production" and "green competitiveness" in scientific articles indexed by the Scopus and Web of Science science base was performed. These authors reviewed more than 3500 papers from Scopus Web of Science base. The period for the analysis was chosen since 1995 till 2019. Used the Scopus Web of Science screening tools showed that in 2005 the numbers of articles which focused on green competitiveness strategies began to increase. On the international level the investigated area represented by the next countries: United States, United Kingdom, China, Taiwan, Australia, India etc. Using the VOS viewer program were identified 14 clusters of the scientific papers which investigated green competitiveness strategies from the different points of views. In the paper justified that in the condition when the scale of green production and purchasing the green goods are constantly increasing the level of environment competitiveness of enterprises will also increase. In that case, in the paper have been determined the main drivers on green competitiveness.

KEYWORDS: green production, green competitiveness, strategy, green customer, promotion.

FUNDING: This research was funded by the grants from the Ministry of Education and Science of Ukraine (№ 0119U101860 and № 0120U102002).

