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For scientists, scientists, students, graduate students, representatives of business and public organizations and higher education institutions and a wide range of readers.

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THE ROLE OF VIRTUAL BUSINESS ENVIRONMENTS IN "GREEN ECONOMY" ENTITIES

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The modern world faces global challenges related to environmental changes, requiring a fundamental reconsideration of economic models. The "green economy," which focuses on sustainable development, environmental conservation, and efficient resource use, is becoming increasingly relevant. In this context, virtual business environments (VBES) play a crucial role in ensuring the transformation of economic activities, reducing environmental impact, and supporting the principles of sustainable development.

Definition and Importance of Virtual Business Environments.

Virtual business environments are digital platforms that enable companies to conduct their activities without physical presence. They include online communication and collaboration platforms, cloud solutions for data storage, supply chain management systems, and other digital tools that help optimize business processes. Using VBEs contributes to reducing energy consumption, resource use, and emissions, which are essential factors for the "green economy."

Benefits of Virtual Business Environments for the "Green Economy" Virtual business environments offer several advantages that support sustainable development:

1. Reducing Greenhouse Gas Emissions**. The absence of a need for physical offices and daily commuting significantly reduces CO₂ emissions. Remote work and online meetings minimize the need for transportation, positively impacting the environmental situation.

2. Optimizing Resource Use. Digital platforms and cloud technologies enable more efficient use of resources, reducing costs for energy, paper, and other materials. For example, process automation and the use of artificial intelligence increase productivity and reduce waste.

3. Improving Market Access. VBEs open opportunities for small and medium-sized businesses to enter international markets without significant financial costs for physical infrastructure. This promotes the development of environmentally friendly products and services.

Challenges of Implementing Virtual Business Environments.

Despite numerous advantages, using virtual business environments presents challenges. First, there are issues of cybersecurity and data protection. Utilizing digital platforms requires implementing effective measures to protect information from cyberattacks and unauthorized access. Additionally, many traditional businesses face difficulties adapting to new digital conditions, requiring staff training and updating technical infrastructure.

Ensuring equal access to digital technologies for all "green economy" entities, especially in remote regions and developing countries, is also crucial.

The Role of Governments and International Organizations.

Governments and international organizations play a vital role in supporting the use of virtual business environments in the "green economy." They must create a favorable regulatory environment and develop incentives for

implementing VBEs. For example, tax benefits for companies using green technologies or grants for developing innovative digital solutions.

International cooperation is also essential for sharing knowledge and technologies, which will promote the faster integration of VBEs into the "green economy."

Virtual business environments have significant potential to support the "green economy." They ensure efficient resource use, reduce emissions, and create new business opportunities. However, to fully realize their potential, challenges related to security, adaptation, and accessibility must be overcome. Governments, international organizations, and business entities must work together to create conditions for developing virtual business environments that promote sustainable economic growth.

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