



## WAYS TO IMPROVE THE COMPETITIVE ENVIRONMENT IN THE COUNTRY'S ECONOMY THROUGH A GREEN ECONOMY

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**Annotation:** *this scientific article will talk about the extent to which competition occupies a place in the development of the economy of today's country through the green economy, its place in the life of society and, including, the competition that is inextricably linked with economic commodity-money turnover, trade, which takes place between states.*

**Keywords:** *competition, dumping price, marketing, economic competition, political competition, regional relations.*

Today, many countries in the market economy plan not only to improve their economic situation through the development of a green economy, but also to strengthen foreign relations (trade, diplomatic relations, etc.) with developed countries. As everyone knows, the green economy plays an important role in commodity and monetary turnover, competition, and socio-political relations. We can express the impact of the green economy on competition as follows: competition occupies an important place in the economy and stimulates innovation, as companies strive to develop new products and services in order to increase market share. Secondly, competition reduces prices and creates more satisfactory conditions for consumers, which expands the choice of buyers. Also, when the green economy is properly implemented, competition contributes to the efficient allocation of resources. Strong competition in the green economy accelerates economic growth and increases the well-being of society. At the same time, the green economy also strengthens global economic relations between countries, which develops international trade and investment trends. One of the main mechanisms of the green

economy is the proper regulation of competition, and its effective functioning contributes to economic stability and growth.

Currently, competition between countries is driven by economic processes such as selling and buying the products they produce, i.e., their gross domestic product, to another country. Competition between states is economic (this means the struggle between economic entities (individuals, companies or states) for products, services or resources. If we look at this competition through the green economy, it is certainly rich in benefits and the first steps to end the crisis through the right innovative projects. It is no exaggeration to say that competition in the green economy is resolved for economic growth, innovation and the benefit of consumers. Economic and political views are mainly a struggle between states and military blocs aimed at increasing power, resources, technologies and defense capabilities. The green economy, of course, directs competition in the right direction in order to prevent these limitations and strengthen strong interaction between states through the effective use of resources in the regions, as well as effective management of markets and technologies. States seek to increase exports and attract investments in order to strengthen their economies and increase the well-being of their people. Political competition, on the other hand, is only a means of strengthening the military blocs and increasing the power of states. However, weak states are left behind in the arms race and are expressed in security strategies. Increasing competitiveness through a green economy allows them to take their place in the world trading system without being affected by these strategic processes.

The main principle of the green economy is that the entire economy of the state is characterized by a policy of openness. This, of course, is to ensure stability in the trade system between countries. The development of effective competition through the green economy ensures economic growth, but at the same time, competition can also lead to certain conflicts. Competition between states indicates the need to maintain balance in international relations. The green economy stimulates activity,

increases innovation, reduces prices and improves product quality. Resources between economic entities are effectively distributed, performing the necessary tasks. The green economy can have both benefits and harms in society, but the green economy ensures the growth of the country's economy.

At the same time, the rapid development of digital technologies in the green economy has created opportunities for the rapid and efficient organization of economic processes. This process lays the foundation for a new era of economic growth in the country. The development of the green economy has once again demonstrated the importance of environmental sustainability, one of the post-pandemic challenges. Many countries have set themselves the goal of linking economic recovery with the development of green technologies and renewable energy sources. This has become an important step not only in ensuring economic stability, but also in solving global environmental problems. Investments in the green economy are recognized as one of the main factors of long-term development. However, a number of problems have also arisen in the process of economic recovery. In particular, the growth of the inflation rate, persistent disruptions in supply chains, and imbalances in the labor market pose a serious threat to economic stability. The gap between demand and supply of labor, the shortage of qualified workers slow down the economic recovery process. During the pandemic, many people have lost their skills or had to adapt to new fields, which creates further complications in the labor market.

### **Conclusion**

Properly regulating competition in a green economy is important for stimulating economic development and innovation. In a green economy, competition ensures that consumers receive quality products and services, while prices remain stable. Green economy competition increases the efficiency of entities and ensures the optimal allocation of resources. In solving problems between states, a green economy means acting in economic, political and technological processes to

strengthen the infrastructure stages. These competitions shape the foreign economic policies of states, stimulate innovations and innovations. In our article, strengthening competition through a green economy is the basis, which not only ensures economic growth, but also shapes relations between states. A sustainable green economy helps to maintain social and economic stability between countries.

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