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THE IMPACT OF LABOR RESOURCES ON GREEN COMPETITIVENESS AND FINANCIAL STABILITY OF ENTERPRISES

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Research on the impact of human resources on green competitiveness and financial stability of enterprises has begun to gain momentum recently. The first thorough research in this area dates back to 2010-2011.

Thus, scientists (Ou, et al., 2011) have developed a system of indicators for the analysis of green competitiveness in the context of the transition to a green economy (Gouvea, et al., 2013).

It is necessary to pay attention to the meaningful study of competitive strategies of green suppliers in the context of the development of green law (Tsai, et al., 2014).

The authors argue the relationship between the effectiveness of strategic personnel management and the level of competitiveness of small and medium-sized businesses (Akpoviro, et al., 2018; Md Yusuf Hossein Khan, 2018; Ziabina, et al., 2021).

It is also necessary to note the scientific works, which study the impact of staff efficiency in the public sector, the results of which showed the need for additional research in this area, because the existing methods are not very effective in the current reality (Balaraman, et al. 2018; Shipko, et al., 2020; Pavlenko, et al., 2021).

The study of the impact of corporate culture on the efficiency of labor resources in various sectors of the economy is relevant today (Oluwole, 2021; Dave, 2019), as well as the impact of corporate governance on their financial and economic performance and level of competitiveness (Tommaso, & Gulinelli, 2019; Gupta, 2021).

The scientific community is still studying the phenomenon of human capital and its potential and role in shaping the competitiveness of both the individual enterprise and the country as a whole, because all invented technologies, methods, know-how, etc. are the results of the human brain (Zeynalli, 2021; Pimonenko et al., 2018). At the same time, labor resources are considered as one of the innovative tools that affects the level of development of the national economy as a whole (Mazur-Wierzbicka, 2019; Antonyuk, et al., 2021).

Studies of domestic and foreign scientists show that the development of the enterprise, including the level of competitiveness and financial stability is more effectively influenced by internal factors (Pimonenko et al. 2017; Dubina et al., 2020; Akhundova et al., 2020; Sotnyk and Us, 2018).

The internal factors influencing the level of competitiveness and financial

stability of the enterprise include labor resources - it is the provision of human resources, skill level, productivity and management methods, and so on.

The results of trend analysis revealed an increase in global interest in such a phenomenon as “green competitiveness”. It is also necessary to note the decline since 2005 in the dynamics of search queries for the key term “labor resources”. The dynamics of search queries for the term “financial stability” is not stable enough, but it is advisable to pay attention to the increase in search queries in the period 2008-2010, which was provoked by the global financial crisis. At the same time there is a direct correlation in the dynamics of search queries.



Figure 1. Dynamics of search queries on the key terms “green competitiveness”, “financial stability” and “labor resources” in Google using Google Trends

The study of the impact of human resources on green competitiveness and financial stability of enterprises took place in several stages. As a result of the analysis of scientific research, it was concluded that the topic is quite relevant but not fully disclosed, because among the scientific community there are still no generally accepted methods for assessing the green competitiveness of enterprises and research in the field of human resources as determinants of green competitiveness and financial stability quite a bit.

The trend analysis revealed a growing interest in the world in such phenomena as “green competitiveness”, “financial stability” and “labor resources”. In general, it is necessary to note the publishing activity on the impact of human resources on green competitiveness and financial stability of the enterprise since 2008. At the same time, the largest share of publications falls on 2020-2021. The results of the study revealed a significant impact of labor resources and methods of their management on the level of green competitiveness and financial stability of enterprises.

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