

Anastasiia Turchenko,
Sumy State University, Sumy, Ukraine
ORCID: <https://orcid.org/0000-0002-0762-1075>,

Victoria Bozhenko
Sumy State University, Sumy, Ukraine
ORCID: <https://orcid.org/0000-0002-9435-0065>

GREEN TECHNOLOGIES AS A MODERN TREND IN THE DEVELOPMENT OF UKRAINE'S INVESTMENT POLICY

This study examines the integration of green technologies into Ukraine's investment environment, highlighting their potential to increase energy efficiency, promote renewable energy, meet climate change commitments, stimulate industrial modernization, create new employment opportunities, foster the development of innovative sectors, and improve the health and quality of life of the population. The study uses a bibliometric approach using VOSviewer and SciVal to analyze a significant number of scientific publications indexed in the Scopus database between 2000 and 2023. The results show the importance of the concept of a green economy as a central framework integrating environmental sustainability, economic growth, and social responsibility. Five thematic clusters were identified, covering sustainable development, economic growth and governance, social impact and ecosystem services, investment and energy policy, and green growth with international cooperation. The results of the study show that green technologies are a driving force for Ukraine's economic recovery and transition to an innovative, sustainable economy. Key sectors for the implementation of a green economy are renewable energy, transport, industry, agriculture, information technology and waste management, all of which contribute to minimizing resource consumption, reducing greenhouse gas emissions and promoting environmentally responsible economic growth. The study highlights the interdisciplinary nature of green technologies and emphasizes their role as a strategic tool for aligning national investment policy with global sustainable development trends. Integrating theoretical findings and empirical bibliometric analysis, this study provides a comprehensive understanding of green technologies as a contemporary trend in investment policy, suggesting directions for future research and practical policy development to support sustainable economic transformation in Ukraine.

Keywords: economic transformations, sustainable development, green technologies, global green economy trends, green innovations.