РАЗДЕЛ 2. ЭКОНОМИКА И ПРЕДПРИНИМАТЕЛЬСТВО

Научная статья

https://doi.org/10.54220/v.rsue.1991-0533.2025.89.1.010
УДК 005.96; 338.2

БИБЛИОМЕТРИЧЕСКИЙ АНАЛИЗ ЗЕЛЕНОГО УПРАВЛЕНИЯ ЧЕЛОВЕЧЕСКИМИ РЕСУРСАМИ

***Джуха В. М.*[1]*, *Шахаб М. Х.*[1], *Орья Н.*[2], *Данишджо З.*[3]**
[1] *Ростовский государственный экономический университет (РИНХ), Ростов-на-Дону, Россия,*
[2] *Лондонская школа экономики и политических наук, Лондон, Великобритания,*
[3] *Индийская школа бизнес-менеджмента и администрирования, Индия*
** dvm58@yandex.ru*

Аннотация. *Введение.* Целью исследования является обоснование актуальности взаимного решения проблемы Green Human Resource Management (GHRM) и задач обеспечения устойчивости развития организации. Основными задачами данного исследования являются: доказательство международных связей, которые можно охарактеризовать следующим образом – успешное внедрение GHRM в экономику в минимальной степени обеспечивает устойчивость развития; обоснование того, что сокращенным доказательством таких связей является рост числа публикаций в регионах, анализ которых проводится в данной статье. *Материал и методы* с учетом статистических и аналитических инструментов библиометрического исследования были отобраны, проанализированы и представлены с использованием инструмента VOS viewer 292 журнальные статьи из базы данных Dimension по теме «Управление зеленым человеческим капиталом и устойчивость организации». *Результаты исследования* показывают, что в последние годы наблюдается высокая тенденция и интерес исследователей к данной теме. Пакистан занимает первое место с учетом 1069 цитирований, однако по количеству опубликованных документов с 31 документом Индия занимает первое место, при этом цифра опубликованных документов Пакистана составляет 18. Среди пятнадцати авторов-первопроходцев больше всего – у Джаббура Шарбеля Хосе Кьяппетты с 767 цитированиями. *Обсуждение и заключение.* Проведенный библиометрический анализ исследований и публикаций по теме «GHRM – устойчивое развитие организации» позволяет сделать вывод о растущем научном интересе к данной проблеме и, следовательно, доказывает ее актуальность.

Ключевые слова: библиометрический анализ, зеленое управление человеческими ресурсами, менеджмент, устойчивость организации.

Для цитирования: Джуха В. М., Шахаб М. Х., Орья Н., Данишджо З. Библиометрический анализ зеленого управления человеческими ресурсами. *Вестник Ростовского государственного экономического университета (РИНХ).* 2025;1(32):106-116. doi: 10.54220/v.rsue.1991-0533.2025.89.1.010.

Research article

JEL M12, M14

BIBLIOMETRIC ANALYSIS OF GREEN HUMAN RESOURCE MANAGEMENT

***Dzhukha V.*[1*]*, Shahab M.*[1]*, Orya N.*[2]*, Danishjo Z.*[3]**
[1] *Rostov State University of Economics, Rostov-on-Don, Russia*
[2] *London School of Economics and Political Science, London, UK,*
[3] *Indian School of Business Management and Administration, India*
** dvm58@yandex.ru*

Abstract. *Introduction.* The purpose of this study is to substantiate the relevance of the mutual solution of the Green Human Resource Management (GHRM) problem and the tasks of ensuring the sustainability of the organization's development. Main tasks of this research are: Firstly, proof of international relationships that can be characterized as follows: the successful implementation of GHRM in the economy to a minimum extent ensures the sustainability of development. Secondly, substantiation of the fact that abbreviated evidence of such relationships is the growth in the number of publications in the regions, the analysis of which is carried out in this article. *Material and methods* considering statistical and analytical tools of bibliometric investigation, 292 journal articles from database Dimension on the topic green human capital management and the sustainability of organization screened, selected, analyzed and presented applying VOS viewer tool. *Research results.* The findings of this research show that there is a high trend and interest among the researchers in the topic in recent years. As Pakistan ranks first place considering 1069 citation, however based on the documents published with 31 documents India ranks first place, this digit for published documents of Pakistan is eighteen. Among the fifteen pioneer authors Jabbour Charbel José Chiappetta with 767 citations are the most pioneer ones. *Discussion and conclusion.* The conducted bibliometric analysis of research and publications on the topic «GHRM – Sustainable Development of Organization» allows us to conclude that there is a growing scientific interest in this problem and, therefore, proves its relevance.

Keywords: mapping review, investigation, green human capital management, management, sustainability.

For citation: Dzhukha V., Shahab M., Orya N., Danishjo Z. Bibliometric analysis of green human resource management. *Vestnik of Rostov State University of Economics (RINH).* 2025;1(32):106-116. doi: 10.54220/v.rsue.1991-0533.2025.89.1.010.

Introduction

To contribute to the business and acquire strategic advantages, organizations and businesses effectively and efficiently manage their employees, which is called human capital management. This strategic advantage is in favor of workers' productivity increase for the purpose of achieving their strategic goals. Accordingly, the human capital management department concentrates on policies and systems to produce positive results from the management of people inside the organizations and firms. Recruiting, promoting, building capacity and reward management of the employees take place in the scope of responsibility of the HR department. Further, the HR department bears the responsibility of organi-

zational policy change, employee's behavioral relations, and legal restrictions reconciliation organizational requirements imposed the collective bargaining consensus.

Sustainability of organization and the maintainable development goals have increasingly emphasized the importance in terms of business value and environmental responsibility in academic studies recently. As a result of its widespread consideration by the organization for their sustainability, GHRM has been accounted as a major factor behind finding value for businesses nowadays. Strategies of the organizations for well management and maintainable development will get ahead when they are in compliance with the practices of it human resource [1].

GHRM is defined as policies, practices and systems which lead to the greening of an organization employee in favor of people, environment, and business [2]. Two major elements, environmentally friendly HR practices and knowledge capital preservation form green human resource [3]. Human resources as a workforce handler and system are the base for any business, whether it is financial or maintainable business [4]. They are the main one planning and executing eco-friendly and eco-conscious policies with the organizations.

Therefore, sustainability has become significantly important in society as people's common responsibility to save the world and industries to increase their competitive advantages. Based on research organizations, environmentally friendly measures are strictly related to their potential to get ahead economically and strategically. To get ahead of sustainability strategy in a company, people play a critical role [5]. Since all the personnel-related decisions are made by the HR department, it has the potential to impact creation of maintainable strategies and policies to contribute to the sustainability of organization. Hence, most of the organizations focus attention on sustainability to increase their ability in competency, hold a positive popularity, and recruit best talents [6].

Considering the aforementioned points, this study is meticulously focusing on bibliometric investigation of GHRM globally. Notwithstanding, during the research the research came across some challenges such as being restricted to only one citation data base «Dimension», and the other databases like Scopus, Web of Science and Google Scholarly were left out. Besides being as a challenge, it could be counted as an opportunity as well, because most of articles published on the topic bibliometric investigation of GHRM the data were extracted from Scopus and Web of Science database. Accordingly, this research is unique focusing on Dimension databases which had not widely been explored.

With this short introduction, this paper introduces objectives and methodology used for this study and the various countries' documentaries contributed to the publication of research papers related to the GHRM.

Relevance of the study

Per the sustainable development goals, depletion of natural resource and climate change is facing the current and future generation with the challenges, some of the industries have already set up policies and strategies to mitigate carbon emissions and conserve the resources. Nevertheless, the human resource management department is still tardy to act [7]. The HR department can play a critical role to reduce the overspend of energy, water, paper, and deduct resource consumption volume by assigning and putting policies into action. Moreover, there is a shortage of investigation regarding how the process work and what habits could be practiced which could yield in a sustainable organization. Hence, this study will provide future researchers with a comprehensive insight concerning the trends and track of research papers on the topic GHRM and sustainability of organization. The conducted bibliometric analysis of research and publications on the topic «GHRM allows us to conclude that there is a growing scientific interest in this problem and, therefore, proves its relevance.

Research results

The purpose of this research work is to substantiate the relevance of the interconnected solution to the GHRM problem and the task of ensuring the sustainability of the organization's development.

Tasks

1. Proof of the existence of a relationship. This relationship can be characterized as follows.

The successful implementation of the GHRM principles largely ensures sustainable development in organizations.

Finding out the top 15 authors' documents had the highest impact on the citation in the field of GHRM and sustainability. This ensures the trend for the GHRM practices considered by the organizations and their contribution to the knowledge.

2. Substantiation that indirect evidence of such a relationship is the growth in the number of publications in the areas considered, the analysis of which is carried out in this article. The evaluation of what countries had the highest contribution to the literature of GHRM proves its importance as a new knowledge.

Activities

Search Dimension database on GHRM and sustainability topics.

Screen the database to find the most relevant ones from the published articles.

Extract the screened data on the mentioned topic.

Analyze the data applying VOS viewer tool.

Compare the data by the countries and documents.

Have a comparison of the authors on GHRM and sustainability.

Report the data analyzed on the topic GHRM and sustainability.

Literature review

There is an increasing number of interests in publication of the articles on the topic GHRM over the years [8]. As the findings of the research show the importance of the relationship between GHRM practices and sustainability of the organizations. The method used for conducting bibliometric investigation by the aforementioned authors is the utilization of database Scopus and Web of Science to find out associated published articles and citation investigation patterns. As a result, the research proved that there are an increasing number of publication interest on the topic GHRM and the sustainability of the organization.

GHRM positively impacts the sustainability of organizations [9]. The contribution of this study is to understand the effect of GHRM strategies on the sustainability of the organization. The result of bibliometric investigation conducted by the abovementioned authors revealed a meaningful correlation among the variable GHRM and the sustainability of the organization. The method applied for this investigation is reaching publications sourced in academic databases indexes of citations.

There is a considerable enthusiasm for academic publication in GHRM in sustainability context considering emerging economies [10]. This study applied academic databases and citation indexes for probing GHRM literature evolution and publication patterns. This research further contributed to promoting the insight in applying GHRM practices in Indian organizations to achieve their sustainability goals. The result revealed that there is a growing number of interests in the publication of the articles on the topic GHRM and sustainability of organizations in this century of growing economies.

Most of the academic literature lay stress on the momentous of GHRM impact on the increasing sustainability [11]. Approaches applied for collecting data in this research are data collection from databases and citation indexes to find out the track of publication in this field. This research delved deeper into the research from the perspective of GHRM and the sustainability of company focusing hospitality industry. This research further highlights what role GHRM plays in the sustainability of the organization, particularly hospitality sectors. As a result, it was discovered that GHRM as a driving force the sustainability of the organization has mostly been emphasized in literature.

Limitation of the research

Despite the findings, the only limitation for this research was meticulous focus on Dimension database, rather than Scopus and Web of Science, however other researchers have focused on these databases. Hence, the author of this article chose to focus on the Dimension to further contribute to the knowledge.

By provision of knowledge concerning the current trend of this field and paving the way for future research and contribution, finding this research added to the novelty.

Scope of the research

This research is meticulously concentrated on the articles published in journals indexed to Dimension base. However, some articles would commonly be indexed on the Web of Science and the Scopus.

Materials and methods

Since the bibliometric analysis provides meticulous data concerning a specific theme it has become very important in recent years [12].

Garfield was the one who attracted attention applying this method [13], he went onto the details and said that by applying different mathematical tools and statistical techniques it examines and scan publications.

As for this research the author has applied flow diagrams of the research strategy developed by Zakaria et al in 2020 [18] to screen the topics, scopes and keywords on the topic which will allow us to find the trend of publications. In addition to that, the author has applied VOS viewer [19] tool to depict and find the trends of publication on the topic author wise and country wise Compared to other traditional frameworks, this is a modern tool which provides the reader with information to probe the past tracks of the topic and pave the way for more research.

Database selection

As the primal stage choosing an appropriate database is crucial for the bibliometric investigation which will lead to supporting research goal achievement. Since there are a bulk of bibliometric investigation utilizing Scopus and Web of Science data base the researcher chose dimension database investigation for this paper to provide investigation from the perspective of a different source.

Research scope

The scope chosen for this bibliometric investigation is GHRM. The author in this paper has specifically focused on the topic of GHRM along with the sustainability and other management concerned topics that were left out. The topics that were only focusing on greening were also omitted, the only themes discussing GHRM included in the research.

Research purpose

Using a science mapping review approach, this article summarizes studies on GHRM and organizational retention.

Objectives

1. This research endeavors to catalog the works of the fifteen authors whose contributions have had the greatest influence on the GHRM and sustainability literature in terms of citations.

2. To determine which countries have contributed the most to GHRM and sustainability literature.

Analysis measurement

For the measurement of analysis VOS viewer software was applied as it evaluates the association between authors, various author collaboration, countries and institutions coordination [14].

The analysis was conducted by choosing Dimension database in which the articles are published from various countries of the world.

Based on the research topic 54 countries had contributed to the research out of which 15 countries with 15 authors were included for the research and data analysis process applying VOS viewer software (table 1).

Table 1 – **Flow diagram of the research strategy** [18]
Таблица 1 – **Блок-схема исследовательской стратегии** [18]

Topic, Scope and Keywords	Topic	GHRM
	Scope and coverage	**Database:** Dimension **Search field:** Article title **Time frame:** All **Language:** English **Source type:** Journal **Document type:** Article
	Keywords and search	«Green human resource management»
Screening	Date extracted	May 16, 2024
	Record identified and screened	N= 292
	Record removed	N= 0
Included	Record included for bibliometric analysis	N= 292

Results

Considering the above-mentioned objectives of the research and the questions designed to be responded for the purpose of gaining appropriate information concerning the topic, the data will be presented. Proof of the existence of a relationship. This relationship can be characterized as follows.

The successful implementation of the GHRM principles largely ensures sustainable development in organizations.

Finding out the top 15 authors' documents had the highest impact on the citation in the field of GHRM and sustainability. This ensures the trend for the GHRM practices considered by the organizations and their contribution to the knowledge.

Per the analysis of VOS viewer from Dimension database, there are 15 pioneer authors with the highest citations contributed to the human resource management and sustainability field.

Jabbour and Charbel with 767 citations ranked the top place, additionally Afridi & Asim, Afsar & Bilal, Hafeez & Shakir, Khan & Imran, Tahir & Muhammad with 485 respective citations are in the second category. Following, Jackson & Susan 453 Renwick & Douglas 449, Muller & Michael 448, Jaaron & Ayham, Masri & Hiba 373, Chaudhary & Richa 364, Amrutha & Greetha 320 and finally Lee & Ki-Hoon with 290 citations is in the last category among these 15 authors.

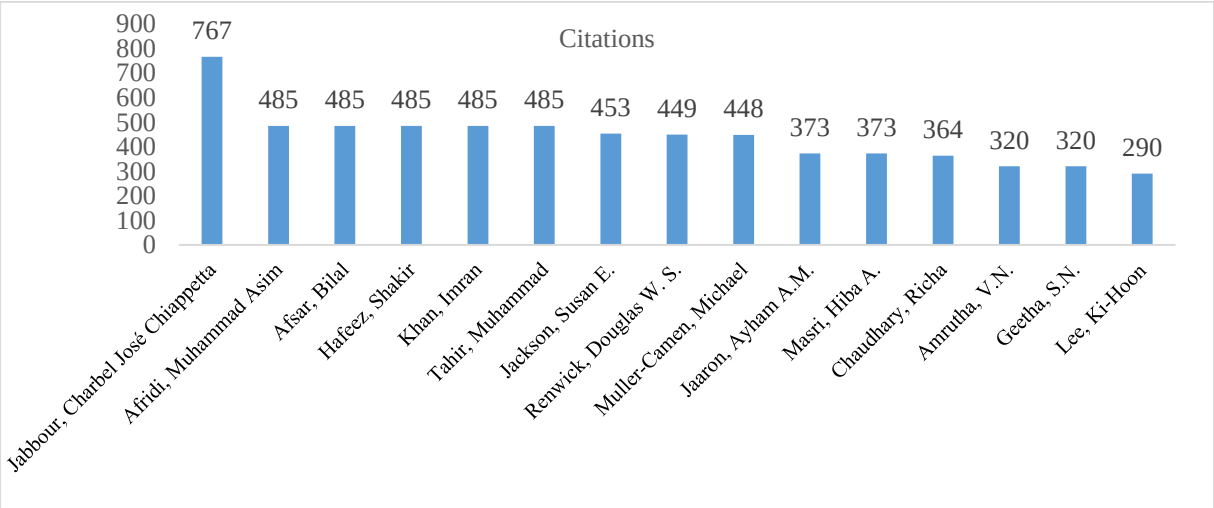


Figure 1 – **Citation versus authors on green human resource management***
Рисунок 1 – **Цитирование против авторов по вопросам зеленого управления человеческими ресурсами и устойчивого развития***
** VOS viewer analyzed data from database Dimension [19].*

Table 2 – **15 top authors with the highest citations***
Таблица 2 – **15 лучших авторов с наибольшим числом цитирований***

ID	Authors/ Авторы	Citations/ Цитаты
1	Jabbour, Charbel José Chiappetta	767
2	Afridi, Muhammad Asim	485
3	Afsar, Bilal	485
4	Hafeez, Shakir	485
5	Khan, Imran	485
6	Tahir, Muhammad	485
7	Jackson, Susan E.	453
8	Renwick, Douglas W. S.	449
9	Muller-Camen, Michael	448
10	Jaaron, Ayham A.M.	373
11	Masri, Hiba A.	373
12	Chaudhary, Richa	364
13	Amrutha, V.N.	320
14	Geetha, S.N.	320
15	Lee, Ki-Hoon	290

** VOS viewer analyzed data from database Dimension [19].*

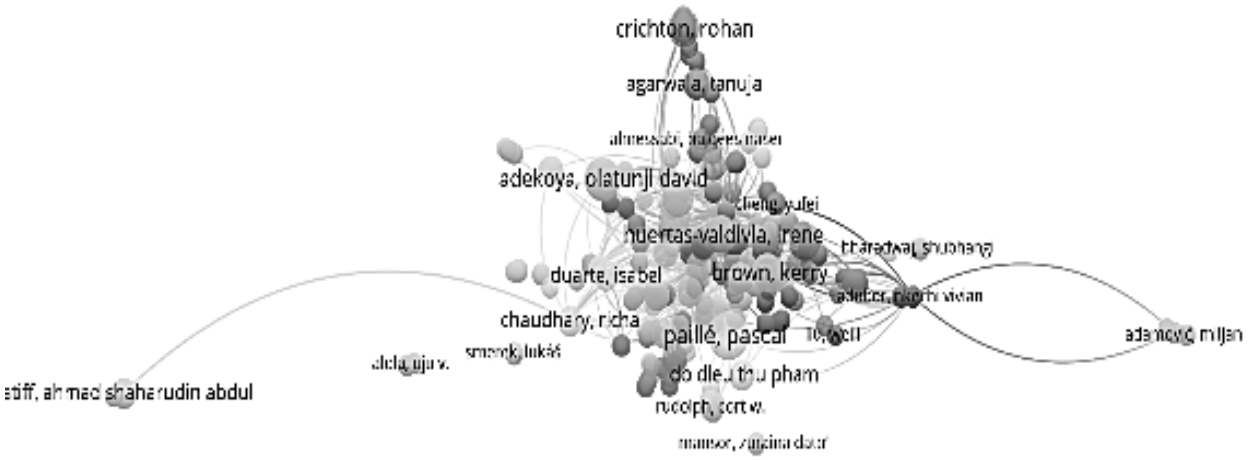


Figure 2 – **Authors collaboration on GHRM and sustainability** [19]
Рисунок 2 – **Сотрудничество авторов по вопросам GHRM и устойчивого развития** [19]

Substantiation of the indirect evidence of such a relationship is the growth in the number of publications in the areas considered, the analysis of which is carried out in this article. The evaluation of what countries had the highest contribution to the literature of GHRM proves its importance as a new knowledge.

Based on the analysis applying VOS viewer it was discovered that 54 countries contributed to research on GHRM and sustainability out of them 14 countries are accounted as topic cited document countries. Considerably, Pakistan with 18 documents and 1069 citations and India with 31 documents and 925 citations ranked the first and second places respectively. The rest as Brazil, China, Italy, United Kingdom, Palestinian Territory, United States, Germany, Malaysia, France, Saudi Arabia, Canada, Kenya, Poland, Russia are ranging from the third to fifteenth in order.

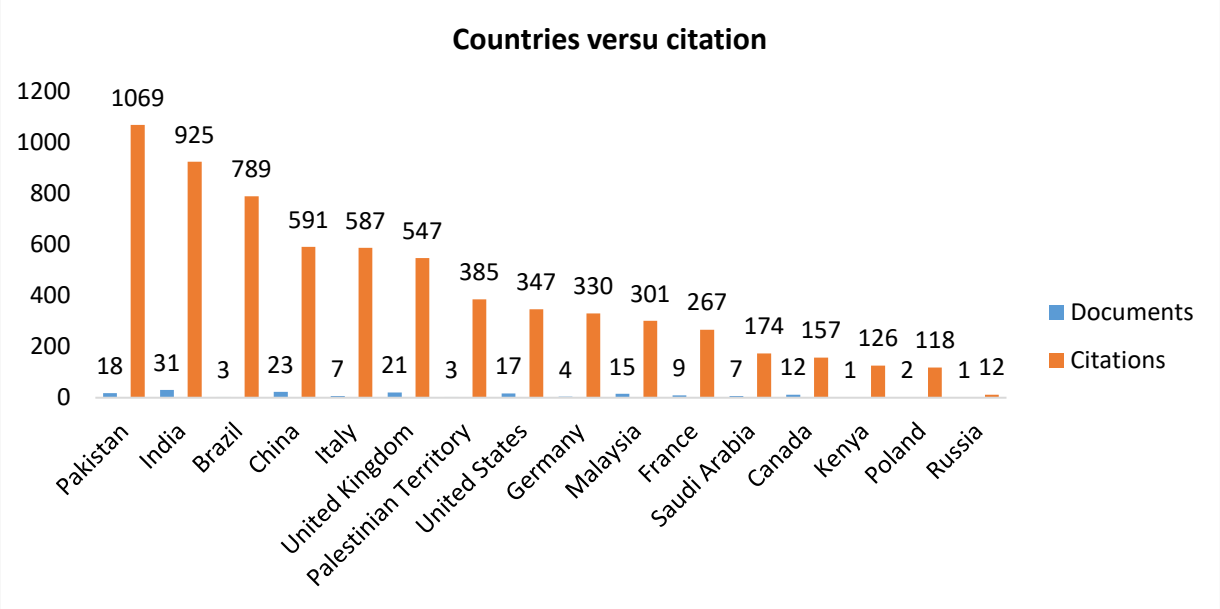


Figure 3 – **Analysis of documents and citation versus country on the topic GHRM and sustainability***
Рисунок 3 – **Анализ документов и цитирования по странам на тему GHRM и устойчивого развития***

***** *VOS viewer analyzed data from database Dimension [19].*

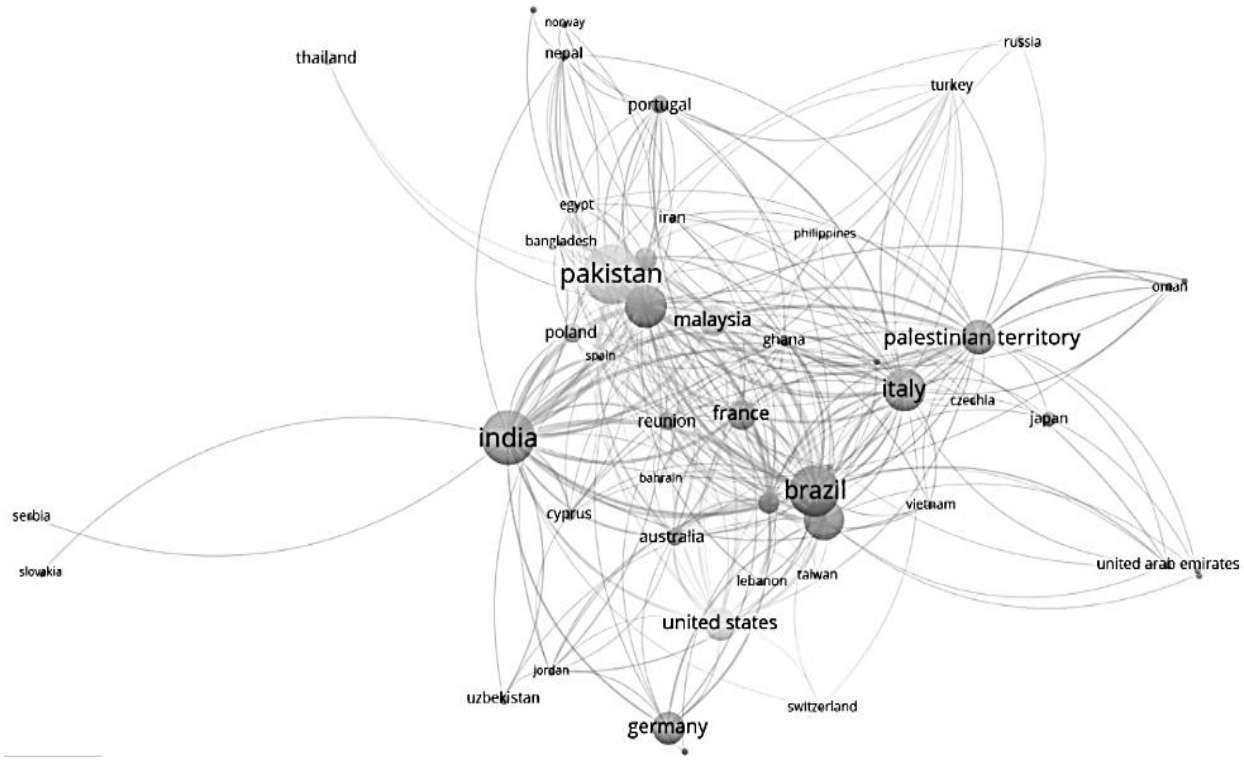


Figure 4 – **Countries Citation on GHRM and sustainability***
Рисунок 4 – **Цитирование стран по GHRM и устойчивому развитию***

***** *VOS viewer analyzed data from database Dimension [19].*

Discussion and conclusion

Jabbour and Charbel ranked the top place, additionally Afridi & Asim, Afsar & Bilal, Hafeez & Shakir, Khan & Imran, Tahir & Muhammad are in the second category. Following, Jackson & Susan, Renwick & Douglas, Muller & Michael, Jaaron & Ayham, Masri & Hiba, Chaudhary & Richa, Amrutha & Greetha and finally Lee & Ki-Hoon is in the last category among these 15 authors.

Regarding the countries highly contributed to the research, it was discovered that 54 countries contributed to research on GHRM and sustainability. Out of them 14 countries are accounted as topic cited document countries. Herewith, Pakistan with 18 documents and 1069 citations and India with 31 documents and 925 citations ranked the first and second places respectively. The rest as Brazil, China, Italy, United Kingdom, Palestinian Territory, United States, Germany, Malaysia, France, Saudi Arabia, Canada, Kenya, Poland, Russia are ranging from the third to fifteenth in order.

The conducted bibliometric analysis of research and publications on the topic «GHRM – Sustainable Development of Organization» allows us to conclude that there is a growing scientific interest in this problem and, therefore, proves its relevance.

Further research, based on this, requires a meaningful analysis of existing points of view on solving the problem and justifying the effectiveness (efficiency) of such a solution.

Research novelty

Provision of the track of research on GHRM which is a new emerging topic which leads to giving a comprehensive insight to practitioners and researchers.

The results of the research reveal that there is a plethora enthusiasm and interest in GHRM topic which can draw policymakers' attention for further implementation of GHRM within the organization to enhance their sustainability.

The research provided knowledge concerning the current trend of this field knowledge which paves the way for future research and contribution.

Recommendations for future researchers

Use different databases and sources, such as scholarly to collect data from overarching articles published in the indexed journals concerning GHRM and sustainability of the organization.

Apply various techniques and tools to figure out major trends and gaps in literature currently exist.

At the same time conduct research on all database sources on the topic to achieve a comprehensive result.

Collaboration with the practitioners of human resource management and sustainability may play a critical role on authentic outcomes of the research.

Structured research questions, comprehensive objectives, and specific, measurable, achievable, relevant activities critically helped me in on time research deliveries.

Conclusion

GHRM topic for research purposes has enormously grown in the recent years and highly impacted the literature. In a nutshell, this topic has recently been known and now has found plethora interest in both academic and industry sectors. Despite the widespread and globalization of the topic there is a need for further study of GHRM and sustainability in disparate sectors and various countries of the, considering its importance for the maintainable goals and environmentally friendly approaches.

Additionally, this research ended up in the novelty as provision of the track of researches on GHRM and sustainability which is a new emerging topic which leads in giving a comprehensive insight to practitioner and researchers, the results of the research reveals that there is a plethora enthusiasm and interest on GHRM and sustainability topic which can draw policymakers' attention for further implementation of GHRM within the organization to enhance their sustainability, the research provided knowledge concerning the current trend of this field

knowledge which paves the way for the future research and contribution.

Yet, like all other research, this one has also not been exempted from limitations. First and foremost, this research solely focuses on the aforementioned topic from the Dimension database. Further, this research has been conducted on a particular topic. Herewith, authors and researchers can conduct research on the topic applying other databases such as Scopus, Web of Science and Google scholar which lead to adding further knowledge to the field.

The conducted bibliometric analysis of research and publications on the topic «GHRM – Sustainable Development of Organization» allows us to conclude that there is a growing scientific interest in this problem and, therefore, proves its relevance.

Further research, based on this, requires a meaningful analysis of existing points of view on solving the problem and justifying the effectiveness (efficiency) of such a solution.

References

1. The affects of human resource management practices on productivity: A case study of steel finishing lines / C. Ichniowski, K. Shaw, G. Prennushi // Journal of American Economic Review. – 1997. – P. 291-293.

2. *Opatha, H., Arulrajah, A.* Green human resource management: Simplified general reflections // Journal of Internal Business Research. – 2014. – P. 101-112.

3. *Mandip, G.* Green HRM: People management commitment to environmental sustainability // Research Journal of Recent Sciences. – 2012. – P. 244-252.

4. *Collins, C., Clark, K.* Strategic human resource practices, top management team social networks, and firm performance: Role of human resource in creating the organizational competitive advantage // Academy of Management Journal. – 2003. – Vol. 46, № 6. – P. 740-751, 2003.

5. CSR initiative characteristics and employee engagement: An impact-based perspective / A. Opoku-Dakwa, C. Chen, D. Rupp // Journal of Organizational Behavior. – 2018. – Vol. 39, № 5. – P. 580-593.

6. *Faisal, S., Naushad, M.* An overview of green HRM practices among SMEs in Saudi Arabia // Entrepreneurship and Sustainability. – 2020. – Vol. 8, № 2. – P. 1228-1244.

7. *Jabbour, C., Santos, F.* The Centeral role of human resources in search for sustainable organizations // International Journal of Human Resource Management. – 2008. – Vol. 19, № 12. – P. 2133-2154.

8. Green human resource management: A review and research agenda / D. Renwick, T. Redman, S. Maguire // Internal Journal of Management Reviews. – 2013. – Vol. 15, № 1. – P. 1-14.

9. State of the art and future directions for green human resource management: Introduction to the special issue / S. Jackson, D. Renwick, C. Jabbour// German Journal of Human Resource Management. – 2014. – Vol. 28, № 3-4. – P. 167-173.

10. Green human resource management and organizational sustainability: A case study of India / A. Rathi, S. Singh, A. Chauhan // Journal of Sustainable Development. – 2019. – Vol. 12, № 5. – P. 91-103.

11. *Shrivastava, A., Mitra, A.* Green human resource management and organizational performance: A study of hopitality industry // Journal of Sustainable Tourism. – 2017. – Vol. 25, № 6. – P. 835-849.

12. *Van Eck, N., Waltman, L.* Citation-based clustering of publications using CitNetExplorer and VOSviewer // Scientometrics. – 2017. – Vol. 111, № 2. – P. 1053-1070.

13. *Garfield, E.* Citation indexes for science // Science. – 1955. – Vol. 122, № 3159. – P. 108-111.

14. *Hoppen, N., De Souza Vanz, S.* Neurosciences in Brazil: A bibliometric study of main characteristics, collaboration and citations // Scientometrics. – 2016. – Vol. 109, № 1. – P. 121-141.

15. *Daily, B., Huang, S.* Achieving Susutainability through Attention to Huan Resource Factors in Environment Manage-

ment // International Journal of Operations and Production Management. – 2001. – Vol. 21, № 12. – P. 1539-1552.

16. *Jabbour, C., Santos, F.* The Centeral Role of Human Resources in Search for Sustainable Organizations // International Journal of Human Resource Management. – 2008. – Vol. 19, № 12. – P. 2133-2154.

17. *Leibowitz, J.* The Role of HR in Achieving a Sustainability Culture // Journal of Sustainable Development. – 2010. – Vol. 3, № 4. – P. 50.

18. https://www.ijicc.net/images/Vol_14/Iss_1/14136_Zakaria_2020_E_R.pdf.

19. https://www.vosviewer.com/features/highlights.

Об авторах:

Джуха Владимир Михайлович, *доктор экономических наук, профессор кафедры инновационного менеджмента и предпринимательства, декан факультета экономики и финансов Ростовского государственного экономического университета (РИНХ), Ростов-на-Дону, Россия, dvm58@yandex.ru*

Шахаб Мохаммад Хамед, *аспирант Ростовского государственного экономического университета (РИНХ), Ростов-на-Дону, Россия, hamedshahab.ibrahimkhil1993@gmail.com*

Орья Насруллах, *магистрант Лондонской школы экономики и политических наук, Лондон, Великобритания, Nasrullah.orya@gmail.com*

Данишджо Захид, *аспирант Индийской школы бизнес-менеджмента и администрирования, Индия, Zahid.danishjo@gmail.com*

Конфликт интересов: авторы заявляют об отсутствии конфликта интересов.

About the Authors:

Vladimir Dzhukha, *Dr. (Sci.) Econ., Professor of the Department of Innovative Management and Entrepreneurship, Dean of the Faculty of Economics and Finance of Rostov State University of Economics, Rostov-on-Don, Russia, dvm58@yandex.ru*

Shahab Mohammad Hamed, *Postgraduate student of Rostov State University of Economics, Rostov-on-Don, Russia, hamedshahab.ibrahimkhil1993@gmail.com*

Orya Nasrullah, *Master student of London School of Economics and Political Science, London, UK, Nasrullah.orya@gmail.com*

Danishjo Zahid, *Postgraduate student of Indian School of Business Management and Administration, India, Zahid.danishjo@gmail.com*

Conflict of Interest: The authors declare no conflicts of interest.