

**Название публикации:**

Residents' interest to form a "green" territory brand

**Авторы:**

Bondarenko, V.A.a, Dianova, S.N.b, Joom, T.A.b, Dubinina, M.A.b

- a) Head of the Department of Trade and Public Catering, Rostov State University of Economics, Russian Federation
- b) Department of Trade and Public Catering, Krasnodar Branch of REU, G.V. Plekhanov, Krasnodar, Russian Federation

**Наименование журнала:**

European Research Studies Journal

Volume 21, Issue Special Issue 1, 2018, Pages 51-62

**Аннотация:**

The main aim of this article is to examine the residents' interest of a region to form a territorial "green" brand. It refers to the region of Rostov where there is a continuous attempt to develop the territory based on sustainable green initiatives. The article reveals if the residents are aware on the authorities' efforts and how the population supports the initiatives as well as how active the residents are to develop the territory. The results of this research allow to forecast the success of the "green" brand formation with certain correction of the priorities concerning the informational and communication work to explain the significance of the given process to the residents and possibly the improvement of the population's standard of living. © 2018 International Strategic Management Association. All right reserved.

**Ключевые слова:**

"green" brand, Initiatives, Intangible assets, Interest, Research, Residents, Territory