

GREEN TRANSITION AND THE RESTRUCTURING OF ECONOMIC RATIONALITY: THE ROLE OF ENVIRONMENTAL CONTAINMENT

ЗЕЛЕНИЙ ПЕРЕХІД І ТРАНСФОРМАЦІЯ ЕКОНОМІЧНОЇ РАЦІОНАЛЬНОСТІ: РОЛЬ ЕКОЛОГІЧНОГО СТРИМУВАННЯ

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Abstract. *The purpose of the article is to provide theoretical substantiation of environmental containment as a systemic factor in transforming economic rationality amid the structural transformation of the world economy and the strengthening of environmentally conditioned institutional constraints. The green transition is interpreted not merely as a sectoral programme of decarbonisation but as a structural transformation of the institutional environment of economic activity that, particularly in the context of the European Green Deal, the Carbon Border Adjustment Mechanism (CBAM), and the EU Taxonomy on sustainable activities, transforms the very logic of economic rationality and determines the conditions of participation of economic agents in global production and financial networks. The study clarifies the economic content of environmental containment, determines its role in changing the criteria of rational choice, and identifies the mechanisms through which environmental standards, regulatory regimes, and resource constraints influence the behavior of economic agents and the structure of the competitive environment. The article reconsiders the classical understanding of economic rationality, which has traditionally been based on the maximization of benefits and the minimization of costs under given resource and price parameters. It is substantiated that the transformation of the world economy towards climate neutrality, resource efficiency, and technological decarbonisation alters the determinants of economic choice by integrating environmental requirements into the structure of rational calculation. It is shown that environmental parameters are gradually shifting from the category of external constraints into internal determinants of economic behaviour, defining access to markets, financial resources, technologies and institutional support.*

The article distinguishes between environmental restraint as the voluntary integration of environmental criteria into the structure of economic choice and environmental containment as an institutionally conditioned system of constraints defining the boundaries of permissible economic behaviour. It is demonstrated that environmental containment shapes the institutional boundaries of economic activity and serves as a mechanism for selecting development strategies, thereby establishing a system of constraints and incentives that structures the behavior of producers, investors, and states. Under such conditions, economic rationality acquires a preventive character oriented towards long-term conformity with environmental standards and regulatory regimes that determine the conditions of participation in global production and financial networks. The role of green neoprotectionism in consolidating new rules of market access and shaping a normatively conditioned competitive environment is revealed, within which environmental compliance becomes a condition of economic expediency. It is shown that environmental containment intensifies differentiation among economic agents and creates a new configuration of the competitive space in which the capacity to meet environmental requirements determines the possibility of participation in

global economic processes. It is concluded that environmental containment acts as a system-forming factor in the transformation of economic rationality, shaping a new logic of economic behaviour in which environmental compliance becomes integrated into the structure of economic choice, investment and development strategies.

Keywords: *international economics, global economy, green transition, environmental containment, environmental regulation, standardization, economic rationality, institutional environment, green economy, competitiveness, sustainable competitiveness, green competitiveness, green neoprotectionism, sustainable development, EU, CBAM*

Анотація. *Мета статті полягає у теоретичному обґрунтуванні екологічного стримування як системного чинника трансформації економічної раціональності в умовах структурної перебудови світової економіки та посилення екологічно зумовлених інституційних обмежень. Зелений перехід інтерпретується у статті не лише як секторальна програма декарбонізації, а як структурна трансформація інституційного середовища економічної діяльності, що, особливо у контексті Зеленого курсу ЄС, механізму вуглецевого коригування на кордоні (CBAM) та Таксономії ЄС зі сталих видів економічної діяльності, переналаштовує саму логіку економічної раціональності й визначає умови участі економічних агентів у глобальних виробничих і фінансових мережах. Дослідження уточнює економічний зміст екологічного стримування, визначає його роль у зміні критеріїв раціонального вибору та виявляє механізми впливу екологічних стандартів, регуляторних режимів і ресурсних обмежень на поведінку економічних агентів і структуру конкурентного середовища. У статті здійснено переосмислення класичного трактування економічної раціональності, що традиційно ґрунтувалося на максимізації вигод і мінімізації витрат за заданих ресурсних і цінових параметрів. Обґрунтовано, що трансформація світової економіки у бік кліматичної нейтральності, ресурсної ефективності та технологічної декарбонізації змінює структуру факторів економічного вибору, інтегруючи екологічні вимоги у функцію раціонального розрахунку. Показано, що екологічні параметри поступово переходять із категорії зовнішніх обмежень у площину внутрішніх детермінант економічної поведінки, визначаючи доступ до ринків, фінансових ресурсів, технологій і інституційної підтримки. У статті розмежовано екологічне самообмеження як добровільну інтеграцію екологічних критеріїв у структуру економічного вибору та екологічне стримування як інституційно зумовлену систему обмежень, що визначає межі допустимої економічної поведінки. Доведено, що екологічне стримування формує інституційні межі економічної діяльності та виступає механізмом селекції стратегій розвитку, задаючи систему обмежень і стимулів, які структурують поведінку виробників, інвесторів і держав. Раціональність набуває превентивного характеру і орієнтується на довгострокову відповідність екологічним стандартам і регуляторним режимам, що визначають умови участі у глобальних виробничих і фінансових мережах. Розкрито роль зеленого неопротекціонізму у закріпленні нових правил доступу до ринків і формуванні нормативно зумовленого конкурентного середовища, у межах якого екологічна відповідність стає умовою економічної доцільності. Показано, що екологічне стримування посилює диференціацію між економічними агентами і формує нову конфігурацію конкурентного простору, де здатність відповідати екологічним вимогам визначає можливості участі у глобальних економічних процесах. Зроблено висновок, що екологічне стримування виступає системоутворюючим фактором перебудови економічної раціональності та формує нову логіку економічної поведінки, у межах якої екологічна відповідність інтегрується у структуру економічного вибору, інвестицій і стратегій розвитку.*

Ключові слова: *міжнародна економіка, глобальна економіка, зелений перехід, екологічне стримування, екологічне регулювання, стандартизація, економічна раціональність, інституційне середовище, зелена економіка, конкурентоспроможність, стала конкурентоспроможність, зелена конкурентоспроможність, зелений неопротекціонізм, сталий розвиток, ЄС, CBAM*

Introduction. *The green transition increasingly functions not merely as an environmental*

modernization agenda but as a structural mechanism for transforming the criteria, boundaries, and institutional conditions of economic rationality. In the contemporary world economy, environmental parameters are increasingly embedded in the logic of investment decision-making, technological competitiveness, market access, and the distribution of financial resources. The combination of decarbonisation policies, climate standards, carbon pricing mechanisms, and sustainable finance instruments creates a regulatory environment in which environmental compliance becomes a prerequisite for participation in global production and trade systems. Under such conditions, economic rationality is no longer determined exclusively by price signals, production costs, and short-term profitability, since environmental risks, carbon intensity, and regulatory compliance increasingly influence the viability of economic activity itself (*Network for Greening the Financial System, 2024*). The contemporary green transition encompasses processes far broader than technological decarbonisation or the replacement of fossil fuels with renewable energy sources. It reflects a multidimensional transformation of economic systems involving structural industrial change, institutional restructuring, social adaptation, and the reconfiguration of development priorities. The transition increasingly affects labour markets, regional development models, social protection systems, and the distribution of costs and benefits associated with climate policy. Within this framework, the concept of a just green transition emphasizes the need to combine ecological modernization with social inclusiveness, equitable burden-sharing, and institutional mechanisms to reduce asymmetries generated by climate transformation processes (*Berisha et al., 2026*).

Simultaneously, the green transition is associated with the formation of new systems of environmental governance in which sustainability criteria become embedded into mechanisms of market coordination and economic regulation. Contemporary approaches to just green transitions underscore that environmental transformation cannot be understood solely through technological or ecological categories, as it fundamentally alters the institutional logic of economic interaction and the normative principles underlying economic organisation (*Cedergren et al., 2022*). The transition toward climate neutrality, therefore, entails not only changes in production technologies and energy systems but also the restructuring of economic rationality itself, since ecological criteria increasingly determine the conditions under which economic behaviour is recognized as efficient, competitive, and institutionally legitimate.

Within classical and neoclassical economic theory, rational economic behaviour has traditionally been interpreted as the capacity of economic agents to maximize utility, minimize costs, and optimize resource allocation under existing technological and institutional conditions. Environmental factors were predominantly treated as externalities or as supplementary regulatory constraints that did not alter the internal structure of rational choice. However, the expansion of carbon border adjustment mechanisms, sustainable finance taxonomies, climate disclosure requirements and green industrial policies has transformed the institutional environment in which economic decisions are made. Environmental parameters increasingly influence capital costs, market access, investment attractiveness, and technological competitiveness, thereby becoming internal determinants of economic rationality rather than external limitations imposed upon it. The institutionalisation of environmental criteria has generated a regulatory architecture in which compliance with ecological standards conditions participation in global production and financial systems. The European Green Deal, the Carbon Border Adjustment Mechanism (CBAM), ESG-based investment screening, and sustainability reporting standards collectively contribute to the emergence of institutional mechanisms that redefine the hierarchy of competitive advantages and reshape global value chains. Under such conditions, green competitiveness emerges not solely from voluntary ecological modernization but also from adaptation to environmentally conditioned restrictions and incentives embedded within systems of international economic governance.

The relevance of the study is determined by the increasing role of environmental containment in transforming the structure of economic rationality, while its institutional and theoretical foundations remain insufficiently conceptualized within contemporary economic literature. Existing approaches mainly interpret environmental transformation through the categories of regulation, sustainability, or ecological modernization, whereas the mechanisms through which environmental constraints restructure the logic of rational economic behaviour remain underexplored. Environmental containment becomes a systemic factor that alters the boundaries of economic

viability, modifies the structure of incentives and constraints, and transforms the institutional conditions under which economic choice is formed.

The purpose of the article is to provide theoretical substantiation of environmental containment as a factor in transforming economic rationality during the green transition. The study aims to clarify the economic content of environmental containment, identify the institutional mechanisms through which environmentally conditioned constraints and incentives reshape economic behaviour, and determine the relationship between green competitiveness, ecological conditionality, and the restructuring of the contemporary world economy. The methodological basis of the research combines structural-functional analysis, comparative analysis, and theoretical generalization for interpreting the transformation of economic rationality under conditions of ecological and regulatory restructuring.

Literature review. The transformation associated with the green transition has increasingly become one of the central themes within contemporary studies of technological change, institutional restructuring and sustainable development. Existing approaches interpret the green transition not merely as a process of ecological modernization but as a large-scale reconfiguration of techno-economic systems, industrial trajectories and models of economic coordination. Within the literature on deep transitions and techno-economic paradigms, environmental transformation is analyzed as a long-term restructuring process that alters technological trajectories, systems of innovation, institutional configurations and mechanisms of accumulation (*Freeman & Louçã, 2001; Nelson & Winter, 1982; Schot & Kanger, 2018; Lema & Perez, 2024*). Within evolutionary and institutional economic approaches, rationality is increasingly interpreted not as a fixed characteristic of economic behaviour but as a historically and institutionally conditioned form shaped by technological paradigms, systems of coordination and structural constraints. Studies devoted to sustainability transitions and environmental innovation additionally emphasize that ecological transformation progressively affects regional development models, systems of industrial specialization and the institutional conditions of competitiveness formation (*Truffer & Coenen, 2012; Van den Bergh & Growdy, 2000; Clift & Wright, 2000*).

A separate direction of contemporary research concerns the institutional and socio-economic dimensions of the green transition. The literature on just green transitions interprets ecological modernization through the prism of social adaptation, distributive asymmetries and differentiated capacities of countries and economic agents to adapt to climate-related restructuring (*Berisha et al., 2026; Cedergren et al., 2022*). Simultaneously, studies devoted to green finance and climate-related macroeconomic transformation demonstrate that environmental criteria are increasingly becoming embedded into systems of financial regulation, investment allocation and risk assessment, thereby influencing the structure of economic decision-making itself (*Network for Greening the Financial System, 2024*). These tendencies indicate that environmental transformation is increasingly taking on the characteristics of broader institutional restructuring, affecting the logic of market coordination and economic rationality.

Theoretical approaches to technological systems and institutional change additionally demonstrate that economic rationality is formed not exclusively through autonomous market interaction but also through institutional environments, regulatory architectures and socially constructed systems of technological coordination (*Bijker et al., 1987; Law & Hassard, 1999; Rip, 1995*). Within this context, environmental standards, sustainability taxonomies, carbon regulation, and climate-related conditionalities increasingly function as mechanisms shaping the boundaries within which rational economic behaviour becomes possible by redistributing access to markets, finance, and technological opportunities. The transformation of the green transition into a system of institutionalized environmental conditionality, therefore, requires moving beyond interpretations of environmental policy that treat it exclusively as an ecological correction or voluntary sustainability adaptation.

At the same time, contemporary political economy research increasingly emphasizes the unequal distributional effects of structural transformations and the role of institutional asymmetries in reproducing differentiated development trajectories. Analyses of rentier capitalism, structural dependency and global asymmetries demonstrate that institutional restructuring frequently redistributes access to technological rents, financial resources and strategic advantages in uneven

ways across countries and categories of economic agents (*Palma, 2023; Reznikova & Ivashchenko, 2016; Reznikova & Ivashchenko, 2017*). Modern approaches to international economic strategy formation additionally reflect the growing role of environmental risks, standards, and regulatory regimes in shaping the institutional conditions of economic activity and market access (*Panchenko & Reznikova, 2025; Reznikova & Tarasenko, 2024*). Within this context, environmental containment acquires significance not only as a mechanism of ecological regulation but also as a factor restructuring competitive space through systems of environmental conformity, certification, and climate-related conditionality.

Despite the growing body of literature on sustainability transitions, green competitiveness, and climate governance, the transformation of economic rationality under environmentally conditioned institutional restructuring remains insufficiently theorized. Existing studies predominantly focus either on technological modernization, environmental regulation, or sustainable development policy, whereas the mechanisms through which environmental conditionality restructures the institutional logic of rational economic behaviour remain conceptually fragmented. This determines the need to analyze environmental containment as a systemic factor in the transformation of economic rationality within the green transition.

Main results of the research. The transformation of the criteria of rationality manifests itself first and foremost in the behaviour of economic agents operating in an environment of intensified environmental constraints and regulatory requirements. Rational choice is increasingly less reducible to short-term cost minimisation and increasingly tied to the capacity to ensure long-term compliance with standards that determine access to markets, financial resources, and technologies. Under such conditions, economic efficiency is assessed not only through indicators of profitability and productivity but also through resource efficiency, carbon intensity, and environmental conformity of production. Environmental containment, accordingly, forms the institutional boundaries within which choice takes place, since it essentially establishes a system of constraints and incentives that structure the behaviour of producers, investors, and consumers; the integration of environmental criteria into trade regimes, financial standards and technological requirements means that the decisions of economic agents are evaluated according to their conformity with these criteria (*Panchenko & Reznikova, 2025*). As a result, rationality acquires a normatively oriented character: a choice that does not consider environmental requirements ceases to be economically justified in the medium- and long-term perspective.

The formation of the green rational economic agent occurs as an adaptation to a new system of incentives. Such an agent integrates environmental parameters into the structure of costs and revenues, evaluates the risks of losing market access in the event of non-compliance with standards, and considers the opportunities for obtaining green financing and technological advantages. Its behaviour is determined not only by the pursuit of profit but also by the necessity to maintain conformity with the institutional requirements that shape the environment of economic activity. It is precisely in this sense that environmental containment performs a structure-forming function: it does not merely restrict traditional models of production but also sets directions for investment and technological development. An economic agent operating under such conditions formulates strategies considering long-term environmental imperatives, which transforms environmental compliance into a fundamental condition of rational economic choice, and the historical trajectory of the inclusion of environmental standards in international trade and production practices indicates that this is not a localized regulatory shift but the latest stage of a longer process (*Tsybuliak, 2016; Tsybuliak, 2017*).

The institutional consolidation of environmental requirements means that the behaviour of an economic agent is increasingly determined not only by the price of resources but also by the regime of access to economic activity. A situation emerges in which access to markets, public procurement, international financing, and technological partnerships depends on conformity with established environmental criteria. Within such a configuration, economic calculation includes the assessment of regulatory risk, that is, the risk of non-compliance with standards that may change more rapidly than technological cycles of production. In this context, environmental constraints act not only as constraints but also as mechanisms for selecting strategies. It eliminates models of behaviour that rely on high resource intensity and the externalization of environmental costs, and stimulates the search for alternative solutions, in line with the broader logic of environmental innovation and sustainability

transitions identified in regional and global studies (Truffer & Coenen, 2012). A producer who could previously reduce costs through less stringent environmental requirements is now compelled to invest in modernization in order to preserve competitive positions; an investor focused exclusively on financial returns considers the risks of asset value loss in the event of stricter climate policy; a consumer increasingly responds to information about the environmental profile of products, which influences the structure of demand. The very structure of expectations changes consequently: whereas in the classical model the rational agent operated under the assumption of stable rules of the game, today the agent is compelled to forecast the trajectories of environmental standard tightening. Under such conditions, rationality becomes preventive, and consequently, the agent invests in compliance with requirements not only when they have already entered into force but also when their introduction is anticipated. In effect, such behaviour means the internalization of future constraints into the current economic calculation.

The theorization outlined here allows us to speak of the formation of a new type of economic subjectivity. The green rational economic agent operates in environments where environmental compliance is a component of competitive strategy. Its decisions are aimed at minimizing not only production costs but also regulatory risks associated with decarbonisation, the changing of standards, or the introduction of carbon border adjustments, which demonstrates that environmental containment transforms rationality from purely economic into normatively economic, where the boundaries of admissible choice are determined not only by the market but also by institutionally consolidated environmental imperatives. On this basis, environmental containment can be interpreted as an instrument for the formation of a new field of rationality. It does not eliminate freedom of choice but reconfigures it, setting development priorities, investment structure, and directions of technological evolution.

Environmental changes not only alter the motivation of an individual economic agent but also the architecture of the competitive space. The conditions of competition are increasingly determined not exclusively by price parameters but by the capacity to comply with environmental standards and demonstrate low resource intensity. Competitiveness, accordingly, acquires an additional dimension associated with environmental conformity. A producer that does not integrate environmental criteria into its strategy gradually loses market share, even when traditional cost or production-scale advantages are maintained. In such an environment, the differentiation between economic agents intensifies. Some adapt to the new requirements and develop green competitiveness, defined as the capacity to combine economic efficiency with environmental conformity; others maintain relatively *sustainable competitiveness* within traditional sectors but face the risk of gradual marginalization in segments where environmental standards become decisive. This unevenness of adaptation, which is itself a consequence of the asymmetric institutional capacities of different categories of agents, constitutes one of the central distributional dimensions of the contemporary green transition (Panchenko, Ptashchenko, Reznikova & Karp, 2025).

A particular role in this process is played by green neoprotectionism. Through standards, certification requirements, supply-chain transparency requirements, carbon border adjustments, and support for environmentally oriented sectors, states formulate new rules for market access. Formally, these measures are justified by the goals of sustainable development; however, they effectively influence the distribution of competitive advantages. In such an institutional environment, the rational economic agent is compelled to reconsider its behavioural model, since non-conformity with environmental requirements entails the loss of part of the market space. As a result, environmental containment takes on a compelling character: it leaves the economic agent with no neutral position regarding environmental standards. Even if a strategy is oriented exclusively towards short-term gain, the institutional environment adjusts it through a system of permits, sanctions, and incentives. This means that green rationality is formed not only as a voluntary choice but also as an adaptive necessity, and it is precisely in this that the structural role of environmental containment in shaping a new type of economic behaviour consists.

The distinction between sustainable and green competitiveness enables a deeper understanding of the transformation of economic choice rationality under conditions of environmental containment. Sustainable competitiveness is associated with the capacity of an economic agent to ensure long-term operational stability, maintain productivity, and adapt to changes in the market environment; it may

be based on production diversification, financial stability, institutional quality, and risk management. Such resilience, however, does not always entail a reduction in the environmental intensity of production or conformity with environmental standards being formed in the global economic environment. Green competitiveness is shaped by a different logic: it is determined by an economic agent's capacity to integrate environmental criteria into the structure of costs, investments, and technological solutions. It is based on the use of resource-efficient technologies, the reduction of carbon intensity, and compliance with transparency and environmental reporting standards (*Chala & Orlovska, 2021*). Such competitiveness ensures access to market segments where environmental conformity becomes a condition of participation; it may, however, be accompanied by increased costs and the need for substantial investments. Therefore, green competitiveness does not always coincide with sustainable competitiveness and at times even comes into short-term contradiction with it.

Environmental containment acts as a mechanism that gradually brings these two dimensions closer together. Through a system of standards, financing requirements, regulatory regimes, and instruments of green neoprotectionism (*Panchenko & Reznikova, 2025*), it stimulates economic agents to integrate environmental parameters into their development strategies. This process unfolds unevenly: some agents build green competitiveness as a source of long-term advantage, while others are compelled to adapt to new requirements without sufficient resources or technological capacity. It is precisely this unevenness that creates a new line of differentiation in the global economy, as under such conditions the rationality of green choice emerges as a response to institutional pressure. Green neoprotectionism, manifested through standards, certification, environmental taxes, subsidies, and controls on market access, creates an environment in which environmental compliance becomes a condition of economic survival. The economic agent changes its self-perception of its own rationality: decisions that were previously considered optimal in terms of costs and profit are now evaluated through the prism of their environmental compatibility with the new rules of the game. Such transformation has a compelling character, since refusal to integrate environmental criteria means the loss of access to resources, financing, and markets.

A new model of economic behaviour thus emerges, in which the green rational economic agent arises from the combination of market incentives and institutional pressure. Environmental containment sets the framework of choice; green neoprotectionism consolidates it in regulatory practice; competition transforms it into a norm of economic rationality. It is precisely in this combination that a new configuration of economic behaviour emerges, defining the trajectories of agent development in the contemporary world economy. The transformation of individual rationality is gradually scaled up to the level of economic systems. If green rational economic agents integrate environmental parameters into their decision-making, then the aggregate of such agents forms a new structure of demand, investment, and technological priorities. Markets begin to respond not only to price signals but also to the degree of environmental conformity of products, the transparency of supply chains, and the level of resource efficiency, where the unequal allocation of environmental costs and benefits along the supply chain generates differentiated incentives at successive stages of production (*Clift & Wright, 2000*). Therefore, environmental parameters move from the periphery of economic analysis to the center of market conjuncture formation. This process is accompanied by changes in the criteria for assessing efficiency: while previously the logic of short-term profitability dominated, today the capacity of an economic agent to maintain long-term conformity with environmental requirements is acquiring increasing significance. Environmental risks are beginning to be considered as financial, and environmental compliance is treated as a condition of income stability (*Panchenko, Ptashchenko, Reznikova & Karp, 2025*). The cost of capital, access to insurance, lending conditions, and the possibility of participation in international projects increasingly depend on the environmental profile of activity, and in this respect, the contemporary phase of the world economy continues a longer trajectory in which structural constraints progressively reshape the criteria of rational behaviour (*Reznikova et al., 2022*).

In such a configuration, environmental containment becomes the institutional foundation for the formation of a new macro-level economic rationality. States and corporations begin to compete not only for resources and sales markets but also for the capacity to formulate environmental compliance standards and rules. The one who sets the standards effectively determines the parameters of rational choice for other participants in the economic system, and environmental containment is

thus transformed into an instrument of structural influence that shapes the behaviour of economic agents even beyond the jurisdictions in which such standards have been introduced (*Ptashchenko & Arkhypova, 2020*). The green rational economic agent, as a result, ceases to be merely an adaptive response to external requirements and becomes a basic unit of a new economic logic. Its behaviour determines the directions of technological evolution, the structure of investments, and the configuration of global production networks, and it is precisely through the change in the rationality of agents that the gradual restructuring of the world economy occurs towards a model in which environmental imperatives are integrated into the fundamental principles of economic activity.

Conclusions. The green transition has emerged as a domain in which the institutional architecture of the world economy is being transformed alongside its technological foundations, and this article examines one of the consequences of that transformation: the restructuring of economic rationality under conditions of environmentally conditioned development. The analysis has demonstrated that the changes associated with the green transition extend substantially beyond ecological modernization or technological decarbonisation and increasingly affect the institutional criteria according to which economic activity is recognized as viable, competitive, and efficient. Within this context, environmental factors cease to function exclusively as external constraints upon economic calculation and progressively become embedded in the structure of rational economic behaviour itself. The transformation of the global economy toward climate neutrality, therefore, alters not only production technologies and resource-allocation systems but also the institutional logic through which economic choices are formed.

The conceptual distinction between environmental restraint and environmental containment enables a more precise interpretation of this transformation. Environmental restraint denotes the voluntary incorporation of ecological criteria into the logic of economic choice, whereas environmental containment characterizes the institutional restructuring of economic space in which access to markets, finance, technologies, and global production networks becomes conditional upon environmental conformity. Restraint, therefore, operates primarily at the level of behavioural adaptation, while containment functions at the structural and institutional level. Their analytical conflation obscures the mechanisms through which the green transition reshapes economic rationality. The transformation occurring under contemporary climate governance cannot be reduced solely to changes in preferences, ethical priorities, or voluntary ecological adaptation. Instead, it increasingly reflects the emergence of institutional architectures that redefine the boundaries within which rational economic behaviour can operate. Environmental containment restructures the configuration of competitive space itself by linking participation in economic systems to conformity with sustainability standards, carbon regulation, certification regimes, and climate-related financial conditionalities. Under such conditions, environmentally conditioned rationality progressively becomes embedded in the institutional architecture of contemporary economic systems, while the criteria of competitiveness and investment efficiency are increasingly determined not only by productivity and technological scale but also by carbon intensity, environmental compliance, and adaptive capacity within evolving sustainability regimes.

The green transition, therefore, appears not only as a technological and environmental transformation but also as a process of institutional restructuring that alters the logic of global economic coordination. Instruments such as carbon border adjustment mechanisms, green taxonomies, sustainability reporting standards, certification systems, and climate-related financial conditionalities collectively contribute to the formation of a new configuration of competitive space in which environmental conformity functions as a prerequisite for access to markets and financial resources. Within this configuration, green competitiveness increasingly depends upon the capacity of firms, industries, and states to adapt to environmentally conditioned systems of regulation and market access. At the same time, the consequences of environmental containment remain asymmetrical across countries and categories of economic agents. Economies positioned lower in global technological and financial hierarchies face substantially higher adaptation costs and a greater risk of exclusion from emerging systems of green competitiveness. Under such conditions, the strategically meaningful response is not to avoid containment regimes, which increasingly function as structural components of the world economy, but rather to develop institutional, technological, and financial capacities for adaptation to the requirements of the green transition. This includes expanding

access to green finance, strengthening environmental certification systems, supporting green industrial modernization, and participating in the formation of international sustainability standards.

The theoretical nature of the study determines several directions for further research. One of them concerns the empirical operationalization of environmentally conditioned rationality at the firm, investment decision, and industrial policy levels, where direct measurement remains methodologically difficult. Another concerns the comparative assessment of the intensity and structural characteristics of environmental containment regimes across jurisdictions, particularly in relation to regulatory asymmetries and differentiated access to sustainable finance instruments. A separate line of inquiry concerns the distributional consequences of environmental containment for developing economies and for countries occupying asymmetrical positions within global production and financial systems. The broader conclusion follows from the preceding analysis with relatively little need for additional qualification. Environmental containment should not be interpreted as a temporary policy instrument associated exclusively with a particular phase of climate policy development. It increasingly functions as a structural feature of the emerging architecture of the world economy and as a system-forming factor in the transformation of economic rationality itself. The categorical apparatus of economic theory, including traditional understandings of competitiveness, efficiency, and rational choice, has not yet fully incorporated these transformations. The analytical task that follows, therefore, consists of rethinking the institutional foundations of economic rationality in accordance with the structural realities generated by the green transition.

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