



**PERM INSTITUTE (BRANCH)  
OF FEDERAL STATE BUDGETARY EDUCATIONAL  
INSTITUTION OF HIGHER EDUCATION  
«PLEKHANOV RUSSIAN UNIVERSITY OF ECONOMICS»**

***«Social Entrepreneurship in the modern  
world: trends,  
challenges and development prospects»***

***(Russia – Malaysia – Belarus – Kyrgyzstan - Uzbekistan)***

**Proceedings of the 3rd international round table conference**

***September 28, 2022***

***Perm 2022***

УДК 378, 378.1

Chief editor: E. V. Gordeeva

Responsible for release: O. Yu. Ankudinova, T. A. Mazunina

**Social Entrepreneurship in the Modern World: trends, challenges and development prospects (Russia – Malaysia – Belarus – Kyrgyzstan - Uzbekistan):** Proceedings of the 3rd international round table conference (Perm, September 28, 2022). / Ed. by E. V. Gordeeva. – Perm, Perm Institute (branch) of PRUE, 2022. – 85 p.

Trends, problems and prospects for the development of social entrepreneurship both in different countries of the world and in various regions of the Russian Federation are considered.

Papers have been published with the author's edition.

The published material is intended for scientists, teachers of higher and secondary educational institutions, graduate students and all those interested in issues of social entrepreneurship.

© Perm Institute (branch)  
FSBEI HE «Plekhanov Russian University of  
Economics», 2022

## **WELCOME ADDRESSES**

**Gordeeva Elena Valentinovna**

*Candidate of Economic Sciences, Associate Professor,  
Director of the Perm Institute (branch) of the Plekhanov Russian University of  
Economics, Perm*

Dear colleagues!

Perm Institute (branch) of PRUE attaches the great importance to the development of university science. Every year our University holds major conferences such as «Trends in World Trade in XXI century» and «Modern innovative educational technologies in information society», as well as thematic round-table conferences, including with participation of our foreign partners – Adam University (Kyrgyz Republic, Bishkek), Belarusian Trade and Economic University of Consumer Cooperation (Republic of Belarus, Gomel) and others.

We are very pleased that in 2022 the University of Science of Malaysia and Perm Institute (branch) of PRUE came to an agreement on the signing of the Memorandum of Cooperation and Mutual Understanding, and so, the new respected partner has appeared. The next step in our joint work is to hold the III International Round-Table Conference on topical issues of social entrepreneurship.

We look forward to further fruitful cooperation!

**Prokopyeva Tatiana Arkadievna**

*Director of the Center for Work with Branches  
Plekhanov Russian University of Economics, Moscow*

Dear participants of the round table conference!

Plekhanov Russian University of Economics attaches great importance to international cooperation with leading universities of the world, in which our branches participate.

Perm Institute (branch) has agreements on international cooperation with five foreign universities, and we are glad that this year a new partner has appeared - the

University of Science of Malaysia, with which the third international round table on topical issues is being held today.

I wish all participants successful and fruitful work.

**Ankudinova Olga Yurievna**

*senior lecturer*

*Perm Institute (branch) of Plekhanov Russian University of Economics, Perm*

**Mitkin Pavel Nikolaevich**

*student*

*Perm Institute (branch) of Plekhanov Russian University of Economics, Perm*

## **SOCIAL ENTREPRENEURSHIP IN THE PERM REGION**

**Abstract:** the Perm region has a developed system for supporting social entrepreneurship. This system includes several state institutions, public forums and competitions for entrepreneurs. The article details the current state of social entrepreneurship in Perm.

**Key words:** social entrepreneurship, Economics, Perm region, SME.

Entrepreneurs who provide employment to personnel from the categories of social vulnerabilities, who provide products or services for them and carry out socially useful, educational and cultural activities, can receive the status of a social entrepreneur. This status allows you to count on support from the state. Special measures have been created to support such entrepreneurs (preferential loans, educational programs, subsidies, preferential provision of property, grants).

In our case, the Perm Region has a well-developed infrastructure to support small businesses. One of the most important priorities of which is the support of social entrepreneurship. To date, the following administrative bodies and organizations have been established in the Perm Region, providing support and assistance to small businesses:

1. Ministry of Industry, Entrepreneurship and Trade of the Perm Region. It has a financial and credit resource aimed at supporting and developing entrepreneurship;
2. Perm Guarantee Fund, which provides comprehensive assistance in

providing banks and leasing companies with guarantees on loans, leasing agreements for entrepreneurs and legal entities;

3. Perm Chamber of Commerce and Industry. The mission of the Perm Chamber of Commerce and Industry is to help businesses and the region become more successful by creating and expanding opportunities for interaction to achieve better results.

Special attention has been paid to the development and promotion of social entrepreneurship in the Perm Region since 2009. Even then, the areas of healthcare, education and social services were identified by us as promising in terms of new opportunities for small businesses. Currently, one of the most effective tools for supporting single-industry towns is social entrepreneurship.

By order of the Ministry of Industry, Entrepreneurship and Trade, the project «Development of social entrepreneurship in the Perm Region» has been implemented since 2015. Project objective: development and implementation of an effective system of measures aimed at the development of social entrepreneurship in the municipalities of the Perm Region. The project is implemented by the Perm Entrepreneurship Development Fund commissioned by the Ministry of Industry.

The Regional Forum “Social Entrepreneurship: a Look into the Future” is held annually. As part of the business program of the Forum, entrepreneurs will learn more about the implementation of social and entrepreneurial projects for children, people with disabilities, the elderly, the organization of social shops, as well as about the possibilities of attracting resources to launch projects. The contest «YOU ARE AN ENTREPRENEUR» is held annually in the Perm Region. This program has been implemented in the Perm Region for the fifth year by the Perm Entrepreneurship Development Fund commissioned by the Ministry of Industry, Entrepreneurship and Trade of the Perm Region.

1. Competitions are held among entrepreneurs and grants are distributed;
2. Department of Entrepreneurship Development;
3. Department of Economic Development;

4. Local authorities;
5. SME support funds;
6. Unions of entrepreneurs.

Thus, a developed infrastructure for supporting small businesses has been formed in the Perm Region, while one of the priorities is to support social entrepreneurship. There are about 320 social entrepreneurs in the country, mostly they work in the field of preschool education. The main reason is that the Ministry of Education actively subsidizes entrepreneurs working in this field, solving the problem with places in kindergartens. In second place are services for the care and supervision of the elderly, a very actively growing segment that began to develop several years ago.

In addition, in the Perm Territory there is also a working group on the basis of the Chamber of Commerce and Industry, the Acceleration Program «School of Social Entrepreneurship». It regularly hosts seminars for the training of social entrepreneurs, all-Russian competitions, such as the «Best Social Project» and «Young Entrepreneur», and many students from Perm region universities where they are learning how to perform business programs in social area, are showing great interest in this sphere.

In conclusion, we would like to note that social entrepreneurship in Russia in general, and in the Perm Region in particular, has prospects for development with an increase in activity in this area of business.

#### **Bibliography:**

1. Moskovskaya, A. A. Social entrepreneurship in Russia and in the world. – M. : Publishing House of the Higher School of Economics, 2011. – 286 p.
2. Makarevich, A., Sazonova, T. Essence and specifics of social entrepreneurship in Russia // Russian Entrepreneurship, 2012. - № 24. - P. 52-56.

**Antonets Victoria Grigorievna**  
*Candidate of Economic Sciences, Associate Professor*  
*GO HPE «Donetsk National University of Economics and Trade*  
*named after Mikhail Tugan-Baranovsky», Donetsk*

## **DIRECTIONS OF FINTECH DEVELOPMENT IN SOCIAL ENTREPRENEURSHIP**

**Abstract:** the directions of development of the market of financial technologies (fintech), the features of its functioning in social entrepreneurship are studied. The ways of effective development of fintech are proposed, which can be successfully implemented in social entrepreneurship.

**Key words:** fintech, efficiency, fintech market, business digitalization, social entrepreneurship.

At the present stage, the financial sector is at the center of digital transformation, the trend of which is financial technology. The fintech industry is undergoing radical change with increased levels of automation, openness, and consumer focus. The undoubted advantage of fintech, among other financial instruments, is the ability to conduct financial transactions without the involvement of intermediaries in the face of banking institutions, which greatly increases the likelihood of successful capital investment for both businesses and individuals, reduces the requirements for obtaining credit funds at a favorable rate, it becomes possible to transfer non-cash payments directly from the buyer to the seller, etc. The use of this financial potential is an important condition for ensuring effective progress in social entrepreneurship. Therefore, there is a need to determine the directions for the effective functioning and development of fintech.

The vast majority of researchers consider fintech in the context of the technologies used (innovative), which contribute to the digital transformation of the financial sector [1-2]. An analysis of the definitions suggests that fintech is perceived as a combination of various digital technologies presented in the form of software that can be used to create a new or significantly improved innovative service or business model for application in the field of financial services. Moreover, fintech

can be used both by traditional financial institutions to transform their own business processes, and by non-financial companies as part of the work of fintech startups or technology companies.

It is worth noting that fintech is not a new concept. Its evolution took place in three stages:

- «Fintech» 1.0 (1866-1967). It was characterized by the advent of the telegraph and modern transport. Formation of infrastructure for financial globalization in the world.

- «Fintech» 2.0 (1967–2008). It was characterized by the introduction of payment cards, ATM and bank terminals in mass circulation. From 1967 to 1987 financial services are moving from the analog era to the digital era

- «Fintech» 3.0 (2008 – present). In contrast to the previous stages, the emergence of companies providing financial services (mainly banking) using the Internet and mobile applications is typical. Given the crisis of consumer confidence in classical financial institutions, caused by the global financial crisis and the bankruptcy of large banks, Fintech companies are becoming widespread in the monetary market [3].

The complex topology of the fintech industry includes five main areas:

1. Finance and investments. A significant part of the public, investor and regulatory attention is given to alternative financing mechanisms, in particular crowdfunding and P2P lending, a model that establishes a direct connection between individuals who are not able to obtain traditional loans with investors and fintech companies in order to obtain a loan without collateral. However, fintech goes beyond this narrow scope, including the financing of the technology itself (for example, through crowdfunding, venture capital, private capital, private equity, etc.) [4].

2. Operations and risk management, which have become the main costs incurred by financial institutions in the process of developing IT technologies.

3. Payments and infrastructure. Internet and mobile payments are at the heart of fintech and the driving force behind its development, especially in developing



countries. Payments have been the focus of much regulatory attention since the 1970 s, resulting in the development of both domestic and cross-border electronic payment systems, today supporting \$ 5.4 trillion in global foreign exchange markets. in a day. In addition, the infrastructure for trading securities continues to be one of the most promising areas of fintech and an area where IT and telecommunications companies gain significant competitive advantages over traditional financial institutions [5].

4. Data security and monetization. Today, these are the main topics of FinTech, especially since both FinTech 2.0 and FinTech 3.0 are starting to use data monetization technologies. The digitized nature of the financial industry means it is particularly vulnerable to cybercrime and espionage, both of which are becoming increasingly important in geopolitics. This digitization and the implications of its vulnerability are the result of decades of development and will be a major issue for governments, policy makers, regulators and industry participants, as well as customers. On the other hand, fintech innovations with all the possibilities of big data technology create the basis for increasing the efficiency and accessibility of financial services.

5. Consumer interface, especially in relation to online and mobile financial services. Fintech direction is typical for developing countries, in particular Asia and Africa (FinTech 3.5). This direction of fintech will continue to be the main direction of combining traditional financial services and non-traditional developments. This is precisely the area where new IT and telecommunications companies seek to compete directly with traditional financial services institutions. The consumer interface offers the greatest opportunity to compete with the traditional financial sector, as new technology companies can leverage their existing large customer bases to roll out new financial products and services.

The high activity of the fintech segment in the leading economically developed countries testifies to the inexhaustible potential for the development of financial

technologies. Thus, according to the profile publication Forbes, the UK fintech sector is worth about 7 billion pounds and has about 60,000 people employed in it [6].

The topic of fintech efficiency deserves a separate detailed study, given its large-scale impact on the process of implementing general economic and social processes:

- Ensuring the availability of financial products and services.
- Creation of acceptable conditions for lending services.
- Reducing the cost of insurance services.
- Reducing transaction costs in the implementation of financial transactions.
- Increasing the professional level in the field of retail investment.
- Improving information security in the implementation of financial transactions online in social entrepreneurship.

Thus, for the effective and safe functioning and development of digital financial technologies, including in social entrepreneurship, it is necessary to observe a competent and systematic approach on the part of the state on the legal regulation of the fintech sphere; introduction of open banking; facilitating the process of cooperation between banks and fintech companies by attracting fintech companies to outsourcing; increasing the level of financial literacy of the population, based on the simplicity and accessibility of providing information; formation of a competent human resources potential in the field of fintech. Increasing the efficiency of the fintech market will allow introducing a solid foundation for sustainable development and ensuring the digitalization of business and society as a whole.

### **Bibliography:**

1. Filippov, D. I. Financial innovations in the context of the development of the digital economy // *Creative Economy*, 2019. Volume 13. № 8. - P. 135-145.
2. Nikonov, A. A., Stelmashonok, E. V. Analysis of the introduction of modern digital technologies in the financial sector. *St. Petersburg State Polytechnical University Journal. Economic sciences*, 2018. V. 11, № 4. - P. 111-119.
3. Semenog, A. Yu. FinTech services: essence, role and significance for the country's economy / A. Yu. Semenog, Ya. M. Krivich, S. V. Tsurulik / *Bulletin of the Odessa National University. Series: Economy*, 2018. V. 23, Issue. 2. - P. 100–105.

4. Eskindarov, M. A., Abramova, M. A. Directions of development of fintech in Russia: expert opinion of the Financial University / World of New Economics, 2018. № 12 (2). - P. 6-23.

5. Romanov, V. A., Khubulova, V. V. Fintech industry: main technologies and directions for the development of financial digitalization / Bulletin of the People's Friendship University of Russia. Series: Economy, 2020. V. 28. № 4. - P. 700–712.

6. Artemenko, D. A., Zenchenko, S. V. Digital technologies in the financial sector: evolution and main development trends in Russia and abroad / Finance: theory and practice, 2021. № 25(3). – P. 90-101.

**Ataniyazova Z. K.**

*Ph. D., School of Business and Economics  
Westminster International University, Tashkent, Uzbekistan*

**Islamov B. A.**

*Doctor of Sciences (Economics), Prof., E.P.A.  
Professor of Tashkent Branch of Plekhanov Russian University of Economics,  
Tashkent, Uzbekistan*

## **SOCIAL ENTREPRENEURSHIP AND CORPORATE SOCIAL RESPONSIBILITY IN UZBEKISTAN: BRIEF ANALYSIS OF EXISTING LEGISLATION**

**Abstract:** current research conducts a content analysis of more than 20 legislative documents of Uzbekistan related to Social Entrepreneurship, specifically Corporate Social Responsibility (CSR), with a recommendation to summarize them into one law.

**Key words:** CSR, Social enterprise, Uzbekistan.

Uzbekistan is a country that has been making 6 years significant steps toward a market economy and according to the news published on September 29, 2022, it has improved its position in prestigious international rankings, such as Government efficiency; Political stability, and absence of violence/terrorism; Quality of regulation; Control of corruption; Rule of Law; Consideration of the opinion of the population and accountability [7, p. 6]. Moreover, Uzbekistan continues to experience economic growth driven by a big and hardworking workforce, a large domestic market, differentiated industrial capacity, and progress with market-oriented

reforms. EBRD forecasts the Uzbek economy to grow at 5,5 % in 2022, and 6,5 % in 2023 [1, p. 5].

Despite all these significant positive shifts in the economic well-being of our country, over the past three years, the number of low-income families receiving benefits has quadrupled to 1,9 million. Additionally, presidential decree 175 dated July 25, 2022 [5, p. 6], stated the importance of increasing the number of funds allocated to the social sphere from the State budget of the Republic of Uzbekistan and attracting additional resources, expanding the coverage of social protection programs, and introducing additional mechanisms to bring families out of difficult life situation. However, being socially responsible does not have to be only the job of the government. It is important to join efforts with the private sector so that socially vulnerable segments of the population, and society, in general, could benefit even more. This idea was supported at the first conference dedicated to «Championing Business Sustainability in Uzbekistan (28.09.2022)» the representative of the United Nations Global Compact stated that governments cannot be solely responsible for social well-being. Here the role of the private sector is key. The conference introduced the importance of integrating ESG (Environment, Sustainability and Governance) in the Uzbek context, where the Ministry of Economic Development and Poverty Reduction [4, p. 6], joined the conference and shared its aims regarding “Green Economy” where the Republic of Uzbekistan has increased its obligations in the updated nationally determined contribution (NDC) and intends to reduce specific greenhouse gas emissions per unit of GDP by 35 % by 2030 from the 2010 level instead of 10 % provided for in NDC1.

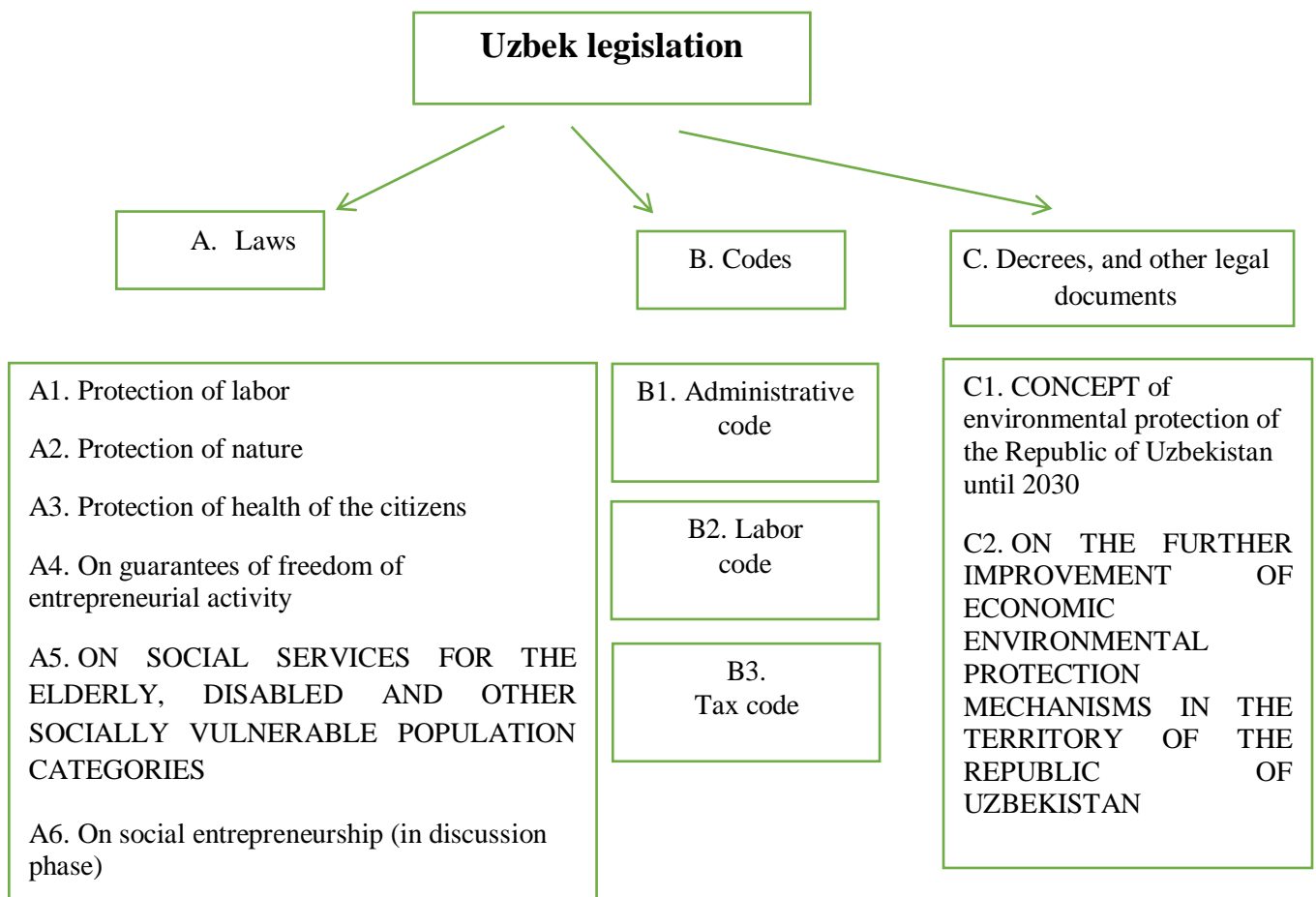
As it could be seen social responsibility combines many stakeholders such as government, business, and international organizations where economic, social, and environmental problems are relevant to all.

This article provides a summary table of laws that could be used as a base for laws, and regulations related to Corporate Social Responsibility. Despite the fact that no CSR laws exist in Uzbekistan, there are the number of laws, legislative acts as

well codes that provide rules and regulation in relation to environment, labor protection, and other social and environmental causes. Content analysis was conducted by using lex.uz which is the main source of laws, legislative acts, presidential decrees and any other legislative documents. Consequently, 20 documents were screened that could influence on socially responsible behavior of business entities of Uzbekistan. The current outlook of legislation could be presented in the following diagram:

Table 1

Legislative documents that relate to CSR in Uzbekistan



Law on social entrepreneurship has been formed and was put up for a discussion on the 29.01.2021. On the 21<sup>st</sup> of October, 2021 senators rejected the law «On social entrepreneurship», believing that some of its provisions need to be revised. The big debate took place between the senate and the minister of justice, nevertheless, the law was not enforced [2, p. 6]. In the proposed law social

entrepreneurship is defined as the activities of legal entities or individual entrepreneurs (hereinafter referred to as business entities), aimed at solving certain social and environmental problems or mitigating their consequences [3, p. 6]. Whereas, social enterprise is explained as a business entity included in the database of social enterprises in the manner prescribed by this Law, the purpose of which is to ensure employment of socially vulnerable segments of the population, the production of social goods [4, p. 6].

This law on social entrepreneurship is the first law that tries to add a business that would majorly provide a positive social impact. But at the moment, there is a lack of awareness about Corporate Social Responsibility (CSR), ESG, and sustainability in general, and this law could be interpreted as a way to take advantage of the potential privileges that it is promising. There is a need not just to have social enterprises but businesses that would show responsible behaviour in our society and make positive economic, social and/or environmental impact. For example, Artel Electronics has agenda decreasing CO2 emission that investing into Research and Development so that the electronic goods produced will be more environmentally friendly. For instance, Korzinka is providing various pieces of training to its employees about harassment, service, and well-being as well as providing educational grants so that people working there can also have the opportunity to have their career of dreams. Here caring for employees is their social responsibility and at the same time a way to have more sustainable business in the future. These initiatives do not necessarily require monetary incentive, but usually get payback where in Korzinka's case is low employee turnover, successfully getting funds from EBRD for expanding business, and this is because Korzinka has a positive social impact that is driven by clear internal policies related to staff care.

Furthermore, the tax code of the Republic of Uzbekistan provides for a decrease in the taxable profit of legal entities by the number of contributions to environmental, health and charitable foundations, cultural institutions, public education, health care, labor, and social protection of the population, physical culture

and sports, citizens' self-government bodies, but not more than two percent of taxable profit [6, p. 6]. Moreover, in August 2014, a law was issued in Uzbekistan prohibiting the forced attraction of business entities to charity. First of all, this law was addressed to budgetary organizations.

In conclusion, it could be said that current legislation has various laws, codes, and decrees that are relevant to improving the economic, social, and environmental well-being of the nation. In its current form, it lacks systematic guidance. There are various schemes that support the poor, and people in need. There are tax incentives for those that spend a significant amount of money on philanthropic activities. However, a legal document is necessary that could unify information related to CSR and serve as a document for nurturing an environment where businesses would be aiming to join forces with the government for a better economy, society, and environment.

### **Bibliography:**

1. Akipress. com, EBRD projects Uzbekistan's economic growth at 5,5 % in 2022 and 6,5 % in 2023. 28.09.2022 [Electronic resource]. URL: [https://akipress.com/news:680922:EBRD\\_projects\\_Uzbekistan\\_s\\_economy\\_growth\\_at\\_5\\_5\\_in\\_2022\\_and\\_6\\_5\\_in\\_2023/](https://akipress.com/news:680922:EBRD_projects_Uzbekistan_s_economy_growth_at_5_5_in_2022_and_6_5_in_2023/) (accessed: 01.10.2022).

2. Gazeta. uz. Глава Минюста и сенаторы поспорили насчёт закона о социальном предпринимательстве, 21.10.2021 [Electronic resource]. URL: <https://www.gazeta.uz/ru/2021/10/21/social-entrepreneurship/> (accessed: 01.10.2022).

3. Law of the Republic of Uzbekistan in the phase of discussion on «About Social entrepreneurship» published on 29.01.2022.

4. Ministry of Economic Development and Poverty Reduction, Nationally Determined Contribution. 14.02.2022 [Electronic resource]. URL: [chrome-extension://efaidnbnmnnibpcajpcglcfindmkaj/https://mineconomy.uz/uploads/Uzbekistan\\_Updated%20NDC\\_2021\\_RU.pdf](chrome-extension://efaidnbnmnnibpcajpcglcfindmkaj/https://mineconomy.uz/uploads/Uzbekistan_Updated%20NDC_2021_RU.pdf) (accessed: 01.10.2022).

5. Presidential Decree of the Republic of Uzbekistan dated 25.07.2022 г. № УП-175 on «On approval of the strategy of social protection of the population of the Republic of Uzbekistan».

6. Tax Code of the Republic of Uzbekistan, article 159.

7. UzDaily, Uzbekistan significantly improves its position in prestigious international rankings. 29.09.2022 [Electronic resource]. URL: <https://www.uzdaily.uz/en/post/75975> (accessed: 01.10.2022).

**Buletova Natalia E.**

*Doctor of Sciences (Economics), Associate Professor,  
Professor of the Department of Economics and Finance,  
Volgograd Branch of the Plekhanov Russian University of Economics, Volgograd*

**Stepanova Ekaterina V.**

*Candidate of Sciences (Philology),  
Associate Professor of Department of Linguistics and Intercultural Communication,  
Volgograd Institute of Management - Branch of RANEPA, Volgograd*

## **FOODSHARING AS A CURRENT SOCIAL ENTREPRENEURSHIP TREND IN RUSSIA AND THE WORLD**

**Abstract:** foodsharing is, on the one hand, a popular trend in solving problems of food waste; on the other it provides most vulnerable population with food of satisfactory quality. Solving legal problems in the implementation of Foodsharing activities, developing infrastructure that facilitates a well-run logistics system, prompt decision-making on products with near expiration date, engaging food service companies, solving packaging problems and compliance with important sanitary and epidemiological requirements, all these issues are being actively resolved today and in Russia with the active government support. Foodsharing development has short-term and long-term positive effects on the economy. It also contributes to generation of social value by organizations that produce and sell food products, as well as to activate NGOs that provide intermediary functions in this system of food movement to those in need. Furthermore, one of the priorities of the sustainable development goals is thus addressed at the national level.

**Key words:** foodsharing, NGOs, government support for food circulation, social responsibility

Foodsharing is an element of the Sharing Economy developing at an increasing pace in a crisis of the approach to economic development based on mass production and mass consumption principle. In recent decades, disparities in economic development interpretation occur due to overproduction, lack of resources, demand for foundations of sustainable development which include among other things digital technologies increase in production, marketing and sales. It was the recent growth of the Internet and business platforms that allowed Foodsharing to reach considerable volumes; numerous online services enable food distribution along the chain from «Food Holder» to «Interested Party». However, a number of points need to be clarified:



- Online Services used to post information on food products ready for transfer (quantity, location, assortment, transfer conditions, for a fee or free of charge);
- unlike Foodsaving, Foodsharing is characterized by the involvement of both NGOs and businesses interested in this method of generating income from food distribution (Figure 1).

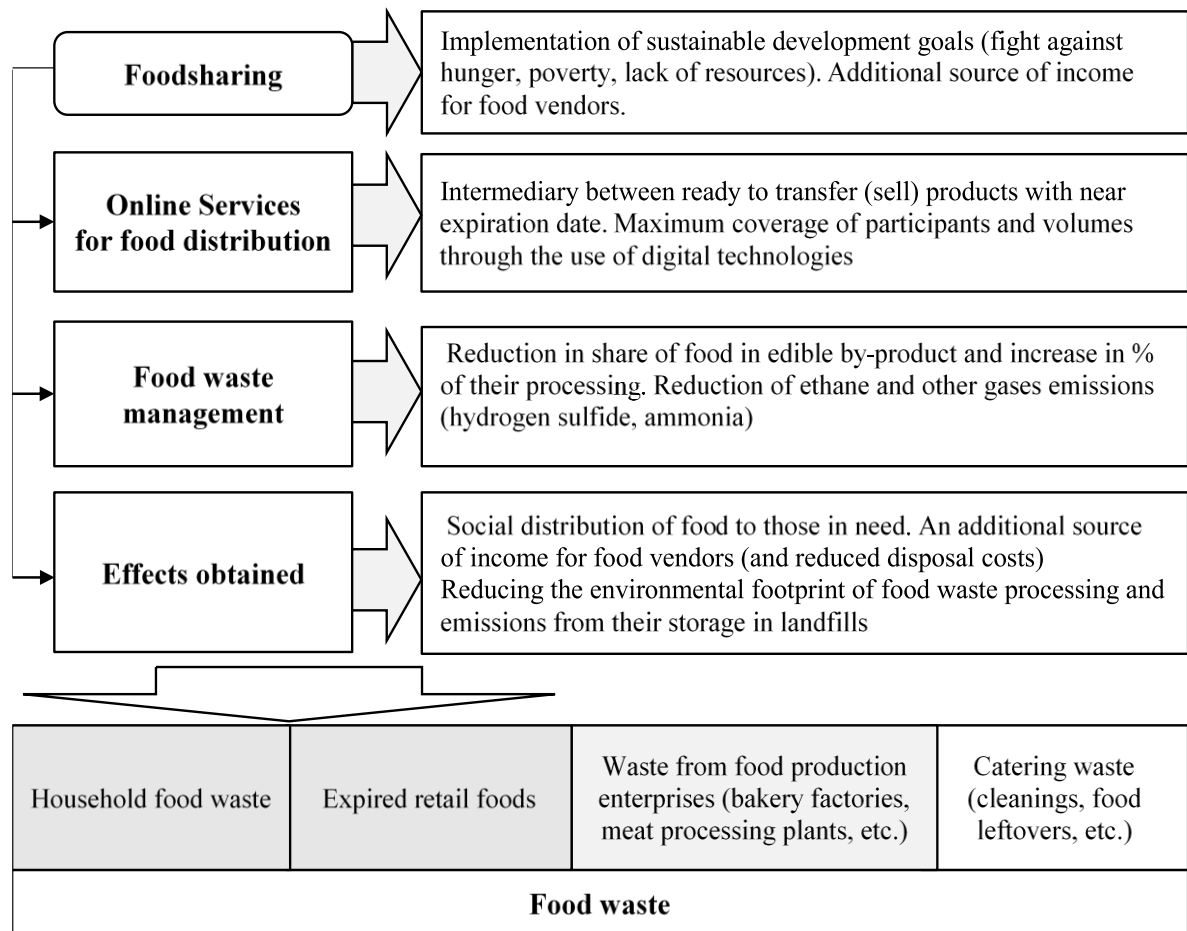


Figure1 - The Foodsharing role in food and waste management  
 Source: compiled by the authors based on data [5]

Currently, the demand for Foodsharing is observed by all the parties:

- public catering enterprises, large and medium-sized retail chains and manufacturers themselves for whom food waste disposal is more economically profitable in Russia show their most active involvement. Social responsibility and willingness to send food for redistribution among those in need are at a high level, however, there is still no infrastructure and legal basis necessary for this in Russia at the national level;

- non-profit and charitable organizations possess considerable experience in Foodsharing mechanisms implementation (operating for more than 10 years in Russia);

- the state (example of the Ministry of Natural Resources and Ecology of the Russian Federation [1]) is increasingly implementing its public policy programs to minimize the disposal of food waste. Available effective measures are taken to prevent food from being thrown to municipal waste through establishment of systemic, large-scale nationwide channels for food with near expiration date redistribution to consumers in need of such social assistance;

- for the most vulnerable population (pensioners, children in large families, single-parents, etc.), a large-scale provision with food products on a fairly constant basis is important in solving vital problems and provides not only an additional source of food but acts as a guarantor of future development and social problem solution in the long term. Additionally, high level of social activity and responsibility of the State, business and community forms a positive social background in society.

In a global perspective, a number of countries have fully included Foodsharing in the system of redistributing food products and minimizing their share in food waste. Foodsharing is implemented along with programs aimed at minimizing households share in the formation of solid municipal waste (sorting solid municipal waste in garbage containers, developing home and industrial composters, introducing dispensers, etc.). Let us discuss the situation with of food waste handling in Russia and describe actions taken by its most active and traditional participants - suppliers, the State and intermediaries. First of all, the source of products that can be distributed through food sharing channels are large and medium-sized retail chains, which currently massively dispose of expired products or return them to the supplier, depending on the terms of the contract. The second place in the use of Foodsharing services is occupied by public catering enterprises and food service companies which are currently throw away their products in conformity with sanitary and

epidemiological requirements. A separate place is occupied by NGOs involved in the redistribution of such products among those in need.

It is important to take into account that among the food waste recorded in Russia (17.9 million tons or 25,6 % of all solid municipal waste according to 2020 data [6]) only 29 % are generated by retail networks and catering enterprises. In Foodsharing, about 3 million tons are in circulation, of which almost 2 million tons are redistributed as raw materials for animal feed (bread, vegetables and fruits sold in retail and public catering, in first days after the expiration date) and the remaining one ton (5,6 % of all food waste) reaches socially disadvantaged groups of the population:

1) according to the P2P model Foodsharing model is a distribution of food between individuals, including through social networks - according to the data of 2020, 0,28 million tons of food products were redistributed;

2) according to the B2C Foodsharing model, 0,72 million tons of food products were redistributed from retail chains and public catering establishments through online food sharing services [6].

A significant difference between Russian practices of using Foodsharing in comparison with experience of countries with a developed system for the circulation of food products with an expiration date is the following facts that need to be addressed at the level of state policy and initiative, activity on the part of business structures and NGOs:

1) Low motivation of most public catering enterprises and companies producing foods to create infrastructure and lobby for the transformation of national legislation to create conditions for redistribution through online Foodsharing services. Certain incentives are made by the Ministry of Economic Development of the Russian Federation and the Ministry of Industry of the Russian Federation for the closed-loop economy development [2], the Ministry of Natural Resources and Ecology of the Russian Federation for the implementation of food waste management measures, including through the introduction of available technologies for

minimizing or processing food waste at households level, retail chains and catering establishments, supporting food sharing;

2) serious tax barriers (e. g. VAT on products with near expiration date transferred to non-commercial Foodsharing) and sanitary and epidemiological standards (example [3, 4]), complicating issues of Foodsharing and managing the process of formation and movement of food waste, including pet food;

3) Responsible behavior of households, volunteers and enterprises supplying food-sharing products to increase the share of food products distributed through online services instead of being sent not to solid municipal wasteland.

It is of common knowledge, that all parties benefit from such actions, so ensuring active involvement of the State in solving all identified and emerging problems is of crucial importance. The resulting social, economic and environmental effects from Foodsharing development fit, among other things, into the national goals of achieving sustainable development.

### **Bibliography:**

1. Roadmap for reducing the volume of waste entering landfills, introducing separate waste collection, switching to a circular economy and applying the mechanism of extended producer responsibility in terms of food waste (project of the working group of the Ministry of Natural Resources of the Russian Federation).

2. Circular economy, a review of international approaches. Ministry of Economic Development of the Russian Federation [Electronic resource]. URL: [https://www.economy.gov.ru/material/departments/d30/obzory\\_i\\_analitika/minekonomrazvitiya\\_rossii\\_podgotovil\\_obzor\\_mezhdunarodnyh\\_podhodov\\_po\\_ekonomike\\_za\\_mknutogo\\_cikla.html](https://www.economy.gov.ru/material/departments/d30/obzory_i_analitika/minekonomrazvitiya_rossii_podgotovil_obzor_mezhdunarodnyh_podhodov_po_ekonomike_za_mknutogo_cikla.html) (accessed: 15.09.2022).

3. SanPiN 2.3.2.1324-03 «Hygienic requirements for shelf life and storage conditions of food products» [Electronic resource]. URL: [http://www.consultant.ru/document/cons\\_doc\\_LAW\\_42704/5a1e8ec79ef956d0ea513c3b3116accd4c69bb45/](http://www.consultant.ru/document/cons_doc_LAW_42704/5a1e8ec79ef956d0ea513c3b3116accd4c69bb45/) (accessed: 16.09.2022).

4. Federal Law of the Russian Federation of January 2, 2000. № 29-FZ «On the Quality and Safety of Food Products» [Electronic resource]. URL: <https://docs.cntd.ru/document/901751351> (accessed: 16.09.2022).

5. Food sharing in Russia [Electronic resource]. URL: <https://raec.ru/activity/analytics/11264/> (accessed: 15.09.2022).

6. ESG approach to solving the problem of irrational use of food in Russia [Electronic resource]. URL: <https://tiarcenter.com/foodsharing-2022/> (accessed: 17.09.2022).

**Denisova Nadezhda Ivanovna**

*Candidate of Technical Sciences, Associate Professor  
Krasnodar Branch of Plekhanov Russian University of Economics, Krasnodar*

**Shtezel Anna Yurievna**

*Candidate of Economic Sciences, Associate Professor  
Krasnodar Branch of Plekhanov Russian University of Economics, Krasnodar*

**Mosoruk Victoria Pavlovna**

*student  
Krasnodar Branch of Plekhanov Russian University of Economics, Krasnodar*

## **SOCIAL ENTREPRENEURSHIP DEVELOPMENT TRENDS IN RUSSIA**

**Abstract:** this article deals with the issue of social entrepreneurship in Russia. The main reasons for the emergence of this direction are listed. Also, the main directions of doing business in modern realities are reviewed and the main problems that provoke the stagnation of social business in the Russian Federation are taken into account.

**Key words:** social entrepreneurship, social problems, quarantine, marketplacement, franchise, impact investing.

The phenomenon of social entrepreneurship originates in the second half of the 20 th century and causes increased interest from the entire world community, including the Russian Federation. Our country adopted this form of doing business only in the early 2000 s and is still in the process of finding the best ways to introduce this system into the Russian economy.

Despite the fact that the concept of «Social entrepreneurship» was approved at the legal level only in 2019 after the entry into force of the new federal law of the Russian Federation «On the development of small and medium-sized businesses in the Russian Federation», this form of business began its development in the non-state sector of Russia back in 2007 with the founding of one of the most famous funds for supporting social entrepreneurs - the Fund for Regional Social Programs «Our

Future». During this period, practical skills are being developed in managing a new business model, the results of which soon began to multiply through competitions, social entrepreneurship projects, events and expert discussions.

After almost 20 years of work in social entrepreneurship, one can understand that this is a socio-economic activity that combines the social role of the organization and innovative activity, which brings stable self-sufficiency. This model is based on enterprises created to solve a social problem or problems through innovation, financial discipline and business practices adopted in the private sector.

One of the projects embodying this concept is the «Life Button» social project, which is focused on working with socially unprotected segments of the population (war veterans, disabled children, elderly people). The work of the project is based on the sale of personal alarm devices (phones, watches, bracelets, pendants, home stations), with the help of which, in an emergency, a person has the opportunity to contact the operator on duty and request help. Having determined the reason for the call and the location of the victim, the operator, depending on the nature of the incident, directs the necessary assistance.

It is worth paying attention to the fact that social entrepreneurship received its development due to the existence of a number of unresolved social problems in the country, namely:

- deterioration (probably deterioration, because due to what?) of control over the social security of the population;
- decrease in the level of well-being of citizens;
- strengthening the differentiation of incomes among the population;
- unstable political and economic situation in the country;
- exacerbation of the environmental problem.

In the last 2 years, social entrepreneurs have faced the problem of quarantine and rehabilitation after it. Thus, in 2020, the «Our Future» Foundation implemented a grant program to support social entrepreneurs who found themselves in a difficult situation after quarantine was released. The fund also provided all borrowers with

funds to defer payments for six months. However, the pandemic has also had a positive effect, provoking significant change and innovative solutions among many entrepreneurs. In the context of the pandemic, new social needs have emerged that have determined today's trends in the development of social entrepreneurship.

According to the results of the «VerSous» forum, it can be concluded that at the moment social entrepreneurs are starting to work in the direction of market placement and franchising, which is not only a promising tool for development, but also by scaling the business.

One of the successful examples of bringing social producers' products to an online store is the More than a Purchase project, which integrates a product with a full range of sales operations into the Wildberries marketplace. The essence of the project is to promote social entrepreneurship among the population by identifying potential entrepreneurs and supporting their activities with financial support from the organization. In addition, the project organizes training programs for all participants through master classes and analytical meetings.

In addition, during the session, the issue of the transition of social entrepreneurship to the sphere of urban studies was considered, since the creation of a comfortable environment is one of the tasks of social entrepreneurs. A successful project in this area is «Cardboard Chernozemie - separate collection of secondary raw materials», implemented by LLC «Cardboard Chernozemie». The idea of the project is to improve waste sites and organize the collection of recyclable materials to create materials suitable for reuse.

There is a tendency to form industry communities in which entrepreneurs began to communicate and exchange experience. This is how the service «Point. Network», in which entrepreneurs have the opportunity to get acquainted with the interested interlocutor by organizing an online call or scheduling an offline meeting. There is an increase in the use of new technologies and the introduction of remote formats. Also, entrepreneurs began to show an increased interest in interacting with

the state through the submission of documents for joining the register of social enterprises and receiving state social orders.

The last direction in which social entrepreneurship began to develop is impact investing. Impact investments are aimed at investing money in organizations that pursue their goals in solving social problems or protecting the environment. Investors remain the owners of their assets and expect to receive income from the invested funds. The most expected directions of investments are the following directions: energy efficiency, personnel training, increase in labor productivity.

Social entrepreneurship in the Russian Federation is currently in a rather unstable position for effective functioning. This is due to the fact that among the population there are still no clear boundaries between social entrepreneurship and charity, which complicates understanding for citizens. Unlike charity, social entrepreneurship remains the same profit-oriented business, only the primary task of this activity is to solve a social problem and measure the number of saved people.

Also one of the acute problems is the lack of investment supply. Most investments in this direction are paid by foreign subsidies, and at the federal level, funding for social entrepreneurship is weak.

And the last obstacle to the functioning of social entrepreneurship is the presence of many "blind spots" in Russian legislation, which could regulate issues in this area.

Thus, we can conclude that social entrepreneurship in Russia is a fairly young area that requires further development and improvement. This direction is able to draw the attention of the state or solve a number of social problems that exist in modern society.

### **Bibliography:**

1. Natalia Zvereva: «Social entrepreneurs have learned to survive in constant uncertainty» [Electronic resource]. URL: <https://www.asi.org.ru/2022/02/08/nataliya-zvereva-sp2022/> (accessed: 16.09.2022).

2. The development of social entrepreneurship in Russia was discussed at the Gaidar Forum [Electronic resource]. URL: [https://www.vedomosti.ru/press\\_releases/](https://www.vedomosti.ru/press_releases/)



[2022/01/14/razvitie-sotsialnogo-predprinimatelstva-v-rossii-obsudili-na-gaidarovskom-forume](https://www.vedomosti.ru/press_releases/2022/03/29/eksperti-dali-rekomendatsii-sotsialnim-predprinimatelstvu-v-rossii-obsudili-na-gaidarovskom-forume) (accessed: 17.09.2022).

3. Experts gave recommendations to social entrepreneurs on business development [Electronic resource]. URL: [https://www.vedomosti.ru/press\\_releases/2022/03/29/eksperti-dali-rekomendatsii-sotsialnim-predprinimatelstvu-v-rossii-obsudili-na-gaidarovskom-forume](https://www.vedomosti.ru/press_releases/2022/03/29/eksperti-dali-rekomendatsii-sotsialnim-predprinimatelstvu-v-rossii-obsudili-na-gaidarovskom-forume) (accessed: 16.09.2022).

**Denisova Nadezhda Ivanovna**

*Candidate of Technical Sciences, Associate Professor  
Krasnodar Branch of Plekhanov Russian University of Economics, Krasnodar*

**Shtezel Anna Yurievna**

*Candidate of Economic Sciences, Associate Professor  
Krasnodar Branch of Plekhanov Russian University of Economics, Krasnodar*

**Tritenko Ekaterina Evgenievna**

*student  
Krasnodar Branch of Plekhanov Russian University of Economics, Krasnodar*

## **SOCIAL ENTREPRENEURSHIP DEGREE OF ITS DEVELOPMENT IN MODERN RUSSIA**

**Abstract:** in the process of this study, it was possible to reveal the coordinating, scientific and technical characteristics of the spread of public entrepreneurship in the Russian Federation. The disadvantages in the policy of supporting social entrepreneurship in Russia are considered. The main aspects that counteract the development of the entire industry and are a structural, multi-stage object of counteraction.

**Key words:** social entrepreneurship, relative deprivation theories, economy class laundries.

Social entrepreneurship is becoming more and more popular topic all over the world every year. The reason is the high degree of its socially useful role. This type of entrepreneurial activity has great prospects for development in the economy, creating a platform for beneficial effects on the entire economic mechanism.

The widespread popularity of social entrepreneurship has led to its spread in Russia. There are great prospects for its development in the country. The totality of these aspects are the main indicators of the relevance of this topic.

The objects of research are represented by market entities that contribute to the development of this type of entrepreneurship [3].

Social entrepreneurship seems to be very useful for society, it plays a socially significant role in the development of the economy, providing the subjects with the opportunity to make a profit, but also solving economically important tasks.

Social entrepreneurship is a tool for influencing the socially important institutions of the country, the engine of various fields of activity that ensure the prosperity of society. It implies a comprehensive assistance. The creation of businesses that ensure the constancy of the development of all sectors in need, gives impetus to development for the whole society as a whole [2].

Social entrepreneurship in Russia has a lot of opportunities to develop. The government try to contribute this initiative to create some legislative acts. According to federal law № 245 social entrepreneurship is a «entrepreneurial activity, which helps to deciding some social problems». This legislative act provides to provide financial assistance to social entrepreneurship.

The development of social entrepreneurship in Russia begins in the 2000 s. Its appearance is due to the development of entrepreneurship in the country as a whole. Later, social entrepreneurship began to be supported by various organizations, including state funds. They promote the idea of the usefulness of social entrepreneurship as a particularly important socio-economic movement.

Since the beginning of the 2010 s, Centers for Innovations in the Social Sphere have appeared in Russia. These centers provide social entrepreneurship training and financial support [1].

In 2012, the Towards Change Foundation was created, the purpose of which is to support social entrepreneurs and ensure their financial independence. This fund is engaged in the creation of a catalog of social entrepreneurs, actively involving investors in the promotion of entrepreneurship.

Impact hud Moscow is another important project helping entrepreneurs. Its main task is the development of innovations in this area, their application in solving socially significant problems. Since 2014, at Impact hud Moscow, he has been conducting programs to help start-up entrepreneurs to ensure accelerated business

development. It is also important to take measures to establish financial stability for non-profit organizations.

Gladway is a fond which appeared in 2014 year. It finds ways to support and promote social entrepreneurs in Russia [5].

Despite this aspects, social entrepreneurship still isn't popular in Russia. Only 1 % entrepreneurs do business in this way. Researchers suppose that this situation is due to all the Russian economic system. Market mechanism in the Russian Federation has a lot of problems including the social entrepreneurship. In comparison which others economical system which USA or China this market isn't developed. It is safe to say that the path of social entrepreneurship in Russia is just beginning and it has many ways of development [5].

Due to the peculiarities of the Russian market, the development of social entrepreneurship will largely depend on the major players in the market, who dictate their own rules. Such a problem cannot positively affect the development of this industry. State support for social entrepreneurship is partly ineffective because it is trapped in a larger system. Inefficient antimonopoly policy of the state becomes a big problem for the development of social entrepreneurship [2].

According to official data, in 2015 the contribution of social entrepreneurship to the country's GDP was only 0,36 %. Most entrepreneurs are women aged between 30 and 60 years old [1].

One of the reasons for the unpopularity of social entrepreneurship in Russia is the poor awareness of entrepreneurs in this area. Insufficient information of potential investors in this area is a circumstance when the development of the sphere is not possible. The creation of legislative acts to support social entrepreneurship is not a worthy effective measure for the formation of this area.

Most social entrepreneurship projects operate in the field of farming, waste processing, helping people with disabilities, seriously ill children. Many social problems such as alcoholism, drug addiction, unemployment, corruption and others are not within the scope of the interests of social entrepreneurs in Russia.

Social entrepreneurship is a symbiosis of commercial tasks implemented with the help of non-commercial theses. For large players, whose interests are more than others based on profit, these ideas are difficult to apply or are completely unfeasible. Finding a balance between following consumer preferences and seeking profit is a difficult task in such a framework [4].

Summarizing the above, we can conclude that the further development of social entrepreneurship is likely to continue slowly. The prospects for the growth of social activity of Russians in the current economic situation are quite low. This suggests that monetary investment in this area is also unlikely. For the Russian market, entrepreneurship is much more typical with the extraction of more money and its further investment in various funds, including charitable ones.

Within the framework of such a policy, the main goal of social entrepreneurship, which implies the development of socially important institutions of society, is lost [2].

At the moment, social entrepreneurship is considered by the state as an opportunity to facilitate the state apparatus from financing socially significant projects. This fact forms the focus of social entrepreneurship.

Summing up, we can say that the state in Russia has come to start an active policy of supporting social entrepreneurship, this is evidenced by legislative acts. However, related policies hinder its development. Antimonopoly policy, being completely ineffective, totally slows down the entire course of development of the economic system, hindering the improvement of this industry [1].

### **Bibliography:**

1. Strelkov, I. S. Foreign experience of social entrepreneurship / I. S. Strelkov [Electronic resource]. URL: <http://www.nb-forum.ru/sociallinks>
2. Zvereva, N. Social entrepreneurship: a look at future / N. Zvereva [Electronic resource]. URL: [http://www.nisse.ru/business/article/article\\_1640\\_publications.html](http://www.nisse.ru/business/article/article_1640_publications.html)
3. Lipsett, J. The experience of social entrepreneurship in UK example / J. Lipsett [Electronic resource]. URL: <http://www.sel.org.uk/publications.html>
4. VOS enterprises by districts [Electronic resource]. URL:

[http://www.vos.org.ru/index.php?option=com\\_content&view=article&id=162&Itemid=120#3](http://www.vos.org.ru/index.php?option=com_content&view=article&id=162&Itemid=120#3)

5. The program of integrated socio-economic development of the city of Novoshakhtinsk for 2012-2014 [Electronic resource]. URL: [http://www.novoshakhtinsk.org/economics/strategy\\_in\\_fuure/Programma%20socio-ekonom%20razvitiye%202012-2014/](http://www.novoshakhtinsk.org/economics/strategy_in_fuure/Programma%20socio-ekonom%20razvitiye%202012-2014/)

**Doroshenko Larisa Aleksandrovna**

*Candidate of Philological Sciences, Associate Professor  
Sevastopol Branch of Plekhanov Russian University of Economics, Sevastopol*

**Starikova Marta Anatolievna**

*student  
Sevastopol Branch of Plekhanov Russian University of Economics, Sevastopol*

## **SOCIAL ENTREPRENEURSHIP IN CRIMEA**

**Abstract:** the article describes social entrepreneurship as a new phenomenon in modern Russia. The author believes that it is social entrepreneurs who should create new models of socially significant activities for the formation of an innovative socially oriented economy. It is in Russia that social entrepreneurship will work for the service sector and improve the quality of social entrepreneurship, and trends and the current situation in Crimea will be considered.

**Key words:** enterprise, finance, social entrepreneurship, employment

Social entrepreneurship is an entrepreneurial activity aimed at achieving socially useful goals, contributing to the solution of social problems of citizens and society and carried out in accordance with the conditions provided for in paragraph 1 of Article 24.1 of the Federal Law of July 24, 2007 № 209-FZ «On the development of small and medium-sized businesses in the Russian Federation» [1].

In Russia, only in 2019 the concept of «social entrepreneurship» was enshrined at the legislative level and its criteria were established. One of the conditions for obtaining the status of a social enterprise is that individual entrepreneurs and organizations must employ disabled people, single or large parents, pensioners and citizens of pre-retirement age, graduates of orphanages, refugees or migrants, and those who have been released from places of detention, have an unexpunged or

outstanding criminal record. Social enterprises are supported in the form of grants [3].

Currently, social entrepreneurship is actively developing, more and more business projects with a social mission are emerging, communities are being formed, thematic forums and conferences are being held. Also now grants are allocated for this in 2022 [1, 2, 3]. In the Republic of Crimea, in order to develop social entrepreneurship, the Center for Innovations in the Social Sphere was established as a structural unit of the Non-Profit Organization «Crimean State Fund for Entrepreneurship Support». The Center for Innovations in the Social Sphere operates on the basis of the Entrepreneurship Support Fund. Its activities are aimed at the harmonious and effective development of social entrepreneurship in the Republic of Crimea and the formation of a space for professional communication of entrepreneurs engaged in socially oriented activities. The result was that in Crimea, about 114 individual entrepreneurs managed to obtain the status of a social enterprise [4] and now they can receive a subsidy to compensate for the cost of renting non-residential premises and its repair, for the purchase of office equipment and equipment.

Obtaining the status of a social enterprise enables an entrepreneur to receive grant support from 100 to 500 thousand rubles as part of the implementation of the activities of the national project «Small and medium-sized businesses and support for individual entrepreneurial initiatives». Grants are provided in the following areas: rent of non-residential premises, technological connection of engineering infrastructure facilities, re-equipment of vehicles, payment for various communication services, purchase of raw materials and consumables, registration of the results of intellectual activity, purchasing software, purchasing accessories, etc.

Social entrepreneurship is an important market mechanism for solving social problems, and social business is a unique form of organization that integrates the features of a commercial company and a charitable organization. However, despite the fact that over the past decades there has been an active spread of the phenomenon of social entrepreneurship around the world, so far only about 3 % of the population

of countries with different levels of socio-economic development are social entrepreneurs. In Crimea, this is also just beginning to develop.

In countries with different levels of socio-economic development, the level of entrepreneurial activity of social entrepreneurs also varies. A higher level of activity of social entrepreneurs is observed in developed countries with innovation-oriented economies, while in less developed countries with efficiency-oriented and resource-based economies, this level is lower. Social entrepreneurship, due to its primary focus on solving a social problem, is in great need of financial support from the state, various foundations and individuals. Such support for social entrepreneurship is being implemented more actively and on a larger scale in the developed countries of the West, where favorable conditions are created not only for starting a social business, but also for its further support. That is why social entrepreneurship is more widespread in countries with innovation-oriented economies than in Russia. This can be explained by the existing difficulties in maintaining business at a competitive level in less developed countries, where support for social entrepreneurship is still poorly developed: most of the early social entrepreneurs are forced to leave the business.

In conclusion, we would like to note that the results obtained in the course of this study allow us to integrate the features of social entrepreneurship as a phenomenon into the specifics of the institutional environment in which this phenomenon arises and develops. In addition, the research findings make it possible to study social entrepreneurship as a special form of entrepreneurship as such. Also, this work can serve as a basis for future research on the features of social entrepreneurship in the focus of new research tasks. So, for example, due to the properties of the primary research base, the characteristics of social organizations and how they are influenced by the social and economic situation in the country remained uncovered.

### **Bibliography:**

1. Decree of the Council of Ministers of the Republic of Crimea dated June 22, 2022 № 463 «On issues of providing grants in the form of subsidies from the budget of the Republic of Crimea to social enterprises and small and medium-sized

businesses created by individuals under the age of 25 inclusive, as part of the implementation of the main event “Regional project “Creating conditions for an easy start and comfortable doing business” of the sub-program “Development of entrepreneurship and innovation in the Republic of Crimea” of the State Program of the Republic of Crimea “Economic development and innovative economy” and invalidating the Decree of the Council of Ministers of the Republic of Crimea dated September 17, 2021 № 540» [Electronic resource]. URL: <https://minek.rk.gov.ru/ru/structure/1685> (accessed: 25.09.2022).

2. Order of the Ministry of Economic Development of the Republic of Crimea dated June 24, 2022. № 200 «On Approval of Forms of Documents» [Electronic resource]. URL: <https://business.rk.gov.ru/content/podderzhka-biznesa/socialnoe-predprinimatelstvo> (accessed: 25.09.2022).

3. Announcement of a competition for the provision of grants in the form of subsidies from the budget of the Republic of Crimea to social enterprises as part of the implementation of the main event [Electronic resource]. URL: <https://frbk.ru/measures/socialnoe-predprinimatelstvo/> (accessed: 25.09.2022).

4. URL: <https://rg.ru/2022/02/02/reg-ufo/v-krymu-114-ip-i-organizacij-poluchili-status-socialnyh-predpriyatij.html> (accessed 25.09.2022)

**Eremeeva Alena Alexandrovna**

*Candidate of Philology, Associate Professor*

*Krasnodar Branch of Plekhanov Russian University of Economics, Krasnodar*

**Derkach Anastasia Andreevna**

*student*

*Krasnodar Branch of Plekhanov Russian University of Economics, Krasnodar*

## **TRENDS IN TEACHING ENGLISH IN NOWADAYS BUSINESS CIRCUMSTANCES**

**Abstract:** language teaching approaches, methods and procedures are constantly transforming. New ideas keep emerging as the growing complexity of the means of communication and the opportunities created by technology put language skills to new learners. In addition, the political, social and economic impact of globalization, the new demands of the labour market that result from it, the pursuit of competitiveness, the challenges of intercultural communication and the diversification of culture are phenomena that have opened new perspectives on the role that foreign languages have come to play in the development of contemporary societies

**Key words:** language teaching, communication, students, the English language.



Teaching methods are the process of interaction between a teacher and students, as a result of which the transfer and assimilation of knowledge, skills and abilities provided for by the content of educational process takes place. It should be noted that the teaching method is a complex, systematic education, which is characterized by all the features underlying the classification. The methodology of teaching a foreign language, in its turn, is a set of methods, methods, teaching techniques aimed at mastering a foreign language.

The combination of various forms of work and techniques helps to creatively organize the lesson, arousing students' interest in this subject. One of the important tasks and goals of modern methods is teaching communication and mastery of speech means. At the same time, each technique has distinctive features, provided by a combination of different methods, techniques and tools.

Some methodologists call the XXI century the «Postmethods Era»: most of the techniques in the methodology of teaching English have already been tested, and it is difficult to come up with new ones, but teachers are people who are constantly looking for more effective ways of teaching, depending on what new branches of existing methods appear.

Nowadays the process of teaching also implies elements of remote education [1]; those make acquiring language skills and habits more effective.

When it comes to general trends in modern methodology, we can single out the main ones:

- an individual approach to students (the method adapts to the student, and not vice versa, analysis needed);
- more active role of students (student-centered lessons);
- use of online resources in training (training videos, web exercises and tests, online learning platforms);
- frequent use of game tasks (edutainment);

- globalization and the opportunity to use networking for the practice of oral and written speech (social networks, communication platforms, online language exchange);

- implementation of creative tasks using technologies (web collages, projects, web quests, recording audio and video monologues);

- the choice in favor of authentic materials for discussion, reading and viewing.

There's no other trigger to educational change than a global-sized pandemic. TEFL around the world were forced to adapt to new kinds of lessons [3], technological innovations, and online resources.

As it may happen to any new phenomenon, some of these innovations may wear out, or they will be replaced by others. However, one thing is for sure: language teaching has deeply changed.

In 2020, the British Council held the ELTons Innovation Awards, which rewarded the best English Teaching courses, publications, projects, platforms and applications, and other innovative ideas to help spread the teaching of English around the world.

Those textbooks with unrealistic and simplified materials are a thing of the past. Today there are plenty of textbooks such as Wider World by Pearson and the BBC which uses authentic material to bring real-world English to each lesson: videos, interviews, audio content and more.

National Geographic has plenty of textbooks that use real-life stories and audio files, they even include TED talks which have become increasingly popular among teenagers and adults. The idea behind learning by making inquiries is that students feel motivated to think creatively and critically [2].

Moreover, Danny Norrington-Davies has published "Teaching Grammar: From Rules to Reasons", a new kind of approach to teaching grammar in which learners have to discover by themselves how native speakers use the grammar of the language in real life.

Summing it up it is possible to state that nowadays trends tend to the oversimplification and isolation of grammatical units and expect learners to acquire this knowledge in a semi-authentic context.

### **Bibliography:**

1. Eremeeva, A. A. Features and Effectiveness of Online Educational in Russia (based on teaching practices). В сборнике: Festschrift of the scientific articles of the university teaching staff and students of Russian scientific educational institutions, 2021. - P. 352-356.

2. Morozova, E. N. The problem of a doubled grammatical category in modern theoreticallinguistics [Electronic resource]. URL: [http://www.meli.ru/emagazine/vipusk\\_7/93\\_7v\\_morozova.doc/](http://www.meli.ru/emagazine/vipusk_7/93_7v_morozova.doc/) (accessed: 16.09.2022).

3. Thomas Booth: English for Everyone: English Grammar Practice Book: An ESL Beginner Grammar Workbook for Adults, 2019. - P. 320.

**Gradinarova Arina Aleksandrovna**

*Candidate of Economic Sciences, Associate Professor  
Donetsk National University of Economics and Trade  
named after M. Tugan-Baranovsky, Donetsk*

## **FUNCTIONS OF THE PUBLIC FINANCE**

**Abstract:** a critical generalization of scientific papers on the leading role of allocation and distribution functions of public finance is carried out. The article presents the theoretical aspects of the study of the public finance category. An assessment of the scientific views of representatives of Russian and foreign financial schools regarding the composition of the public finance functions was carried out.

**Key words:** financial science, finance, public finance, public finance functions

The processes of formation and development of market relations require the study of various theoretical aspects of economics, one of which is the study of the essence of the category of public finance, as well as the composition of their functions involved in the system of public relations emerging between the main elements of the financial system. At the same time, research scientists in the current socio-economic conditions adhere to different, and sometimes diametrically opposed views. Therefore, the unification of the theoretical aspects of the category of public

finance and the functions they perform, allowing them to give their content the necessary rigor and completeness of reflection, is today one of the pressing problems of scientific knowledge.

The works of such foreign scientists as R. Musgrave, P. Musgrave, A. T. Peacock, J. M. Buchanan, J. Gruber and others are devoted to the development of the theory of public finance. As for Russian authors, the idea of public finance as the most important aspect of public sector economics is the basis of the works of L. I. Yakobson, B. I. Alekhin, G. B. Kleiner, E. A. Voznesensky and some other authors. Thus, the first chapter of Professor B. I. Alekhine's textbook is devoted to the triune model of the public sector, presented in Musgrave's monumental work «The Theory of Public Finance. A Study in Public Economy» [5], the same model was used by the author to link budget policy with fiscal functions.

It is important to note that public finance has features that affect the composition of their functions, therefore it is advisable to conduct a study of the opinions of scientists regarding those of them that perform public finance in the existing economic conditions.

The purpose of the study is to generalize and systematize the existing scientific views of representatives of Russian and foreign financial schools regarding the composition of the functions of public finance.

The category of public finance in the Russian scientific literature has become the subject of research relatively recently, whereas in world scientific publications discussions around their economic nature and their functions have been going on for a long time. Throughout the history of the development of financial science, two financial scientific schools have been formed.

The Russian Financial School (its representatives are A. M. Alexandrov, E. A. Voznesensky, L. A. Drobozina, V. P. Dyachenko, V. M. Rodionova, A. M. Kovaleva, D. S. Molyakov, L. N. Pavlova, B. M. Sabanti, etc.) distinguishes distributive (redistributive), control, regulatory and reproductive functions of finance.

The Western Financial School (its representatives R. Musgrave, J. Stiglitz,

P. Jones, A. Averbach, P. Jackson, L. I. Jacobson) distinguishes the allocation, distributive and stabilization function of finance.

A critical analysis of modern scientific research has shown that the majority of foreign and domestic scientists (for example, M. M. Cangiano, M. T. R. Curristine, M. M. Lazare, E. Y. Gracheva, S. N. Klimova, N. N. Kosarenko) adhere to the traditional point of view and, by analogy with state, public finance, distinguish three functions: distributive, control and regulatory.

Some researchers in their works are conducting a scientific discussion in the direction of complementing the traditional functions of public finance. For example, G. R. Gafarova [3, p. 305-307] points to the informational function of public finance, which, in her opinion, consists in the fact that they are the most valuable source of information about the state of the entire state organism, the quality of economic processes, as well as the effectiveness of the state's financial policy. In this sense, the most effective information indicator is public finance, concentrated in the budget.

Among the main functions characteristic of budgeting in the field of public finance, from the position of T. V. Fayberg [2, p. 10], the following can be attributed: financial forecasting and planning; financial accounting; analytical function; control and motivational functions.

A. V. Khmelkov's research [4, p. 312-315] emphasizes the significant role and importance of the fiscal institute and its agent for the formation of public finance, based on the fact that fiscal payments, as well as fiscal domains, occupy a predominant share in the formation of public finance.

Thus, B. I. Alyokhin [1] believes that the state is a non-profit organization and can finance the provision of public goods only by withdrawing the necessary resources from the private sector (hence the allocation function of public finance). Part of the national income in the form of taxes is due to the State, which spends them on the purchase of resources necessary for the production of public goods, which is public finance.

The founder of the Russian Financial School on public sector problems,

L. I. Yakobson [8, p. 45], notes that through public finance, resources are allocated to produce most of the public goods.

Economist J. E. Stiglitz [6, p. 6-21] believes that one of the most important activities of the government is the redistribution of public finances and this is the most important goal of its activities to ensure the welfare of the country.

At the same time, in most of the presented works, the authors focus on the distributive function of public finance. Thus, E. V. Vaymer [7, p. 195-200] emphasizes that the distributive function of public finance is the main one, since the state accumulates funds into public funds in order to subsequently distribute them according to public needs.

Thus, based on the results of the research and processing of scientific papers on the essence and composition of the functions of public finance, it can be argued that:

- firstly, historically two financial scientific schools have been formed – Russian and foreign, the views of their representatives are sometimes diametrically opposed;

- secondly, a large number of researchers in their works seek to supplement the traditional functions of public finance with additional ones, for example, informational, fiscal, etc.

Thirdly, R. Musgrave's position is sufficiently reasoned and does not contradict the modern realities of economic development in the world, which distinguishes three functions from public finance: allocation, distributive and stabilization.

It is important to note that the allocation function of public finance has a regulatory effect: on the standard of living of social groups; on the choice of directions for the use of public income; on demand and consumption structure, etc., and also contributes to economic growth.

### **Bibliography:**

1. Alyokhin, B. I. Program budget: goals, classification and principles of construction / B. I. Alyokhin, M. P. Afanasyev, A. I. Kravchenko, P. G. Kradinov / Financial Journal, 2010. № 3 [Electronic resource]. URL:

<https://cyberleninka.ru/article/n/programmnyy-byudzhhet-tseli-klassifikatsiya-i-printsipy-postroeniya> (accessed: 14.09.2022).

2. Fayberg, T. V. Development of the theory of budgeting in the field of state (municipal) finance / T. V. Fayberg / *Baikal Research Journal*, 2019. Vol. 10. № 3. – P. 10. – DOI 10.17150/2411-6262.2019.10 (3).10.

3. Gafarova, G. R. On the issue of the information function of public finance / G.R. Gafarova // *Scientific research: fundamental and applied aspects*, 2021. Collection of scientific papers. Naberezhnye Chelny. Kazan: Publishing House «Cognition», 2021. – P. 305-307.

4. Hmelkov, A. V. Agent of the Fisk Institute / A. V. Hmelkov / *Economics, management, law: realities and perspectives: Collection of scientific articles*, Paris, France, 29 April 2016 / Science editor: Drobyazko S. I. - Paris, France: Les Editions Original, 2016. - P. 312-315.

5. Musgrave, Richard. Public finance: theory and practice / *Public Finance in Theory and Practice: red. V. L. Makarov. - per. 5th ed. - Moscow: Business Atlas*, 2009. - 715 p. - (Library Journal «budget»).

6. Stiglitz, J. E. Key Challenges Facing Modern Finance: Making the Financial Sector Serve Society / J. E. Stiglitz / *Finance: Theory and Practice*, 2020. – Vol. 24. № 2. – P. 6-21. – DOI 10.26794/2587-5671-2020-24-2-6-21.

7. Vaymer, E. V. The concept, essence and modern purpose of finance / E. V. Vaymer // *Financial Law*, 2020. – № 12. - P. 7-11. – DOI 10.18572/1813-1220-2020-12-7-11.

8. Yakobson, L. I. et al. Choosing a path: scenarios for the development of Russia / *Investments in Russia*, 2013. – № 6. – P. 45.

**Jeffrey S. S. Cheah**

*Doctor of Philosophy, Senior Lecturer*

*Graduate School of Business, Universiti Sains Malaysia, Penang, Malaysia*

## **SOCIAL ENTREPRENEURSHIP AS A GLOBAL SOCIAL MOVEMENT**

**Abstract:** current research conducts a content analysis of social entrepreneurship as a global social movement. Social entrepreneurship is the domain of process or strategy and actions taken by social entrepreneurs to establish an organisation or legal framework to achieve their organisation’s social objective.

**Key words:** social media, social entrepreneurship, global social movement.

*“Half the world is starving, and the other half is trying to lose weight”*

This is one of the popular quotes on social media that uses humour to demonstrate the sad reality of our world. While some of us overconsume foods and

calories, in another part of the world, one in eight people still lived in extreme poverty, nearly 800 million people suffer from hunger, and more than 2 billion people faced difficulty accessing clean water (UN, 2016). The current economic system has led to wealth concentration and inequality in our societies. According to the 2016 Global Wealth Report, the wealthiest top 10 per cent, own 89 per cent of the global assets, while the bottom half collectively own less than 1 per cent of the total wealth, and the gap continues to widen (Shorrocks et al., 2016). There is viable evidence that excessive inequality may depress educational opportunities and social mobility, and leads to instability of the socio-economies (Keeley, 2015).

In response to those pressing societal issues, the United Nations (UN), an international organisation with 193 Member States, officially started an urgent global transformation plan of action on 1<sup>st</sup> Jan 2016, based on the 17 Sustainable Development Goals (UN, 2016). This agenda is a road map to eradicate extreme poverty and balance sustainable development among economic, social and economic. None of the gaps or challenges highlighted in the report is an easy task that can be solved straightway, or by the UN bodies alone. Thus, Goal 17 appeals to continuous collaboration efforts from local and international bodies, including governments, civil society, private sectors and other social actors. Consequently, UNDP instrumented to established the United Nations Social Enterprise Facility (UNSEF), to provide technical and financial support, to the high-potential social entrepreneur's scale across borders, and creates more impact, resilience and sustainability to the environmental, social and economic dividends (UNDP, 2016). After an examination of the concept and practice, United Nations Development Programme (UNDP) recognised social entrepreneurship as an innovative and effective approach to poverty reduction and employment generation (Borzaga et al., 2008).

Considering the world's history, after the end of World War II in 1945, the world progressed into an era of economic expansion. During this period, local governments, corporate organisations, and international aid bodies have plenty of resources backed the non-profit organisations (NPOs). With the financial and non-



financial resources, such as funding, donation, networking and training, NPOs have emerged as to be the third largest sector immediately after the public and private sectors (Hall, 2010). However, the period of economic prosperity was disrupted by the global economic crisis in 1987, 1997 and 2008. The phenomena have caused many countries to go into deficits and deep recession, bankruptcies of subprime corporations, and the global financial system collapse in value (Kotz, 2009). The non-profit sector that depends on grants and subsidies from the government and corporate sectors was threatened with survival crises.

A tremendous number of non-profit organisations (NPOs) arises, consequences of an upsurge competitive environment among them to obtain external resources. The circumstance becomes worse when their supporting pillars are threatened by the global economic crises. More than ever, non-profit leaders progressively consider corporate practices, to improve their efficiency and productivity (Hoque & Parker, 2015). Besides, the needs and expectations of the stakeholders, no matter corporate contributors, philanthropists or individual donors, are getting higher than before. As the stakeholders have the power to choose, NPOs not only need to maintain their legitimacy, thereby demonstrating they are pursuing the right objectives in the “right way”. Moreover, the stakeholders interested also led to the establishment of charity watchdog, such as Charity Watch, to dive deep and exposes how efficient the donation being used. In response, the highly demand on more transparent and highly effective social sector institutions, drives NPO leaders increasingly looking towards implementing business-like approaches (Dees, 1998), and adjoin the social entrepreneurship movement.

NPOs generate extra income by offering services or products are not a new practice at all. The changing from conventional NPO to social entrepreneurship model is about shifting their operating system, from relying on government funds and donation, to self-sustain by proactively earning income from the market. In addition, non-profit leaders adopt entrepreneurial approaches (i.e. corporate planning tools and marketing strategies) to manage and operate their organisation, is vastly uncommon

in the conventional NPOs (Dart, 2004). By diversified their source of income and implement more efficient approaches, the transformed NPOs gain better sustainability,

Meanwhile, the corporate sector has been continuously seeking to engage and collaborate with social entrepreneurs as this partnerships with social entrepreneurs are viewed as a way to gain a competitive advantage (Denny & Seddon, 2014). Some companies invested into social entrepreneurship as part of their corporate social responsibility (CSR) effort, whereas others have even established new social business to serve the needy by closely working with veteran social entrepreneurs. Besides, there are some surveys showed, some of the social entrepreneurs are from various commercial sectors. They left their relatively high-paid and comfortable job, to embrace the unknown and ambiguous social sector.

Similar to the circumstances observed in the private sectors, the government sector has progressively shifted towards alternative methods in financing their social services, due to the non-affordability, especially during the economic recession (Denny & Seddon, 2014). In fact, more and more local authorities were observed to have taken the initiative to set up legal agencies or policies to promote and arouse social entrepreneurship in their respective country. For example, the Social Enterprise Policy executed by Department for Culture, Media and Sport in the UK, and MaGIC Social Entrepreneurship in Malaysia.

Social entrepreneurship is the domain of process or strategy and actions taken by social entrepreneurs to establish an organisation or legal framework to achieve their organisation's social objective (Defourny & Nyssens, 2008). The social entrepreneurship has received a massive positive response from governments, non-profit and even for-profit sectors worldwide, especially in Europe, the United States of America (USA) and East Asia regions. This movement is also alleged to a transformation in the operational structure of the conventional non-profit organisations (NPOs), propagates upgraded corporate social responsibility (CSR) practices, and become the future way for the government to deliver cost-efficient

public services (Jones et al., 2011; Sepulveda, 2015), and the new kind of capitalism that serves humanity's most pressing needs (Yunus & Weber, 2010).

### **Bibliography:**

1. Borzaga, C., Galera, G., & Nogales, R. (2008). Social Enterprise: A New Model For Poverty Reduction And Employment Generation (978-92-9504-278-0). <http://europeandcis.undp.org>
2. Dart, R. (2004). The legitimacy of social enterprise. *Nonprofit Management & Leadership*, 14 (4), - P. 411-424. <https://doi.org/10.1002/nml.43>
3. Dees. (1998). In *The Meaning Of Social Entrepreneurship*. Kauffman Center for Entrepreneurial Leadership.
4. Defourny, J., & Nyssens, M. (2008). Social Enterprise In Europe: Recent Trends And Developments. *Social Enterprise Journal*, 4 (3). - P. 202-228. <https://doi.org/10.1108/17508610810922703>
5. Denny, S., & Seddon, F. (2014). Evaluating Social Enterprise: An International Perspective. In S. Denny & F. Seddon (Eds.), *Social Enterprise: Accountability And Evaluation Around The World* (1 ed., - P. 252). Routledge. (Routledge)
6. Hall, P. D. (2010). Historical Perspectives on Nonprofit Organizations in the United States. In P. D. Hall (Ed.), *The Jossey-Bass Handbook of Nonprofit Leadership and Management* (P. 3-41). (John Wiley & Sons, Inc).
7. Hoque, Z., & Parker, L. D. (2015). *Performance Management in Nonprofit Organizations: Global Perspectives* (Z. Hoque & L. D. Parker, Eds.). Taylor & Francis.
8. Jones, L. D., Regan, P., & Mitra, C. E. (2011). Mainstreaming Information Literacy Skills Into a Social Enterprise Environment. *College and Undergraduate Libraries*, 18(4). P. 391-398. <https://doi.org/10.1080/10691316.2011.624947>
9. Keeley, B. (2015). How Does Income Inequality Affect Our Lives? In *Income Inequality: The Gap between Rich and Poor* (ISSN 1993-6745 (print). 1993-6753 (online) ed.). OECD Publishing. <https://doi.org/10.1787/9789264246010-6-en>
10. ISSN 1993-6753 (online) ed.). OECD Publishing. <https://doi.org/10.1787/9789264246010-6-en>
11. Kotz, D. M. (2009). The Financial and Economic Crisis of 2008: A Systemic Crisis of Neoliberal Capitalism. *Review of Radical Political Economics*. <https://doi.org/10.1177/0486613409335093>
12. Sepulveda, L. (2015). Social enterprise – a new phenomenon in the field of economic and social welfare? *Social Policy & Administration*, 49(7). P. 842-861. <https://doi.org/10.1111/spol.12106>
13. Shorrocks, A., Davies, J. B., Luberas, R., & Koutsoukis, A. (2016). *Global Wealth Report 2016* (Research Institute: Thought Leadership from Credit Suisse Research and The World's Foremost Experts, Issue. [www.credit-suisse.com/researchinstitute](http://www.credit-suisse.com/researchinstitute)

14. UN, U. N. (2016). The Sustainable Development Goals Report 2016 (978-92-1-101340-5 print; 978-92-1-058259-9 online). <http://unstats.un.org/sdgs>
15. UNDP, U. N. D. P. (2016). Chief, United Nations Social Enterprise Facility (UNSEF) Secretariat. United Nations Development Programme. Retrieved 2 March, 2017 from [https://jobs.undp.org/cj\\_view\\_job.cfm?cur\\_job\\_id=57650](https://jobs.undp.org/cj_view_job.cfm?cur_job_id=57650)
16. Yunus, M., & Weber, K. (2010). Building social business: The new kind of capitalism that serves humanity's most pressing needs. PublicAffairs. (Public Affairs).

**Karabaeva Gulnora Sharafitdinovna**

*PhD, Associate Professor*

*Tashkent branch of Plekhanov Russian University of Economics, Tashkent*

## **POST-PANDEMIC ASPECTS OF EMPLOYMENT DEVELOPMENT**

**Abstract:** the article considers the conditions and prospects for the development of an innovative type of employment, the features of innovative employment abroad and in Uzbekistan in the post-pandemic stage. Author proposes to develop social partnership and social activity of women and youth.

**Key words:** human capital, innovative technology, competitiveness, digital economy, employment.

The development of socio-economic processes of the modern economy reveals the relevance of the formation of innovative type of employment. The continuous transformation of labor motives is distinguished by the versatility of reforms in the field of employment. The labor behavior of workers varies depending on the predominance of certain needs and depending on this form of employment.

Many domestic and foreign scientists are engaged in the development of employment and its types, but, unfortunately, the solution of problems sometimes does not go beyond the scope of conferences and seminars. The problem of innovative employment has become relevant in recent years and occupies a leading position in the work of foreign and domestic scientists.

We conducted studies of employment of the population, indicators of labor resources for 2000-2021 and factors influencing their growth. Figure 1 shows the

indicators of labor resources and employment of the population of Uzbekistan for 2000-2021.

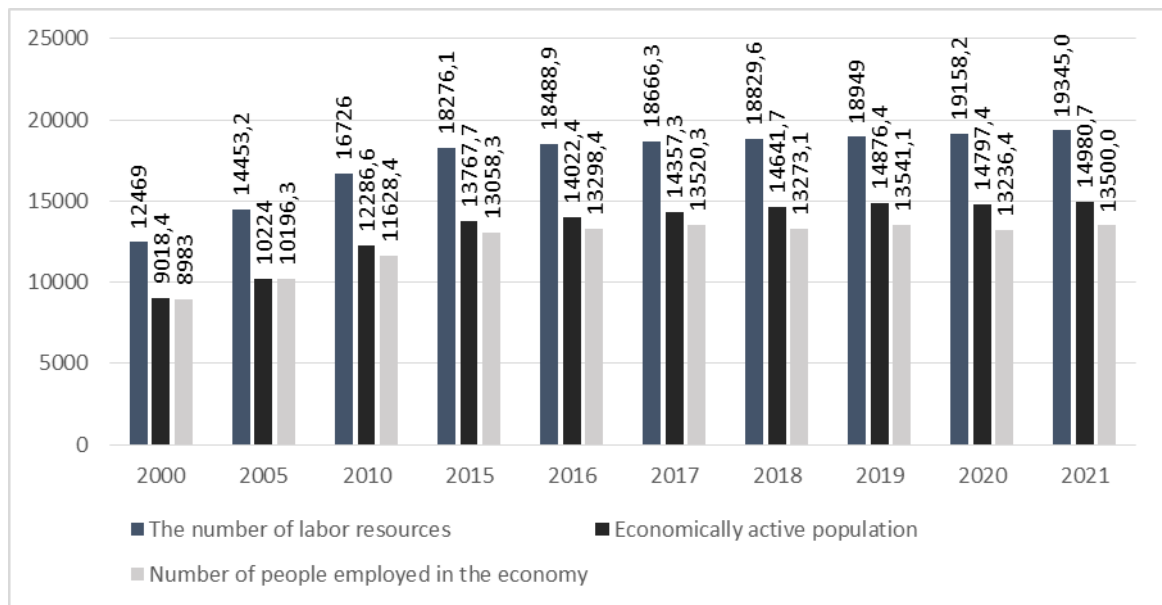


Figure 1 - Labor resources and employment of the population of Uzbekistan [2, 6]

The chart shows that in spite of the pandemic in 2019-2020, employment rates had a small, but growing trend. Thus, the number of economically active population in 2021 compared to 2000 increased by 66 %, by 2005 – 46 %, by 2010 – 22 % and by 2015 - by 7 %. We take into account the change in the number of labor resources for 2000-2020, by 55 %. Studies of data on labor resources have revealed the relationship between employment and the level of development of information technology.

The number of labor resources in 2021 in the republic totaled 19344959 people, of which 20226760 people were of working age, and 14980737 people were economically active. The regional picture of the working-age population of Uzbekistan is shown in Figure 2.

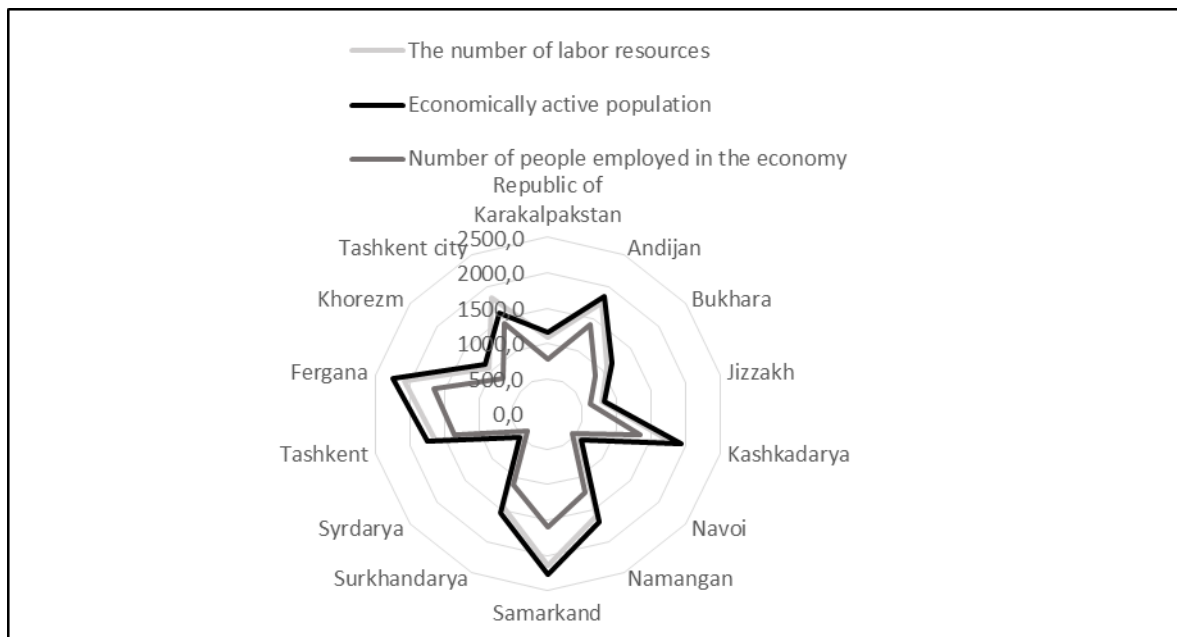


Figure 2 - The structure of the working-age population of Uzbekistan by region in 2021, thousand people [2, 5]

As can be seen from the diagram, in 2021, Samarkand region is the leader in terms of the number of labor resources in the republic - 2142260 people, Fergana region - 2084879 people. and the city of Tashkent - 1837407 people. In terms of the number of permanent working-age population, Samarkand region is also ahead - 2262572 people, Fergana region - 2241594 people, and Andijan region - 1852908 people. Most of the economically active population lives in the Fergana region - 1648796 people, Samarkand region - 1599674 people, Tashkent city - 1416098 people.

It is clear that for these regions the requirements for qualified personnel will be higher, due to their large number compared to the Syrdarya, Navoi and Jizzakh regions, where the number of labor resources and the able-bodied population does not reach 850 thousand people. Accordingly, in such regions, it is necessary to plan the training and advanced training of specialists in demand in today's labor market.

As an analysis of the negative changes in the labor market caused by the COVID-19 pandemic has shown, young people have been affected more than older people. This is because a significant proportion of young people are employed in temporary or part-time jobs and are therefore at greater risk of losing their jobs.

In the context of the transformation of the economy and the ongoing pandemic, competition is becoming especially acute. In Uzbekistan, the labor market is distinguished by the originality of the conditions of formation and the influence of external factors over the years of independence. Last year's pandemic and global trends have also changed some aspects of employment, tipping the scales in favor of innovative employment.

The progressive development of science and technology increases the dependence of the theoretical knowledge of workers on their qualifications. As a rule, new employees need training with additional knowledge and skills to acquire higher qualifications. Hybrid jobs are emerging in many areas. Highly skilled labor is more in demand. Specialists with higher education enter universities of another direction and receive two specialties: a lawyer-economist, an engineer-economist, a doctor-economist.

Therefore, the main direction of solving the problem of youth employment today is to support the manufacturing sector, creating conditions for the interest of managers in hiring young professionals. This requires a radical reform of the education and culture system. We must form in them a sense of national and universal values and a desire for self-improvement.

In recent years, a new innovative form of self-employment has been developed, where an employee earns by providing services on his own initiative. In Uzbekistan, self-employment is developing in agriculture, domestic services, trade, and construction. In the era of industrialization and digitalization, the number of self-employed highly skilled workers is increasing in almost all industries. According to our research, it was determined that among them the leaders are lawyers, managers and technicians.

During the transition to an innovative type of employment, positive and negative changes are highlighted: the level of education does not meet the requirements of work, professions of a narrow profile prevail, flexibility and adaptability of personnel increase, jobs for men and women are restructured, the list

of new women's professions is expanding, etc. And this is very important because the unemployment rate for girls is four times higher than for boys.

Innovative employment sets its own requirements for the generation of knowledge and the possession of digital competencies. The first to start on the path to employment are young professionals who have a high-speed adaptation to a rapidly changing information and innovation environment. At the same time, the need to create appropriate conditions for the transition to an innovative economy and support the population in improving the socio-economic situation is determined:

- creation and improvement of the regulatory framework for regulating the innovative type of employment;

- increasing the innovation and investment activity of employers and entrepreneurs through the creation of innovative jobs;

- development of social partnership and social activity of women and youth.

To accelerate the process of formation of an innovative type of employment of the population of Uzbekistan, certain conditions should be created:

- an appropriate employment regulation policy;

- integration of the country into the global information community;

- development of the national innovation system, etc.

In conclusion, we can say about the need to create a well-coordinated mechanism for the development of an innovative economy and the transformation of types of employment. It must be remembered that the content of managing the formation of an innovative type of employment should take into account current trends in socio-economic development, the situation in the field of employment, adhere to a humanistic approach to human resource management, based on modern management laws and determined by the employment policy within the organization.

### **Bibliography:**

1. State Committee of the Republic of Uzbekistan on statistics.  
URL: <https://stat.uz/ru/ofitsialnaya-statistika/labor-market>.



2. Karabaeva, G. Sh. Social orientation of innovative solutions under the influence of the Covid-19 pandemic // Scientific research archive, 2022. - Vol. 2. - No. one.

3. Karabaeva, G. Sh. Et al. HR management: transformation of innovative employment in Uzbekistan, 2022.

**Mishchuk Oksana Nikolaevna**

*Candidate of Filological Sciences,*

*Deputy Director of Science and Additional Education*

*Tula branch of Plekhanov Russian University of Economics, Tula*

**Ksenofontova Oksana Victorovna**

*Business coach, Associate Professor*

*Tula branch of Plekhanov Russian University of Economics, Tula*

**Bitkov Alexey Leonidovich**

*student Tula branch of Plekhanov Russian University of Economics, Tula*

**Kostyukov Vasilii Sergeevich**

*student Tula branch of Plekhanov Russian University of Economics, Tula*

**Kambarov Artem Altynbekovich**

*student Tula branch of Plekhanov Russian University of Economics, Tula*

## **PROSPECTS OF THE DEVELOPMENT OF SOCIAL ENTREPRENEURSHIP**

**Abstract:** the paper deals with the prospects for further development of social entrepreneurship in Tula region. The authors study the features of social entrepreneurship, reveal the main business-models of contemporary entrepreneurs and draw the outline of the evolution of social entrepreneurship in Tula region.

**Key words:** social entrepreneurship, social enterprise, entrepreneurial activity, social policy, active social problem, social and economic development.

In the Tula region in 2019, the concepts of «social entrepreneurship», «social enterprise» were enshrined at the legislative level in the federal law (Federal Law 209-FZ, dated 24 July 2007 «About the Development of Small and Medium Entrepreneurship in the Russian Federation»).

The federal law is aimed at a legislative definition of the concepts of «social entrepreneurship» and «social enterprise».

Social entrepreneurship means entrepreneurial activity aimed at achieving socially useful goals, contributing to the solution of social problems of citizens and

society, increasing the level of employment of disabled persons and persons with disabilities, pensioners and citizens of pre-retirement age, graduates of orphanages and other categories of citizens.

A social enterprise is a small or medium-scale business entity which carries out activities in the sphere of social entrepreneurship.

The federal law provides the possibility for state authorities and local self-government bodies to provide support to subjects of small and medium-scale entrepreneurship who carry out activities in the sphere of social entrepreneurship and meet certain conditions.

Such conditions include:

- provision by the subject of small and medium-scale entrepreneurship of employment of socially vulnerable categories of citizens established by the Federal law;

- the sale of goods (works, services) produced by such citizens;

- production of goods (works, services) intended for such citizens in order to create conditions for them to overcome or compensate for their disabilities, as well as opportunities to participate on an equal basis with other citizens in the life of society;

- activities aimed at achieving socially useful goals and contributing to the solution of social problems of society, such as activities to provide psychological and pedagogical, medical and social assistance to students who have difficulties in mastering basic general education programs, development and social adaptation, activities to provide services in pre-school education and general education, additional education for children, etc.

Besides, it is envisaged to provide support at the expense of budget appropriations of budgets of subjects of the Russian Federation and (or) local budgets to the subjects of small- and medium-scale entrepreneurship recognized as social enterprises taking into account the categories of citizens and kinds of activity additionally established by subjects of the Russian Federation.

The order of recognition of the subject of small- or medium-scale entrepreneurship as a social enterprise is determined by the federal body of the executive power which carries out the functions on the development of the state policy and normative-legal regulation in the sphere of entrepreneurial activity development, including small- and medium-scale business.

In its turn the Procedure for recognition of the subject of small- or medium-scale entrepreneurship as a social enterprise and the Procedure for formation of the list of the subjects of small- and medium-scale entrepreneurship having the status of a social enterprise were approved (Order of Ministry of Economic Development of the Russian Federation № 773 of November 29, 2019).

In the Tula region, the infrastructure of social entrepreneurship is being formed actively. In this area, organizations face a number of challenges, such as defining a clear social problem and target audience, creating a business model, building a sales process, motivating employees, attracting public attention to the problem being addressed, establishing trusting relationships with potential audiences, attracting investors and partners, and scaling the business.

Special attention is paid to the development of social entrepreneurship. In the Tula region there is a Social Innovation Center, a department of the «MY BUSINESS» Center.

According to the List of small and medium-scale businesses with the status of a social enterprise, which includes 118 small and medium-scale businesses, we can say that since 2019 there has been an increase in social entrepreneurs, on average, by 20 small- and medium-scale businesses annually.

It should be noted that the main activities of social entrepreneurs are: the provision of services in pre-school education and general education, additional education for children.

Entrepreneurs with the status of social enterprises registered on the territory of Tula region are provided with the following support:

- services to promote products and services of social enterprises:

In 2021 and 2022 - Assistance in popularization of products/services (Complex № 1) (consulting services, promotion on the radio - broadcasting one radio spot). 30 small and medium-scale businesses received this service from The Social Innovation Center.

In 2021 - Assistance in products/services popularization (complex № 2) (consulting services, promotion in social networks - one social networking site for one month 20 small and medium-scale businesses received the service from The Social Innovation Center.

- services to popularize social projects by creating video clips and broadcasting them in the regional media (on the TV channel «Pervy Tulsy» in the program «Only News»);

- consulting on the preparation of documents to be included in the register of social enterprises;

- educational support;

- grant support up to 500 thousand rubles;

- low interest loans at 4 % per annum;

- privileges for the use of municipal and state property.

The Social Entrepreneurship Council is established and its activity is guided by the Constitution of the Russian Federation, federal constitutional laws, federal laws, decrees and orders of the President of the Russian Federation, decrees and orders of the Government of the Russian Federation, laws of Tula region, decrees and orders of the Governor of Tula region, decrees and orders of the Government of Tula region, and the Regulation on the Social Entrepreneurship Council of Tula region.

The members of the Council shall perform their duties on a voluntary basis, guided by the principle of openness in the collective discussion of issues.

The main tasks of the Council are:

- making recommendations for the development of social entrepreneurship in Tula region;

- involving citizens, public associations and representatives of the mass media in the discussion of issues relating to the development of social entrepreneurship and the drafting of recommendations on these issues;

- summarizing, proposing and supporting initiatives of importance for the region and aimed at implementing the state policy in the field of social entrepreneurship development.

The Council performs the following functions in order to fulfill the main tasks entrusted to it:

- contributes to the dissemination of positive experience on social entrepreneurship;

- discusses drafts of regulatory acts on social entrepreneurship prepared by the committee, in cases stipulated by the current legislation;

- considers the issues of recognition of small and medium enterprises as social enterprises;

- prepares proposals for the development of social entrepreneurship in Tula region;

- over the past three years a number of important issues have been discussed at the meetings of this Council, including the provision of state support measures for this category of entrepreneurs.

At the same time, there is an ongoing dialogue with the entrepreneurial community on measures to support this area.

On this slide you can see active social entrepreneurs of Tula. Irina Eduardovna Ivanova is the acting director of the Union of Social Entrepreneurs of Tula and the owner of the legal support company «Spravedlivost». Irina popularizes social entrepreneurship and is very active in this field.

Artem Leopoldovich Arzunyan and Elena Alexandrovna Momyako help children and pensioners. The first of them is the founder of the English Market language center. The other one is the owner of the health center «Raduga» in Uzlovaya, Tula region.

On September, 27th we attended business-training within the frames of research of social entrepreneurship in Tula region. We studied systems of attraction of clients in social business and current business strategies. Moreover, we talked to real social entrepreneurs in our city.

According to our research, the main directions of development can include:

- development of niche social projects, aimed at supporting certain vulnerable groups of the region;
- attraction of ideological highly motivated people;
- active support of social business by society;
- the choice of the consumer of manufacturers, solving social problems.

### **Bibliography:**

1. Federal Law 209-FZ, dated 24 July 2007 About the Development of Small and Medium Entrepreneurship in the Russian Federation.
2. Order of Ministry of Economic Development of the Russian Federation № 773 of November 29, 2019.
3. Ministry of Industry and Trade of the Tula region. URL: <https://minpromtorg.tularegion.ru/>
4. Tula branch of «MY BUSINESS» Center. URL: <https://мойбизнесула.рф/>
5. Union of Social Entrepreneurs of Tula. URL: <https://social-71.ru/>

**Mutayev Ulubey Kurbabaganovich**

*Candidate of sociological sciences, Associate Professor, Head of Department of Management, Business Technologies and Humanitarian Disciplines Ivanovo branch of Plekhanov Russian University of Economics, Ivanovo*

**Smirnova Anna Nikolaevna**

*Candidate of philological sciences, Associate Professor Ivanovo branch of Plekhanov Russian University of Economics, Ivanovo*

## **SOCIAL ENTREPRENEURSHIP AS AN EFFECTIVE STRATEGY FOR THE DEVELOPMENT OF NON-PROFIT ORGANIZATIONS (BASED ON A SERIES OF INTERVIEWS WITH LEADERS OF NON-PROFIT ORGANIZATIONS IN THE IVANOVO REGION)**

**Abstract:** commercial organizations in the Ivanovo Region that provide social services organize a non-profit organization on their basis, receive grant funding, and expand the number of beneficiaries through this. Such a strategy makes it possible to

expand activities if additional funding is received from participation in grant competitions and from donors, and to return to a certain «base» level if grant funding is not extended for some reason. At the same time, on the basis of the commercial component it is possible to maintain the team and the material base in anticipation of grant support.

**Key words:** social entrepreneurship, socially oriented non-profit organizations (SO NPOs), interaction between society and SO NPOs.

In the spring of 2022 a series of interviews with the heads of the most successful non-profit organizations in Ivanovo region was conducted. The study was commissioned by the Autonomous Nonprofit Organization Resource Center of Ivanovo region. One of the objectives of the research was the identification of the most successful strategy for the development of a non-profit organization in the region. As a result of the study it was found that such a strategy to a large extent can be social entrepreneurship. Commercial organizations in the Ivanovo region engaged in the provision of social services, organize a non-profit organization on its basis, receive grant funding and expand the number of beneficiaries through this. Such a strategy makes it possible to expand activities if additional funding is received from participation in grant competitions and from donors, and to return to a certain «base» level if grant funding is not renewed for some reason. At the same time on the basis of the commercial component it is possible to maintain the team and the material base in anticipation of grant support.

The Jobs to be Done methodology was used to research the experience of Ivanovo Region NCO leaders. In our case, JTBD is used to identify key performance indicators in the activities of the most successful NPOs in the Ivanovo region.

By social entrepreneurship we mean a special specific kind (or part) of entrepreneurial activity (as a kind of a whole) with a special social mission characterized by humanity, a high degree of morality and responsibility for reforming people and their way of life based on the use of the functionality of innovative strategies and projects [1, p. 2966].

Most NPOs in the region share a range of problems that they are forced to solve in order to «stay afloat».

The main problem articulated by the informants is the problem of funding, which as a «nested doll» contains many other problems, and their set may vary significantly depending on the organization. In accordance with this, we can identify the following problems of NCOs in our region [3]:

1) financing (a general problem, which usually breaks down into the following problems);

2) training and hiring of qualified staff;

3) administrative and bureaucratic barriers in attraction of financing;

4) overtime (irregular working hours), and as a consequence, family problems, emotional burnout;

5) staff turnover, professionals prefer to work where they are paid more;

6) some forms of NPOs, for example, in the field of legal protection need alternative ways of financial support, rather than grants from various foundations, for which the importance of working in the field of law is not obvious;

7) lack of premises.

To the already listed problems we can add the lack of competition, which hinders the growth of the quality of services, as well as the lack of management skills in the multifaceted nonprofit sector.

A significant problem is also the lack of public understanding of what NPOs are and what they do [4]. This leads to problems both with business and with the state in the persons of specific people who, being a part of society, share its misunderstanding of the nonprofit sector's functionality.

At the same time, it is rather difficult to solve these problems exclusively by SO NCOs at the current level of development of charity in society, and commercial activities within the framework of social services can be of considerable help here. The experience of most of our informants can serve as an example of successful combinations of commercial and noncommercial activities in the region. In one case



the business of caring for sick people is combined with a grant for palliative care services, in another the business of a sculptor-painter with a charity school for children with disabilities. A successful lawyer combines his practice with free legal aid to the poor and outreach to schoolchildren, while a psychological center providing paid services simultaneously helps low-income families with children who need psychological help through grant funding.

The study showed that within the typology of strategic roles in the nonprofit sector market, the positions of informants correspond more to the strategic role of «problem-solving expert» - someone who understands the prerequisites and nuances of a particular social problem, knows what resources or partners are needed to strengthen the initiative. Someone who understands how to direct the competencies of the actors involved to implement the goal [2]. Hypothetically this is the most effective strategic role today in the market of the nonprofit sector of the region, along with it is necessary to highlight the strategic roles of «promoter, network builder» and «reliable partner», which are also quite successfully implemented in the regional market.

Our respondents, as experts, not only have an idea of how to solve a problem, but also how to develop their product, using various techniques and tools to do so, related to securing funding, elements of social entrepreneurship, mediation linking the public as well as decision makers (DMs) to problems, and their solutions.

Our respondents see the value of their product to the audience in general the same way. They see the Internet site, mass media, social networks, and a big role for «word of mouth». It must be said that for some NPOs this issue is simple and solvable, while for others it is quite painful and difficult to resolve. In many respects it is connected with coverage of a target audience and its quality. If you work with palliative patients or children with disabilities, «word of mouth», website, some meetings with parents, etc. work better here. In case your target is the masses of population, who are unprepared and don't understand what a non-profit organization is, it takes a lot of resources to promote it and not always it gives the necessary effect.

Nevertheless, effective work to establish communication with the target audience and the general public is equally beneficial for both the entrepreneurial and non-profit components of such organizations.

Actors of successful NPOs in the region definitely know how to improve the experience of using their product and improve its quality - it is the attraction of new employees and technology, it is the use of special equipment and social franchising.

It is known that in comparison with NPOs the main advantage of commercial organizations is monetization of services, which allows to pay for advertising, to use better equipment, to introduce effective technologies, with this approximately everyone agrees, what business lacks is social responsibility, the included attitude to the consumer.

As has already been described, among the studied NPOs there are those that are simultaneously engaged in both business and non-profit activities, which are based on an established commercial component, in fact, acting as social entrepreneurship. It is this form of existence that makes it possible to effectively solve social problems while standing firmly on its feet economically.

Thus, it is those SO NPOs that function on the basis of commercial enterprises, essentially acting as their divisions or projects, that feel well and can count on development in the future.

### **Bibliography:**

1. Kuznetsova, S. V. To the question of the definition of the concept of «social entrepreneurship» / KE. 2020. № 11. URL: <https://cyberleninka.ru/article/n/k-voprosu-opredeleniya-ponyatiya-sotsialnoe-predprinimatelstvo> (date of access: 09.05.2022).

2. Methodological manual «Management and development of NPOs», Information manual published by the Autonomous non-profit organization of social services and advisory activities «Resource Center for Non-Profit Organizations of the Ivanovo Region» within the framework of the «Local Philanthropy 4.0» program of the KAF Charitable Foundation. Ivanovo, 2022.

3. Mutaev, U. K. Socially oriented non-profit organizations: problems and prospects (on the example of the Ivanovo region) / U. K. Mutaev // Management accounting, 2021. № 8-2. – P. 298-308. – EDN XVLLZW.

4. Mutaev, U. K. Society's attitude to charitable and volunteer activities as a resource for the development of regional socially oriented non-profit organizations (on the example of the city of Ivanovo) // U. K. Mutaev, K. B. Kalmykov. *Management Accounting*, 2022. № 6-3. - P. 575-583. – DOI 10.25806/uu6-32022575-583. – EDN UCVZHD.

**Talipova Nigora Tulkunovna**

*Candidate of Economic Sciences, Associate Professor  
Tashkent Institute (branch) of Plekhanov Russian University of Economics,  
Tashkent*

## **PROBLEMS OF PUBLIC PRIVATE PARTNERSHIP PROJECTS IN THE REPUBLIC OF UZBEKISTAN**

**Abstract:** currently, public-private partnership acts as a resource and organizational and managerial mutually beneficial alliance of the state, business, banking, international financial organizations and other institutions. The article analyzes the development of public-private partnership projects in Uzbekistan. The author studied the main positive results and problems arising in the course of their implementation.

**Key words:** public-private partnership, legal framework for development, benefits, infrastructure.

In recent years, interest in public private partnership (PPP) projects has increased significantly. This is primarily due to the development of PPP legislation and the interest of public partners in applying this mechanism for the development and modernization of infrastructure.

Today, public-private partnership mechanisms are becoming a fundamental tool for developing regional infrastructure, attracting investments, and improving the quality of services provided to the population. On the one hand, the demand for infrastructure investments is growing, on the other hand, there are interesting proposals for the implementation of projects and investors interested in long-term partnerships, and infrastructure companies.

By most comparable developed countries such as Singapore, Germany and the United Kingdom, total infrastructure needs are estimated at around \$ 3,5 trillion [1] from 2013 to 2022. Public-private partnerships will not solve all of these problems

all the time, but a growing body of evidence supports the claim that they can indeed solve many of the structural and operational problems that often cause budget and schedule overruns for large capital investment projects.

In many countries, including the CIS, PPP is regulated by a special law. In Uzbekistan, on May 10, 2019, the President of the Republic of Uzbekistan signed the law “On Public-Private Partnership”. But PPP mechanisms have already been used in various areas, such as housing and road construction, construction and reconstruction of social facilities, and some others.

The first legal act regulating PPP relations in Uzbekistan was sectoral in nature and was adopted for the system of preschool education [2]. The President signed a decree that provides a number of benefits to those who want to open a private kindergarten: exemption from taxes, customs duties, free land, buildings at zero cost and much more. The document also defines the forms in which PPP can be implemented in this area, but other forms determined by the Cabinet of Ministers are also possible.

An essential condition for PPP agreements is their validity period. In cases where the state provides a private partner with a land plot or real estate, the duration of the agreements is at least 30 years [3]. An exception is concession agreements, under which property remains in state ownership, their validity period is up to 15 years. The duration of agreements where the transfer of real estate to a private partner is not expected can be from 1 to 10 years. In this case, the private partner has a priority right to extend the agreement.

The development of a draft law is provided for by the State Program for the implementation of the Action Strategy for the five priority areas of development of the Republic of Uzbekistan, approved by the Decree of the President of the Republic of Uzbekistan, as well as the Program of comprehensive measures to ensure the accelerated development of entrepreneurial activity, the comprehensive protection of private property and the qualitative improvement of the business climate in the Republic of Uzbekistan, approved Decree of the President of the Republic of

Uzbekistan dated October 5, 2016 [4].

In Uzbekistan, a state partner may be a state government body, a local government body or other state bodies and organizations authorized by the Cabinet of Ministers [5].

It is planned to implement PPP in the following areas: science, technology and innovation; the medicine; education, culture and social services; physical Culture and sport; telecommunications; transport service; road economy; housing and public services; engineering Communication; production of building materials; fuel and energy and chemical industry; renewable energy sources; mechanical engineering; metallurgy; agriculture and water management; Protection of Nature [6].

Table 1

When implementing the project, the private partner has state guarantees and state economic support

State financial support	State economic support	State guarantees
Provision of concessional loans	Establishment of preferential rental rates for the use of state-owned property	Non-intervention of the state partner in the activities of the private
Предоставление гарантий	Granting the rights to receive income from other types of activities not directly related to the implementation of the PPP project	Protection of the private partner's property from nationalization, confiscation and requisition
Financing part of the funds required for the implementation of the PPP project		The right to free possession, use and disposal of investments invested in the PPP project, and the income and profit received from them
Provision of benefits, installments (or) for the payment of taxes and other obligatory payments		The right to compensation for losses incurred as a result of illegal decisions of state bodies, actions (inaction) of their officials that caused damage to a private partner, etc.

The main conditions for cooperation between partners within the framework of a specific project will be fixed in the agreement. A tender will be held for its conclusion.

PPP can be beneficial for private business. In the long term, investment protection increases, as a private company receives state assets and government

orders for goods or services of the object of the agreement.

Currently, the Agency for the Development of Public-Private Partnerships in Uzbekistan is developing and launching projects in the field of energy, transport, waste and water, etc. The creation of a pilot project for the implementation of PPP has shown good results. In order to develop and implement a program for restructuring the power industry, a working group was created from specialists from the State Demonopolization Committee, SJSC Uzbekenergo and GI Uzdavenergonazorat.

As a result, of the project implementation, the average monthly commercial losses of the Bektemir District Distribution Zone for the period from the 1st quarter of 2020 to the first half of 2021 decreased from 36,4 % to 10,8 % [7].

The main part of the electricity sold by the operator fell on large industrial enterprises, SMEs and the population (Figure 1).

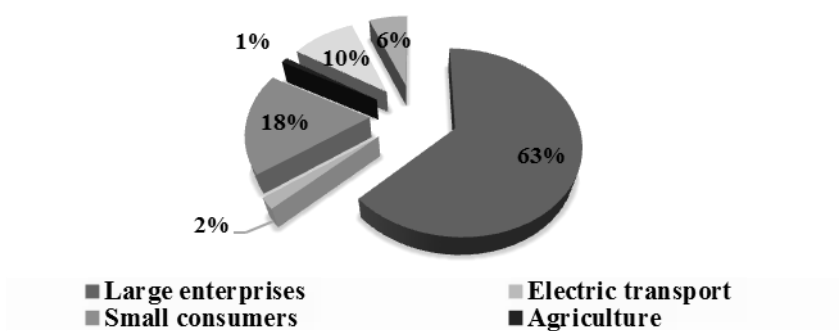


Figure 1 - Distribution of consumers by tariff groups [8]

But when assessing the prospects for PPP, it should be taken into account that the main incentive for private business is profit. Private traders need not only financial support from the state in the form of various subsidies and benefits; moreover, in many countries this is not the most important aspect. Legal and administrative support, consulting and information assistance and ensuring guaranteed sales of products are a sufficient incentive for the participation of private business [9].

The situation in Uzbekistan differs in that the state does not always have the

ability to pay for the services of private investors and reimburse their costs at real market prices. But on the other hand, benefits are needed for the implementation of projects in low-income infrastructure sectors and the social sphere. Their presence can help increase the number of projects, the amount of private investment and the supply of goods to consumers.

In Uzbekistan, there are a number of systemic problems that hinder the realization of the potential of PPPs, one of the main ones is the lack of a comprehensive legal framework that defines the principles and essence of the functioning of PPPs.

To solve important problems, it is necessary, first, to adopt a comprehensive program for the development of PPP at the state level. This can be done in three stages: preparation, implementation and improvement.

First, government agencies should study international experience, analyze current legislation and determine a common state policy in the field of PPP.

At the implementation stage, it is advisable to establish a single specialized agency to automate the processes of investment projects. It is also necessary to expand the scope of PPPs, launch pilot projects on new forms of PPPs, and train specialized specialists.

The development of PPP will make it possible to use the potential of the private sector to the fullest extent and qualitatively improve the provision of public goods in road construction, agriculture, housing and communal services, electricity, water supply, air and rail transport, education, healthcare and other areas.

Therefore, a phased and systematic implementation is needed, which will allow to fully implement new sources of economic growth and contribute to the solution of strategic socio-economic tasks of Uzbekistan.

### **Bibliography.**

1. The rising advantage of public-private partnerships.URL: <https://ppp.worldbank.org> - public-private-partnership legal resource center.
2. Decree of the President of the Republic of Uzbekistan «On measures to

further stimulate and develop the system of preschool education». National Legislation Database, Tashkent, April 5, 2018, № III-3651.

3. Talipova, N. T. Economic security is the basis of stable and sustainable development of the Republic of Uzbekistan// In the collection: Russia in the 21st century: global challenges and development prospects. Proceedings of the Sixth International Forum, 2017, - P. 125-131.

4. Decree of the President of the Republic of Uzbekistan «On additional measures to ensure the accelerated development of entrepreneurial activity, the comprehensive protection of private property and the qualitative improvement of the business climate». URL: <https://lex.uz/docs/3039313>

5. Information and legal portal. URL: <https://www.norma.uz>

6. Talipova, N. T. Issues of developing effective strategies in enterprise management // In the collection: Theory and practice of the innovation strategy of the region. International interuniversity collection of scientific papers. Kemerovo, 2020. - P. 69-77.

7. On participation in inspections of the activities of business entities of employees of the Chamber of Commerce and Industry of the Republic of Uzbekistan. PTT, 2018. URL: <http://www.chamber.uz/ru/page/3694>

8. Calculated according to the statistics of the Chamber of Commerce and Industry of Uzbekistan, 2018. URL: <http://www.chamber.uz/ru/page/4861>

9. Pugach, I. Public-private partnership in Uzbekistan. URL: <https://www.spot.uz/ru/2018/04/18/ggg-expert/>

**Tikhonovich Olga Petrovna**

*Senior lecturer*

*Minsk branch of Plekhanov Russian University of Economics, Minsk*

## **THE ROLE AND TENDENCIES OF SOCIAL ENTREPRENEURSHIP IN BELARUS**

**Abstract:** social entrepreneurship is a mechanism that can and should become a social dimension of the modernization of Belarus. The last decade has become for our country the time of the formation of a new, previously unknown direction of entrepreneurship - social entrepreneurship. This phenomenon, previously known only abroad, has become widespread in Belarus. The accumulated experience of foreign countries in this area served as the foundation for the development of domestic enterprises. But it takes time and material resources to rethink and adjust this experience for our traditions.

**Key words:** entrepreneurship, tendencies, social entrepreneurs, social entrepreneurship, business process, conditions, modernization, Belarus.



In recent years, social entrepreneurship has been regarded as an important source of social, economic and environmental wealth, and many scholars are focusing their inquiries on this emerging area. Little is known, however, concerning the environmental factors that affect this entrepreneurial phenomenon. In this research, we analyze how these factors affect both the emergence and implementation of SE in the highly entrepreneurial Belarusian regions, using institutional economics as the main conceptual framework. We also apply an inductive theory, building an empirical approach to conducting a multiple-case study in order to develop theoretical propositions that enhance our understanding of the phenomenon.

Employment support for people with disabilities began to develop in the Territorial Center for Social Services for the Population of the Moskovsky District of Minsk a few years ago as part of the "Step into the Future" project. Over the past two years, under the escort program, two employees with disabilities were employed in the Minsk Renaissance Hotel, owned by the international hotel chain Marriott International (USA).

For the working team of the hotel, the employees of the TCSON conducted training seminars on how to interact with a person with Down syndrome. Accompaniment specialists worked with the guys "from start to finish", teaching simple algorithms of actions: how to go to work, where to put on shoe covers and a work coat, how to perform work operations, etc.

It was important for us that people with disabilities be employed and stay at work. There is an organization BelAPDiMI with which we cooperate. According to the methodology of support, we used their developments. Thank them for this. We understand that such a service is needed. For us, now it is a priority to try to introduce the service «accompanied employment» through the state social order. This service can be provided through.

Social entrepreneurs «behaviour and performance are critical for social enterprises» success, along with the actors' affective commitment, work engagement and personal values, as conceptualised by value theory. This study is set to explore

the interrelationships among these variables collecting quantitative data from 12 social entrepreneurs. Seven research hypotheses are tested offering evidence in support of the influence of affective commitment and work engagement on entrepreneurs' performance, while considering affective commitment as precursor of work engagement. Further, evidence is placed for the effect of the higher-order values of Self-Transcendence, Openness to Change, and Conservation on the above variable relationships.

One of the fundamental tasks of the state, especially socially oriented, is the solution of social problems of society. For objective reasons, the state is not always able to cover all the variety of areas that relate to social. Here a niche opens up for the institution of social entrepreneurship: to lend a shoulder to the side.

When we talked about social entrepreneurship earlier, we primarily meant the employment of categories of citizens who are not able to compete on equal terms in the labor market, in particular people with disabilities. Today, these issues are one way or another closed. And now we need to expand look at the range of social problems in which businessmen can participate - this is ecology, health care, and education.

The agency is actively working to find effective ways to support entrepreneurship, including using opportunities to pilot new approaches in the implementation of international technical assistance projects. At present, with the financial support of the European Union, the United Nations Development Program in partnership with the Ministry of Economy is implementing the project.

The Ministry of Economy fully supports the idea that a legal act on social entrepreneurship should appear in Belarus. There is such experience in Russia. The Institute of Social Entrepreneurship has been singled out as an independent group within the framework of legislation to promote the development of small and medium-sized businesses. We can use the experience of our neighbors or find our own unique format that suits our legal system.

Today the project is implementing 34 socially significant initiatives in medicine, education, agriculture, information technology, tourism, food production, waste processing, etc. It is important that the initiatives use not only traditional approaches to the development of regional representation, but also innovative for example, in Bykhov, advanced technology for digital waste management is being introduced, which allows using the «green logistics» system in the process of removing technical and household waste.

The model that exists today in Belarus, when the concept of social entrepreneurship is not fixed at the legislative level, but at the same time, the state, understanding the importance of the issue, at the level of regulatory legal acts provides certain support measures, benefits, preferences for those organizations that perform some kind of socially important function. Our regulation is mainly concentrated in relation to organizations.

Potential development of the domestic system of social entrepreneurship is associated with formation of favorable conditions of the external environment, networks of social enterprises due to managerial influence from the state authorities, as well as social entrepreneurs.

The current system of social entrepreneurship is stages of its development, its further improvement requires constant purposeful work on the formation of an enabling environment with Rona of external and internal managing subjects.

Belarus pays more and more attention to social entrepreneurship attention both from the state and from the business community and other cut circles. However, there are a number of factors hindering the development social entrepreneurship in the Republic of Belarus. External factors can attributed:

1) administrative and legal - are manifested in the absence of regulatory and legal the framework that defines and regulates the activities of social enterprises, as well as the absence of an effective system of state support for social entrepreneurship mothers;

2) market - are manifested in the fact that social enterprises are forced to compete complete on an equal footing with other representatives of small and medium-sized businesses;

3) social - include low awareness on the part of society regarding research on social entrepreneurship and its role in solving or mitigating social by problems on the scale of the city, region and republic as a whole;

4) low involvement of the media in the popularization of the ideas of social entrepreneurship.

And its promotion, as well as the absence or insufficient level of orientations to change public consciousness, attitudes towards socially vulnerable categories pits of citizens and understanding of their role in solving acute social problems.

Internal factors include the absence or insufficient level of business-acceptable knowledge and skills among social entrepreneurs.

It should be noted that in the Republic of Belarus the following targeted sub-support to social entrepreneurship entities:

- tax incentives for the employment of people with disabilities;
- market integration in the form of public procurement in the employment of people disabled.

However, in general, the infrastructure for supporting social entrepreneurship authority has not yet been formed [1, p. 142].

The strength of social entrepreneurship is the built-in mechanisms for monitoring efficiency. The solution of socially significant issues is directly included in the company's business process, which significantly reduces the likelihood of wasted resources. It is social entrepreneurship that has the highest level of return per unit of invested funds. Finally, a social entrepreneur, like any other businessman, is guided by a specific business strategy based on knowing the strengths and weaknesses of the product, looking for new market opportunities and identifying threats. The use of an entrepreneurial approach allows, as a result, to dramatically increase the contribution to the achievement of a long-term social effect. Social

entrepreneurship is a mechanism that can and should become the social dimension of the modernization of Belarus.

**Bibliography:**

1. Kraenkova, K. I. The concept of managing social entrepreneurship in the Union State of Belarus and Russia / K. I. Kraenkova // Scientific-analyst. vestn. IE RAS, 2019. - 142 p.

2. Strategic plan [Electronic resource]. URL: <http://ucom.ru/doc/al.2019.05.20.pdf> (accessed: 07.09.2022).

**Vishensky Michael Yurievich**

*Candidate of Technical Sciences, Associate Professor  
Perm Institute (branch) of Plekhanov Russian University of Economics, Perm*

**Ankudinova Olga Yurievna**

*Senior lecturer  
Perm Institute (branch) of Plekhanov Russian University of Economics, Perm*

**ONLINE AND OFFLINE TECHNOLOGIES IN SOCIAL  
ENTREPRENEURSHIP**

**Abstract:** this article deals with the issue of provision online and offline technologies for social entrepreneurship. The main directions of work in the field of application of new information technologies in social entrepreneurship are considered. Examples of the most successful projects of a harmonious combination of digital technologies and traditional management are given.

**Key words:** social entrepreneurship, social problems, online technologies.

Today, many entrepreneurs believe that if they have a website and groups in social networks, then they do not need «outdated» ones promotion methods such as good business cards, flyers, advertising stands, etc. In social entrepreneurship, there are general laws of economics, sociology, marketing, after all [1].

It is important to understand that both online and offline tools work better together, creating a synergistic effect. Ignoring one of them is a loss of result. 40 % of the success of each case is the result of a thoughtful combination of «both sides of the coin»: online and offline.

Today's world is not strictly digital or physical. The modern world is a symbiosis of two realities. Awareness of this is the most important step towards the

integration of online and offline tools for solving socio-economic problems, including social entrepreneurship.

Nowadays, it is critically important for any business, especially social, to be represented on the Internet. Social business needs more than just a website: it needs to take care of business cards on cartographic systems and in industry directories. In addition, several working accounts are required in different social networks and on volunteer sites.

How to attract potential clients and benefactors to online platforms? There are many ways, but entrepreneurs and their marketers often forget about offline methods. Starting with the question: do all paper advertising media have links to social networks that are important for your social business? In fact, a leaflet, poster or stand at your outlet may simply advertise your social media account!

This method is widely used by foreign companies. For example, hotels often have business cards that promote accounts in social networks. Online and offline marketing is based on attracting attention, and it's not surprising to attract the attention of potential customers and donors to your social networks with physical handouts.

In addition to paper handouts, you can use other types of advertising available to your company: advertising on the radio, in newspapers, and the like... All that you can think of and allow in your social projects. Write a link to your social media account in chalk on the asphalt in front of the store or in places where potential interested customers, suppliers and donors (patrons) gather! Always include links to the website and social networks in the ad. This form of integration of online and offline marketing increases conversion significantly.

The goal here is not to sell something to the client at the same time, but to create an offline reach that will direct people to online points where you can methodically and consistently strengthen trust in your brand, its socially responsible position and, as a result, convince the client to buy more and more often. It is the

increase in turnover that can increase confidence in your socially significant projects. Everything is for the good of people!

What if your organization does not have a physical point of sale? For example: as a small business organization, you have a VKontakte group or a website, but there is no physical point of sale. The customer has purchased your product, service, information, made a purchase from you. Find a non-trivial way to contact this client again offline. For example, the next time you're going to send an email newsletter, don't do it.

Print out the paper letter that you were going to send by e-mail, put it in an envelope (It is better if it is a branded envelope with graphic signs of a volunteer orientation) and send it by Russian Post, because you already have the physical address of the client! Bypass the problem of overflowing e-mail mailboxes of your customers by combining online and offline sales tools. Combine both directions and beat your competitors systematically.

In addition, the Authorities (especially modern ones) like a creative approach. This will attract the State and the Municipality to your social programs, to help sponsored categories of people.

Another example of such integration is sending a paper coupon to the customer for the next purchase along with the current order. This is an additional call to action that will help increase the frequency of purchases once attracted by the buyer. Such physical purchases are another «touch» with your charitable activities and social business programs.

Some new online companies believe that local promotion is a waste of time. Similarly, the owners of local points of sale think that Internet marketing will not benefit them. Think outside the box! Online and offline marketing options are available for every type of business, regardless of the specifics and level of social engagement.

Are you represented only online? Think about how you can expand your online presence with offline marketing. People prefer to use the services of a business that is

based near their home, work or place of study. Take advantage of the advantages of home territory: create brand loyalty using the loyalty of your hometown.

Use traditional methods of offline marketing to bring customers online: tell them about your knowledge on local sites, distribute leaflets with information about your website or social networks, make a noticeable sign, go to conferences and communicate with other business owners.

If you currently have only a local point of sale, this does not mean that you should not promote both the main product and social initiatives online. Many local companies offer at least some online services. Even if for some reason you cannot sell your services and products online, give the client the opportunity to study your offers at their leisure.

Release an e-book that tells about your experience and knowledge, or start a blog telling about the grateful recipients of your socially significant project. This will help to show your responsibility, expertise and strengthen trust in the company. An integrated approach in social marketing means going beyond the established framework. Allow your marketing campaign to cover all available and possible directions.

A great example of this approach is an account in one of the social networks, the machine-building plant of JSC Kubanzheldormash, which today has over 80 thousand subscribers. Each post gets up to 1000 reactions, hundreds of comments and dozens of reposts. Although, it would seem: what could be interesting in the production of equipment for railways [1]?

The more creative and inventive you approach your social activity, the more you will be able to surprise both people and business, and the authorities; the more they will be ready to tell about you. This does not mean that you should abandon proven forms of advertising communications that bring you customers and public attention. Put a budget in your social work plan for testing new promotion methods – it will definitely come true! Not every method will suit your company and bring



customers and socially significant, socially useful suppliers, donors, patrons, but you will get a new experience, which you can then tell about in your blog or book.

If you are open to new things and have a notebook with a pen at hand to write down new ideas when they appear – you will definitely succeed [1].

The projects of digital solutions for social entrepreneurship are the most numerous among the ideas presented on the Agency for Strategic Initiatives (ASI) crowd platform in the direction of «New Social Strategy». Among them are platforms and support centers for social entrepreneurs and socially oriented non-commercial organizations (SONKO), marketplaces for producers and consumers of social services [2].

Digital platforms, according to most experts, represent the optimal way of communication for business users. Aggregation of a large number of services within one ecosystem allows you to organize a single «entry point» into the social sphere for both its already established participants and newcomers, and also increases its transparency. «The use of crowd technologies allows us to achieve faster rates of development of the industry due to the inclusion of mechanisms of the “merit economy”, cooperative chains and a high level of trust in the content of digital platforms», said Boris Filatov, program manager of the Social Projects direction, explaining the interest of project leaders in finding forms of digital solutions for social entrepreneurship, in addition to traditional social initiatives.

A large number of competitive sites, an even larger number of social projects can be cited as an example of the development of a public and private socially oriented environment not only in the field of charity and social donation, but also in the public space as a whole. Among the projects are tasks of «eliminating barriers» in any environment and area of human life: simplifying human interaction with the authorities, with social bodies and structures, facilitating the solution of both everyday and exceptional tasks that arise in people's lives. From issues of mutual assistance of residents of the microdistrict in the arrangement of courtyards and streets, to the collective solution of issues of socio-economic, cultural and sports

development of regions; from issues of teaching modern technologies to elderly people, to Internet platforms for the exchange of rarely used inventory...

For example, among thousands of socially significant proposals, a unique social technology «merit economy» is being introduced, which digitizes social capital in electronic points convenient for voting on socially significant issues. «The distribution of grants, making decisions on the construction of facilities in public places, determining the quality of work of civil servants is only a small part of what citizens can be involved in with the help of the “merit economy”», the project description states. Piloting of the Lepta project was carried out in the capital's Southern Butovo. As a result, the number of citizens participating in socially useful work exceeded 50 %, with an average of 3-4 % of such activities.

Combining online and offline technologies in social entrepreneurship we need to organize the educational process using distance learning technologies, provide students with disabilities and the disabled with educational and methodological resources in forms adapted to the limitations of their health.

The main form used in the implementation of distance learning technologies is an individual form of education. The main advantage of this form of education for students with disabilities and the disabled is the ability to fully individualize the content, methods and pace of educational activity of such a student, monitor his every action and operation when solving specific tasks; make the necessary corrections in time both in the student's activity and in the activity of the teacher. Distance learning technologies should also provide opportunities for communication not only with the teacher, but also with other students, cooperation in the process of cognitive activity. It is important to conduct training activities that promote group cohesion, aimed at working together, discussing, and making a group decision [3].

It is in this way that, following business and government, the digital revolution is also taking place in the area of social entrepreneurship [4].

Recently, digital transformation and social business have been widely discussed – the inevitable change in key business processes, structures and processes of social responsibility, in which enterprises are forced to turn their attention to modern technologies, rebuild their work and look for new digital channels of operational and production activities in order to increase their efficiency.

Another confirmation of this was the All-Russian competition of social initiatives, which for the fifth year in a row is being held by the Towards Change Foundation with the support of the Tele2 mobile operator.

The advantages of regionally oriented projects and social entrepreneurship initiatives are supported with increasing enthusiasm by the local business community, the existing and developing digital infrastructure.

Thus, 60 % of the projects that won the competition are almost completely «tied» to the use of information technology, and 40 % use digital services as one of the aspects of their business development. Every year, the number of projects that are based on information technologies or widely use them in their business model will grow, experts predict.

So, it is important for every co-participating and co-feeling person to be part of the activities of socially responsible entrepreneurship and realize that everyone together is changing this world for the better.

To improve the quality and effectiveness of social entrepreneurship, appropriate training is also necessary [5].

In recent years it has become clear that the pure format of online learning does not work well. According to statistics, the possibility of courses in online education to the end is only 10-15 %. People lack external control and communication. It is clear that online, due to COVID-19 restrictions, has firmly entered our lives, which means that the prospects for business education and socially-oriented education and training are in a hybrid format, combined online and offline. The pace of life is accelerating, the most valuable resource today is time, so part of any communication and

interaction inevitably passes into smartphones, messengers - this is an objective reality.

The second trend is the reduction of training time. Many experts, including those representing the most famous universities, say that for the modern rhythm of life, we do not need to study a complex of related competencies for four to five years, since information changes very quickly. Of course, if we are not talking about some fundamental sciences. As a result, in the education market as a whole, we see a reduction in the format, as well as the set of subjects studied.

The third trend is simplification. It is connected with the fact that a new generation with clip thinking is entering the education market, accustomed to receiving information through messengers, social networks, etc. Therefore, in education, there is a simplification of the presentation of material, the introduction of new forms of information presentation, including through gamification, etc.

Business today, and fifty, and twenty, and ten years ago, consisted and consists of the main elements and business processes that are related to management, team work, personnel, marketing and sales, etc., therefore, the requests for training topics themselves change slightly. There is a certain basis that everyone who is engaged in business needs to know and understand. It is in a socially responsible business that an ordinary employee can realize his involvement not only in the business sphere of profits and losses, but also in the «human factor», in various forms helping people to solve their vital tasks with their production activities.

A very serious problem is finding motivation. For a relatively short period – 2020-2022 - there have been a lot of changes: people's mental consciousness, consumer behavior, migration processes, etc. People realized that, in principle, it doesn't matter where to live, if you can work and help people remotely. They have expanded the opportunities for choice, as there are many online projects on the market where you can earn money regardless of the city and region of your stay. As a result, today the main headache of businessmen is related to the involvement of people, the creation of teamwork, motivation of the staff of volunteer teams.

In any crisis situation, the owners return to the operational management of the business and begin to immerse themselves in all the working and social processes of the company, make key decisions. If a few years ago, when ordering corporate training programs, the main clients with whom we worked were representatives of HR, HR management services, now in 99 % of cases these are the first persons of the company or heads of departments. That is, those people who count money, set a task, understand why they need it and how they will work with it. First of all, they invest money in themselves in order to understand how to change, in the search for new ideas of industrial and social activity, and then they invest pointwise in the personnel that they need to solve their tasks and get a specific result.

### **Bibliography:**

1. Bochkova, E. G. Information technologies in the management of the social protection system / E. G. Bochkova, G. R. Zagitov // NovaInfo, 2017. - № 58. - P. 114-126 [Electronic resource]. URL: <https://novainfo.ru/article/10934> (date of access: 27.09.2022).

2. Digital platforms, marketplaces and cooperation on the Internet: the authors presented ideas for social entrepreneurship [Electronic resource]. URL: <https://asi.ru/news/157336/> (date of access: 27.09.2022).

3. Gordeev, A. E., Dolgoplov, E. M. The use of distance e-learning in the educational process. Modern innovative educational technologies in the information society. Materials of the XIV International Scientific and Methodological Conference, 2022. - P. 61-66.

4. How to effectively combine online and offline marketing [Electronic resource]. URL: <https://dzen.ru/media/maaf/kak-effektivno-sochetat-onlain-i-offlain-marketing-5ce55a9804e7d900b36c4c8d> 27.09.2022

5. Ivanov, A. I., Dolgoplov, E. M. Value approach as a management tool in the face of sudden restrictions. Modern trade: theory, practice, innovations. Materials of the IX All-Russian (with international participation) scientific and practical conference. Perm, 2020. - P. 73-80.

6. Klabukov, V. V. Digital transformation of social entrepreneurship, 13 Dec., 2019 [Electronic resource]. URL: <https://kirov.online/it-v-gorode/cifrovaa-transformacia-socialnogo-predprinimatelstva>.

7. «On the direction of the Requirements» (together with the «Requirements for the organization of the educational process for the training of people with disabilities and persons with disabilities in professional educational organizations, including the equipment of the educational process», approved by the Ministry of Education and Science of Russia on December 26, 2013 № 06-2412vn). <Letter> of

the Ministry of Education and Science of Russia dated March 18, 2014 № 06-281 // URL: <https://bazanpa.ru/minobrnauki-rossii-pismo-n06-281-ot18032014-h924759/prilozhenie/7/7.3/>

8. Prospects for the development of business education - a combination of online and offline. Interview with Anna Vlasova, Director of Charisma Business Excellence Center [Electronic resource]. URL: <https://infopro54.ru/news/perspektivy-razvitiya-biznes-obrazovaniya-v-sochetanii-onlajna-i-oflajna/>.

**Zagoumenov Iouri Leonidovich**

*Ph. D., Associate Professor*

*Minsk branch of Plekhanov Russian University of Economics, Minsk*

**Alenicheva Daria Alexandrovna**

*student*

*Minsk branch of Plekhanov Russian University of Economics, Minsk*

**Kuvshinchikov Anton Nikolaevich**

*student*

*Minsk branch of Plekhanov Russian University of Economics, Minsk*

**Leshik Pavel Alexandrovich**

*student*

*Minsk branch of Plekhanov Russian University of Economics, Minsk*

**Ludchik Uliana Sergeevna**

*student*

*Minsk branch of Plekhanov Russian University of Economics, Minsk*

## **UNIVERSITY, BUSINESS AND NGO PARTNERSHIP IN SOCIAL ENTREPRENEURSHIP**

**Abstract:** the article discusses university, business and non-government organization partnership in social entrepreneurship. Particular attention is paid to the role of university in this process, given its three main responsibilities.

**Key words:** entrepreneurship; partnership; university; business; NGO.

Our assumption is based on the believe that universities, businesses and non-government organizations can contribute meaningfully and effectively to the development of social entrepreneurship in their communities.

All these stakeholders either already possess or need to develop capacities, resources, expertise, and perspectives to enable success in meeting society's needs.

The success in social entrepreneurship depends not just on complementary

actions among universities, businesses, NGOs, but on the synergy among them.

Each of these stakeholders has its own role in promoting social entrepreneurship.

For-profit organizations could contribute financial and other resources to social entrepreneurial initiatives and projects. For example, they can support vulnerable groups of population such as people with disabilities, refugees, homeless people.

Non-governmental organizations can provide free labor of their members, train volunteers, organize and lead public campaigns aimed at social entrepreneurship development in their communities.

As for the universities they have three core duties.

Universities do research for their communities, country and world. And one of the key focuses of their research is on social aspects of the Sustainable Development Goals (SDGs) or Global Goals set up in 2015 by the United Nations General Assembly [1].

The 17 SDGs are: no poverty, zero hunger, good health and well-being, quality education, gender equality, clean water and sanitation, affordable and clean energy, decent work and economic growth, industry, innovation and infrastructure, Reduced Inequality, Sustainable Cities and Communities, Responsible Consumption and Production, Climate Action, Life Below Water, Life On Land, Peace, Justice, and Strong Institutions, Partnerships for the Goals [2].

Universities can contribute meaningfully to the implementation of these goals through their support to social entrepreneurship, doing this in partnership with business and NGOs [3].

For example, an annual research is conducted at Minsk Branch of Plekhanov Russian University of Economics to diagnose students' attitudes towards vulnerable groups of population, their social inclusion and students' readiness to get involved in social entrepreneurial activities in their communities to support these groups [4, 5, 6].

The second duty of universities is teaching based on research. Educational process in universities should serve as an example of social inclusiveness [7]. The

challenge is also to develop relevant competences of students for them to be able to carry out effectively social entrepreneurial activities in their communities, country and internationally [8, 9, 10]. And this teaching duty of university should be implemented in close partnership with business and non-government organizations [11].

The third duty of universities is community relations. Universities develop community networks of partners, such as their alumni, donors, non-government organizations, businesses and the media, also civil servants and decision-makers [12].

The following community project initiated by students of Minsk Branch of Plekhanov Russian University of Economics could serve as an example.

The social project is developed in partnership with the chain stores «Sosed» and UNICEF. It is aimed at supporting homeless people lacking stable, safe, and adequate housing in Minsk.

Everyone can be in their place, for a variety of reasons like poverty, lack of education, unemployment, natural disasters, etc. Due to sanctions and covid-19, restrictions, many businesses collapse and thousands of people find themselves in the street.

Nowadays many young people are engaged in charity. They buy clothes, food, hygiene items for homeless people. This is an important kind of charity.

However, the major focus of the project developed by the students of Minsk Branch of PRUE is on strengthening capacities of homeless people to become self-sustainable. This approach is based on the assumption – «give a man a fish and you feed him for a day; teach a man to fish and you feed him for a lifetime».

### **Bibliography:**

1. Zagoumenov, I., Zenchanka, S., Gorbachev, N., Frankenberger, F. Sustainability of University Campus and SDG 2030: Social Aspects. In «Handbook of Best Practices in Sustainable Development at University Level», Walter Leal Filho Claudio Ruy Portela de Vasconcelos (Eds). Springer International Publishing. Switzerland, 2022. - P. 337-371. URL: <https://trebuchet.public.springernature.app/get>



[content/8465dfda-1016-49ba-a6f6-390514c565af?sap-outbound-id=981DCF8328A55602BD77860BF02AE218136DCA3D](https://content/8465dfda-1016-49ba-a6f6-390514c565af?sap-outbound-id=981DCF8328A55602BD77860BF02AE218136DCA3D)

2. THE 17 GOALS [Electronic resource]. URL: <https://sdgs.un.org/goals#goals> (accessed: 27.09.2022).

3. Gordeeva, E. V. Cooperation of the Perm Institute (branch) of the PRUE. G. V. Plekhanov with Belarusian universities: experience and prospects / E. V. Gordeeva / Consumer cooperation, 2014. - № 4 (47). - P. 63-66. - EDN TDPWCD.

4. Zagoumenov, I. L. Prevention of violence and development of interethnic tolerance of youth / I. L. Zagoumenov // CITISE, 2021. - № 1 (27). - P. 120-129. - DOI 10.15350/2409-7616.2021.1.11. - EDN YFDOVI.

5. Zagoumenov, I. L. Inclusive Component of Higher Education Internationalization / I. L. Zagoumenov // Education Development Horizons and Risks in the Conditions of Systemic Changes and Digitalization: Collection of Scientific Works of XII International Scientific-Practical Conference. In 2 parts, Moscow, January 25, 2020. - Moscow: Non-Profit Partnership «International Academy of Sciences of Pedagogical Education», 2020. - P. 556-560. - EDN IRHQEE.

6. Alenicheva, D. A. Teen Anger & Aggression / D. A. Alenicheva // Global issues, 2021: Proceedings of the reports of the 1st All-Russian scientific practical student forum (December, 3-4, 2021). - Moscow: PRUE, 2022. - P. 105-110.

7. Zagoumenov, I. L. Inclusive approach to ensuring the quality of education / I. L. Zagoumenov // CITISE. 2019. - № 1 (18). - P. 13. - EDN WFQDSQ.

8. Ankudinova, O. Yu. The information environment of the Internet in the system of implementation of the competency-based approach in teaching English to students of economic universities. - On Sat. Modern trade: theory, practice, innovations / Mat. VII All-Russian scientific-practical conference with international participation. (Perm, November, 23-29, 2017).

9. Lyudchik, U. S. The competences needed for employment in the future / U. S. Lyudchik // Global issues 2021: Proceedings of the reports of the 1st All-Russian scientific practical student forum (December, 3-4, 2021). - Moscow: PRUE, 2022. - P. 33-36.

10. Zagoumenov, I. L. Formation of social tolerance of students in the conditions of digitalization / I. L. Zagoumenov, N. V. Kobyshev, V. A. Kulak // Digital economy-education and science of the Union State of Belarus and Russia: Collection of articles of International correspondence scientific and practical conference, Minsk, 26-28 February, 2020 / Editorial board: A. B. Eliseev, I. A. Mankovsky (chief editor), [and others]. - Minsk: Belarusian State Agrarian Technical University, 2020. - P. 200-203. - EDN NWVLBT.

11. Zagoumenov, I. L. Partnership of business and education in the development of competence approach / I. L. Zagoumenov // Partnership of business and education in the innovative development of the region: Materials of XIII International Scientific-Practical Conference, Tver, December, 11, 2014. - Tver:

Moscow State University of Economics, Statistics and Informatics, 2014. - P. 134-135. - EDN TUZTIN.

12. Mazunina, T. A. Independent assessment of the quality of education / T. A. Mazunina, S. V. Panasenko // Modern innovative educational technologies in the information society: Proceedings of the XII International scientific and methodological conference, Perm, May 25, 2020 / Under edited by E. V. Gordeeva. - Perm: Perm Institute (branch) of the Federal State Budgetary Educational Institution of Higher Education «Plekhanov Russian University of Economics», 2020. - P. 50-57. - EDN WJGWTY. EDN: WJGWTY

## CONTENT

1.	<b>Ankudinova O. Yu., Mitkin P. N.</b> Social entrepreneurship in the Perm region.....	4
2.	<b>Antonets V. G.</b> Directions of fintech development in social entrepreneurship.....	7
3.	<b>Ataniyazova Z. K., Islamov B. A.</b> Social entrepreneurship and corporate social responsibility in uzbekistan: brief analysis of existing legislation.....	11
4.	<b>Buletova N. E., Stepanova E. V.</b> Foodsharing as a current social entrepreneurship trend in Russia and the world.....	16
5.	<b>Denisova N. I., Shtezel A. Yu., Mosoruk V. P.</b> Social entrepreneurship development trends in Russia.....	21
6.	<b>Denisova N. I., Shtezel A. Yu., Tritenko E. E.</b> Social entrepreneurship degree of its development in modern Russia.....	25
7.	<b>Doroshenko L. A., Starikova M. A.</b> Social entrepreneurship in Crimea..	29
8.	<b>Eremeeva A. A., Derkach A. A.</b> Trends in teaching english in nowadays business circumstances.....	32
9.	<b>Gradinarova A. A.</b> Functions of the public finance.....	35
10.	<b>Jeffrey S. S. Ch.</b> Social entrepreneurship as a global social movement....	39
11.	<b>Karabaeva G. Sh.</b> Post-pandemic aspects of employment development.....	44
12.	<b>Mishchuk O. N., Ksenofontova O. V., Bitkov A. L., Kostyukov V. S., Kambarov A. A.</b> Prospects of the development of social entrepreneurship.....	49
13.	<b>Mutayev U. K., Smirnova A. N.</b> Social entrepreneurship as an effective strategy for the development of non-profit organizations (based on a series of interviews with leaders of non-profit organizations in the Ivanovo region).....	54
14.	<b>Talipova N. T.</b> Problems of public private partnership projects in the republic of Uzbekistan.....	59
15.	<b>Tikhonovich O. P.</b> The role and tendencies of social entrepreneurship in Belarus.....	64

16.	<b>Vishensky M. Yu., Ankudinova O. Yu.</b> Online and offline technologies in social entrepreneurship.....	69
17.	<b>Zagoumenov I. L., Alenicheva D. A., Kuvshinchikov A. N., Leshik P. A., Ludchik U. S.</b> University, business and NGO partnership in social entrepreneurship.....	78

*Scientific publication*

**«*Social Entrepreneurship in the modern  
world: trends,  
challenges and development prospects*»**

***(Russia – Malaysia – Belarus – Kyrgyzstan - Uzbekistan)***

**Proceedings of the 3rd international round table conference**

***September 28, 2022***

Computer layout - Gorbunova L. A.

---

Perm Institute (branch) of the PRUE G.V. Plekhanov  
614040, Perm, Gagarin boulevard, 57, <http://rea.perm.ru>