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THE MAIN TENDENCIES OF DEVELOPMENT OF SOCIAL RESPONSIBILITY OF BUSINESS IN THE REPUBLIC OF BELARUS

Business can't exist in isolation from society and the state. Society is the one of factors influencing on the functioning of the modern organizations. The Social Responsibility of Business (SRB) or the corporate social liability (CSL) is the voluntary contribution of business to development of society in social, economic and ecological spheres, directly connected with the core business of the company and which is beyond a certain law of a minimum.

Today the Belarusian companies understand that social policy is a key to their future prosperity. However the understanding of social responsibility by the Belarusian entities differs from understanding by its western and world colleagues. The essence in different understanding of SRB is that the West doesn't perceive SRB as charity. In world practice, SRB is one of tools which allows for example to increase business reputation of business, to establish the effective and balanced relations with the state, shareholders, consumers, partners, local communities. The Belarusian entities in this social policy pursue commercial purposes or take their social responsibility for granted (at least for a holiday, the company make some charitable gifts to the workers, child care facilities, veterans, disabled people, being guided by the principle "who will ask the first" or "who needs participation more»).

It is possible to designate some obstacles of development of social responsibility in the Republic of Belarus: 1) insignificant knowledge of the companies and society about the essence and the role of SRB. CSL is perceived only in group of business and public organizations; 2) the aspiration to the fastest increase in profit and the income forces managing directors to refuse transfer the parts of resources on the programs caused by

social responsibility; 3) The government of the Republic of Belarus guides more on social responsibility of the state and responsibility of citizens, than business. The preference is given only to some directions of social responsibility: sport and culture; 4) unwillingness of businessmen to draw attention to own income. Expenditure of considerable money for charity automatically conducts to an indication of interest from tax and monitoring bodies.

Implementation of social responsibility in daily activities becomes a norm for the increasing number of the Belarusian companies. Thus it is important to note that the most effective application will be only if it has not single character, but it is the one of significant management tools, aimed at the long-term development by the company.

Thus, social responsibility becomes that managerial mechanism which allows the organization to develop steadily, creating thereby necessary prerequisites for a sustainable development of the country in general.

Having allocated the main tendencies of development of social responsibility in the Republic of Belarus, it is reasonable to designate some recommendations which will allow the Belarusian organizations to receive effective return from implementable actions in the field of social responsibility in the form of growth of capitalization and improvement of the reputation. First, the Belarusian companies need to pass from charity to the thought-over social investments directed on the solution of the most acute social issues. Secondly, CSL shall be purposeful and correspond to the main activity of the company. It will allow the organization to perform the activities more correctly and effectively. Thirdly, close interaction of all concerned parties is necessary. Only thanks to common efforts in the Republic of Belarus effective development of social responsibility of the organizations will become possible.

References

1. The Internet page «The Social Responsibility of Business» <http://www.soc-garant.by>
2. The Internet page of the Ministry of Economics of the Republic of Belarus <http://www.economy.gov.by/>