

# THE DEVELOPMENT AND ESTABLISHMENT OF SOCIAL ENTREPRENEURSHIP AND SOCIAL RESPONSIBILITY IN MODERN CONDITIONS

**Matviienko-Biliaeva H.L.**

Candidate of Economic Sciences,  
Senior Lecturer at Department of Entrepreneurial Activity,  
Simon Kuznets Kharkiv National University of Economics

Transformational processes taking place in Ukraine's economy are characterized by high level of instability and uncertainty. Such conditions of entrepreneurial activity require a formation of a new concept of management of economic entities taking into account new spheres of activity, one of which is a social entrepreneurship.

Today a problem of increasing social responsibility of entrepreneurship is acute as never before. Leading enterprises feel an interest in the theme of corporate social responsibility, a number of organizations, which specified bringing ethical principles into the practice of business relations as their aim, is increasing. If earlier enterprises were responsible before their stockholders and, as a rule, stated that business deal is the business itself, today leaders recognize that their enterprises' image and financial results directly depend on the fact whether their entrepreneurial activity a worthy member of the civil society. Enterprises are gradually transferring from unsystematic benefac-

tion to more complicate corporate programs of social responsibility, to strategic forms of interaction with society and state.

The article considers relevant issues of establishment and development of social entrepreneurship and social responsibility of business, which is determined by modern economic conditions.

Civil society and voluntary movements grow rapidly today in Ukraine. Voluntary movements help forced migrants, orphaned children, lonely and unhealthy people, and also pay attention to civic problems of society. However, the main problem of voluntary movements – is money, as volunteers provide help and solve social problems, but it is not a business which returns a profit and which further can be used for solving other social problems of society. Social responsibility is the way out because social responsibility is a hybrid entrepreneurial activity aimed at solving social problems and attracting modern business to be socially responsible.