

### СЕКЦІЯ 3. ЕКОНОМІЧНИЙ РОЗВИТОК РЕГІОНУ НА ОСНОВІ АКТИВІЗАЦІЇ ПІДПРИЄМНИЦЬКОЇ ДІЯЛЬНОСТІ

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#### **SOCIAL RESPONSIBILITY OF BUSINESS DURING THE PANDEMIC PERIOD**

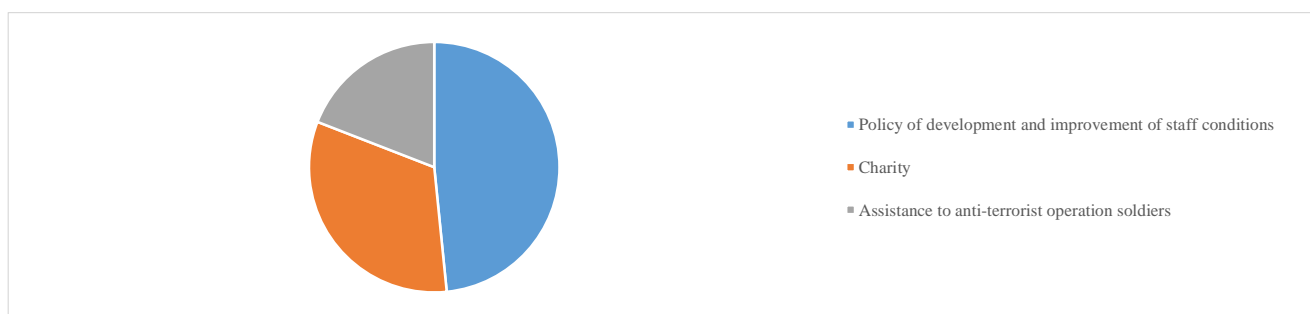
Temporary difficulties are unpleasant, but they pass. What always helps in difficult circumstances is social assistance. 2020 gives us its lessons, the main thing so far has been China's gift to the world - the coronavirus pandemic.

However, we are confident that the coordinated actions of the authorities, high social responsibility, compliance with quarantine rules will help each of us to cope with the epidemic.

In difficult times, significant activities of Ukrainian companies become a priority. The coronavirus became a trigger - Ukrainians rallied in their opposition to the insidious infection. The social assistance provided by organizations has allowed medical structures to mobilize, now almost everything depends on us.

Business is responsible for the situation in the country - corporate and social. Entrepreneurs are ready to provide support to society in protecting against the virus, improving the situation in the country.

According to a survey of the prevalence of social responsibility practices in Ukraine conducted by the Center for CSR Development, 83% of Ukrainian companies implement CSR policy, in which the most common areas of implementation are policies to develop and improve working conditions, charitable assistance, ATO assistance (Fig. 1):



**Fig.1. Directions of CSR implementation at domestic enterprises**

According to the interviewed representatives of companies, the main stimulus for the implementation of CSR policy would be the introduction of preferential taxation, reduction of administrative pressure, improvement of the legal framework and state support for the implementation of CSR programs. In fact, these are all factors of direct economic benefits from the implementation of CSR policies.

Today, the whole world finds itself in unprecedented conditions at all levels - health, social, corporate, economic, when corporate social responsibility is recognized as a necessary condition for business and demonstrated by companies' initiatives to help hospitals, protect the health and safety of their employees and their families, support for socially vulnerable groups. In fact, businesses are forced to invest more than ever in their employees and consumers for the sake of future strategic prospects.

#### **literature**

1. Internet resource: <https://delo.ua/opinions/socialnij-imidzh-biznesu-novi-orijentiri-v-perio-368157/>
2. Internet resource: [https://msfz.ligazakon.ua/ua/magazine\\_article](https://msfz.ligazakon.ua/ua/magazine_article)

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### **FORMATION OF PROFESSIONAL COMPETENCE OF FUTURE ECONOMISTS IN THE PROCESS OF PROFESSIONAL TRAINING**

Modern education in Ukraine is characterized by two components in the training of future specialists. The first component includes the cooperation of the leading European universities, which logically includes the universities of Ukraine. The second component requires the integration of educational systems and structures at the state level into a single European space with a single result in professional training. The only results in professional education are competence, that is, the indicators by which future economists will operate in the future, which includes only requirements in the standards of training and criteria. Such unification will significantly increase the competitiveness of our specialists in the European labor market. Analysis of recent research and publications.

Different aspects of the competence approach have been investigated: T. Baibara, N. Bibik, O. Bobiienko, T. Brazhe, L. Vashchenko, I. Zymnia, V. Kraievskiyi, R. Lisna,



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