

Effective antimonopoly regulation is critically important for ensuring a competitive environment and sustainable economic growth in the Republic of Belarus. The aforementioned Law «On Counteracting Monopolistic Activity and Developing Competition», along with its accompanying acts, provides the foundation for combating anti-competitive practices. As market relations evolve, continuous improvement is necessary in both legislation and law enforcement.

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## **CORPORATE SOCIAL RESPONSIBILITY (CSR) BY THE EXAMPLE OF BELARUSSIAN COMPANIES**

### **Корпоративная социальная ответственность на примере белорусских компаний**

Corporate social responsibility (CSR) is a business model that encourages companies to operate in ways that enhance society and the environment while still being accountable to their stakeholders and the public.

The study of corporate social responsibility (CSR) is highly relevant in the modern world for the following reasons:

- To integrate into global value chains and attract foreign investment, Belarusian companies need to comply with international business standards, where CSR is an integral component.
- Effective CSR practices contribute to social stability, improved environmental conditions, and the creation of a favorable business reputation for the country as a whole, which is a key factor for long-term and sustainable development.
- Corporate social responsibility is a part of a company's reputation. The higher it is, the easier it is to interact with the government and consumers.
- The problem of this study lies in the contradiction between the growing theoretical significance of corporate social responsibility for business development in Belarus and its insufficient, often unsystematic, implementation in practice.

Research objectives are:

- Conduct a theoretical analysis of the evolution of the CSR concept and identify the key elements of a strategic approach to its implementation.
- Identify and systematize actual CSR practices among leading Belarusian companies.

Belarusian companies are actively implementing corporate social responsibility. These are companies like Coca-Cola, Bellakt, MTS, Belkanton Group. They all conduct

comprehensive programs to support sports and a healthy lifestyle. Great attention is paid to environmental initiatives and ecological protection.

This summer we visited the warehouse of Smarton enterprise as a part of the summer orientation internship. LLC «Smarton» is a leading importer and distributor of stationery and office supplies in the Republic of Belarus. «Smarton» is a part of the «Belkanton» group of companies. The head of one of the departments said that «Smarton» creates modern offices with comfortable workplaces, organizes corporate events, provides gym memberships and health insurance. This is a direct investment in the well-being of employees. At 22 Lipkovsky Lane, where the Smarton office is located, all facilities for employees are available: coffee machines, sofas, and a dining room where employees can relax during breaks. «Smarton» is actively collaborate with leading universities in Belarus (BSU, BSEU, BSUIR): organizing internships for students. Furthermore, a company participate in programs that support orphanages and centers for people with disabilities. Often, such initiatives come from the employees themselves and the company provides resources for their implementation.

To summarize the results of the study: CSR is traditional in our country. The most developed areas are: support for sports, environmental projects, assistance to socially vulnerable groups. Charity and sponsorship remain the main tools. A lot of attention in our research was given to Smarton, a company that follows corporate social responsibility standards. It does not stand still and continues to implement initiatives that have a positive impact on the environment and society.

### References

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## **HOUSING AFFORDABILITY AND MORTGAGE ACCESS FOR YOUTH AND THE MIDDLE CLASS**

### **Доступность жилья и ипотеки для молодежи и среднего класса**

The problem of housing affordability for young people and representatives of the middle class in Belarus and the CIS countries remains one of the most significant socio-