

Financial systems are also changing under the pressure of digital money, decentralized finance (DeFi), and new monetary rules. Central bank digital currencies (CBDCs) are being developed as tools to make finance more stable and open. However, the gap between and within countries continues to block inclusive growth. The IMF (2025) notes that the income gap between rich and developing nations widened again after the pandemic, mostly because of unequal access to technology, capital, and education. Closing these gaps is vital for keeping social and political balance.

In summary, today's main directions of global economic change – digital growth, sustainability, regionalization, and financial innovation – are linked and support one another. Together, they shape a new model of «adaptive globalization», where long-term growth depends on sustainability, inclusion, and technology. The main task for leaders and economists is to find balance between these changes – keeping them both effective and fair.

The result of this worldwide shift will show whether the global economy moves toward lasting prosperity or deeper division.

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CORPORATE SOCIAL RESPONSIBILITY AS AN IMAGE ENHANCEMENT TOOL: «SAVUSHKIN PRODUCT» CASE

Корпоративная социальная ответственность как инструмент для улучшения имиджа: кейс «Продукция Савушкина»

Corporate social responsibility (CSR) signifies the idea of companies willingly and consciously investing their effort in business activities that stretch beyond the key focus of their business and considerably influence the natural and social environment. The objective of CSR is to maximize profit and simultaneously secure the interests of society, the community, and stakeholders.

The overall aim of the research is to analyze the influence of the CSR policy on the image enhancement of the company «Savushkin Product».

JSC «Savushkin Product» – is the leader of the dairy industry in the Republic of Belarus. The company sells its dairy products under the «Brest-Litovsk», «Teos», «Superkid», «Activil», «Optimal», «Sveza», and other brands.

In pursuit of the aforementioned research aim, the following objectives have been formulated: to define merits/demerits of the correlation between the company's social position and the image of the company «Savushkin Product»; to develop a questionnaire

the aim of which is to investigate the influence of the company on the market/society/environment.

The whole number of survey participants was 65. On the basis of the collected data the following answers on the raised questions are presented correspondingly:

How often do people buy products of the company «Savushkin Product» and What is the attitude of the consumers towards the «Savushkin Product» products' quality?

43.8 % of the respondents buy their products several times a week as well as 43.8 % of the respondents buy their products several times a month. 75.4 % of the participants rated products at 5 out of 5 (most voters). The reason for the high rating in both cases, evidently, is that JSC «Savushkin Product» always aims at taking into consideration desires and needs of customers at the most; in order to guarantee the quality and safety of the products the company uses the best in the world dairy industry production technologies and best raw milk from ecologically clean regions. Therefore, that is the reason why people place confidence in the company and its products' quality, which in turn contributes to the enhancement of the image of the enterprise.

Another question concerns the awareness of the people about the CSR activities of JSK «Savushkin Product» and their attitude to its philosophy/policy.

A notable example of business social responsibility at «Savushkin Product» is participation in the «Healthy Nutrition – School Milk» partnership project, which aims to improve the health of schoolchildren. Furthermore, along with new products, the company offers modern packaging. The environmentally friendly Lin Pak packaging made from natural ingredients protects the products.

80 % of the respondents consider it necessary that companies implement the CSR policy to meet the needs of society/environment; most of the respondents (53.8 %) believe that CSR has a direct influence on the image of the company «Savushkin Product». When it comes to the people's awareness about the CSR activities of JSC «Savushkin Product», 46.2 % of the interviewed had not known about such activities before; however, became interested in it. 5 respondents (7.7 %) are familiar with different socially oriented projects and even took part in them. Among the answers a donation from «Santa Bremor» (the enterprise belongs to JSC «Savushkin Product») of \$1.6 million for the treatment of a child from Brest was mentioned. This is evidence that the company is guided by the principal human values: caring, honesty, and love.

At last the respondents were asked to reflect on suitable CSR for JSC «Savushkin Product». It was suggested to continue to involve volunteering, arrange master-classes/tastings. As for the social networks, the minority of the respondents (35.4 %) are aware of the company's social media. Therefore, it is deemed as advisable that the company should analyze the strategy of CSR promotion within social media.

In conclusion, it should be highlighted that CSR practices such as being responsible toward society and the environment by following ethical and moral practices can help to positively impact the business activities of the company and help increase profitability and ranking.