

CORPORATE SOCIAL RESPONSIBILITY

Корпоративная социальная ответственность

In today's world, providing social protection of the population is the duty of both the state and individual corporations and private companies. A business that manages resources and competencies makes a direct contribution to improving the environment, developing education, health and culture. Social responsibility also benefits business. Reputation and confidence in the brand are improving, customer loyalty is increasing, talented specialists are attracted, risks are reduced and investment attractiveness is increasing. The purpose of the research is to study modern directions of corporate social responsibility.

It should be noted that corporate social responsibility (CSR) is a voluntary contribution of business to the development of society in the economic, environmental and social spheres, which often not related to the main company's operation and goes beyond the demands of the law. The company is responsible to its employees, customers, local communities, environment, shareholders.

Modern CSR has moved from traditional disjoint charity events to strategic practices related to the business model and global trends. Now, there are three main areas of social corporate responsibility: environmental, social and governance.

One of the key trends in the environmental direction is the achievement of zero greenhouse gas emissions, which the UN has set as a goal to combat climate change. In the framework of the Paris Agreement, it is planned to achieve a zero balance of emissions by 2050. For instance, Microsoft has set a goal to remove all the carbon it has emitted since 1975 from the atmosphere by 2050. To achieve this, the company directs investments in new technologies for reducing and removing carbon and implements an internal tax on carbon emissions. In addition, the traditional business model relies on the production of a large number of easily available materials and energy. Instead, companies should direct their efforts to recycle, reuse, repair and rent materials, goods.

The social sphere is aimed at creating a fair environment both inside the company and outside. Nowadays companies are committed to fighting systemic prejudice, supporting racial, gender, age diversity and people with disabilities. Salesforce, which conducts regular salary reviews to address gender and racial disparities, is a shining example in making progress in this area. Moreover, many companies take care of the mental and physical health of employees, fight burnout, forced and child labor at suppliers, and create flexible work formats.

As for the management or governance direction, companies should openly report on their activities, enlighten not only financial successes, but also failures in the field of ecology and social policy. Companies must also create a culture where business is done honestly. To reach this, they must develop and implement a codex of business ethics for all employees, create anonymous channels for reporting violations, and train their employees in anti-corruption and bribery. It is also important to clearly assign responsibility for CSR at the highest level of management, appoint a responsible manager and team, and pay annual bonuses and incentives to senior management for achieving CSR goals.

Thus, the study confirms that corporate social responsibility in its modern sense is not just an element of reputation, but a strategic management tool that directly affects the long-term success and sustainability of the company. It is important to note that in modern corporate culture there are three key areas of CSR: environmental, social and governance. Companies that ignore these trends may face reputational, regulatory and financial risks.

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THE INFLUENCE OF CULTURAL VALUES ON BRAND PERCEPTION IN INTERNATIONAL MARKETING

Влияние культурных ценностей на восприятие бренда в международном маркетинге

In the modern era of globalization, international companies face issues promoting their brands in culturally diverse markets. Every nation has its own traditions, values and psychological patterns of perception. Due to these factors, marketing strategies that succeed in one country may fail in another. Understanding how culture influences the consumers behavior has become a key aspect of international research. This paper aims to explore how psychological and cultural factors shape consumers' attitudes toward international brands.

Brand perception describes how people rate the company on emotional and cognitive levels. Individuals tend to choose products that meet with their self-identities. Every nation has its own cultural values, which are highly diverse. These norms include aspects in which people believe and how they are accustomed to think. Several key dimensions that describe how cultures differ in values and behavior were introduced in Geert Hofstede's theory. The main dissimilarities are expressed in individualistic countries (e.g., USA) that value independence and personal goals and collectivist (e.g., Japan) that focus on group harmony and collective goals. This model shows beliefs, principles, or cultural norms that