

pressure upon them to follow the corporate agenda. This filter was developed extensively in the 1970s when major corporations and wealthy right-wingers became increasingly dissatisfied with political developments in the West and with media coverage. These flak producers have actively promoted the absurd notion that the media are bastions of liberalism and fundamentally hostile to capitalism and the «defense» of «freedom» around the world. While ostensibly antagonistic to the media, these flak machines provide the media with legitimacy and are treated quite well by the media.

The final filter is the ideology of anticommunism, which is integral to Western political culture and provides the ideological oxygen which makes the propaganda model operate so vigorously. Anticommunism has been ingrained into acceptable journalistic practices in the United States, to the point that it is fully appropriate and expected for journalists to frame issues in terms of «our side» versus the communist «bad guys.»

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SOCIAL RESPONSIBILITY IN BUSINESS

СОЦИАЛЬНАЯ ОТВЕТСТВЕННОСТЬ В БИЗНЕСЕ

Тема «Социальная ответственность в бизнесе» на сегодняшний день является актуальной как для отдельных белорусских предприятий, так и для экономики Республики Беларусь в целом. В первую очередь это связано с тем, что в современных условиях на покупателя, как участника мировой экономики, воздействуют многочисленные факторы, среди которых важную роль играет социальная ответственность компаний. Данная работа раскрывает значение социальной ответственности, прослеживает ее взаимосвязь с доходностью компании.

As recently as a decade ago, many companies viewed business ethics only in terms of administrative compliance with legal standards and adherence to internal rules and regulations. Today the situation is different. Attention to business ethics is on the rise across the world and many companies realize that in order to succeed, they must earn the respect and confidence of their customers. Like never before, corporations are being asked, encouraged and prodded to improve their business practices to emphasize legal and ethical behavior. Companies, professional firms and individuals alike are being held increasingly accountable for their actions, as demand grows for higher standards of corporate social responsibility.

Corporate Social Responsibility (CSR) is a concept whereby organizations consider the interests of society by taking responsibility for the impact of their activities on customers, employees, shareholders, communities and the environment in all aspects of their operations. This obligation is seen to extend beyond the statutory obligation to comply with legislation and sees organizations voluntarily taking further steps to improve the

quality of life for employees and their families as well as for the local community and society at large.

The rise in popularity of ethical consumerism over the last two decades can be linked to the rise of CRR. Industrialization in many developing countries is booming as a result of technology and globalization. Consumers are becoming more aware of the environmental and social implications of their day-to-day consumer decisions and are beginning to make purchasing decisions related to their environmental and ethical concerns. And in my opinion to be competitive not only in local but also in international market we are to correspond to the new requirements the world faces.

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BELARUS AS A PARTICIPANT OF GLOBAL INVESTMENT ACTIVITY

БЕЛАРУСЬ В УСЛОВИЯХ ГЛОБАЛЬНОЙ ИНВЕСТИЦИОННОЙ ДЕЯТЕЛЬНОСТИ

В современных условиях Республика Беларусь не может оставаться в стороне от объективных процессов мировой экономики. Страна должна выбрать и реализовать собственную стратегию вхождения в глобальную инвестиционную деятельность. В работе обосновывается необходимость качественных преобразований в инвестиционной политике Республики Беларусь

The world economy faces several key-tendencies, and it is globalization that is considered the most significant one. Many trends of globalization are strongly connected with the capital flow. At present time Belarus cannot stay aside the process of global investment activity.

Statistics shows that the countries participating actively in the process of globalization surpass considerably those not globalizing. Since the year 2000 the number of the submerged tenth has decreased by 120 million people in the so-called «globalizers»; meanwhile, in «non-globalizers» it has increased by 29 million people.

The place of Belarus in the global investment activity is not yet defined. The country can be rated neither as a developed nor as an emerging market (which can be characterized by considerable capital flows). The investment share in the gross domestic product was reducing gradually from 1998 to 2002; in 2005-2007 it only reached the level of the year 2000.

To join global investment activity Belarus is to choose and implement its own strategy.

World experience reveals 4 principal strategies applicable to Belarus. They are:

1. Development in coordination with a country-satellite (Russian Federation is considered to be the most important economic partner of Belarus).