

реализацию продукции. Особенно сильно это видно в 1 квартале, затраты на рубль реализованной продукции повысились на 68,90 %. Это связано с резким падением объемов выручки от реализации продукции на 214 тыс. руб. (-41,47 %). Это может быть связано как с внутренними, так и с внешними факторами, такими как ценовая политика предприятия, уровень благосостояния населения и его платежеспособность, уровень инфляции. Для наглядности представим динамику затрат на рубль реализованной продукции в графике.

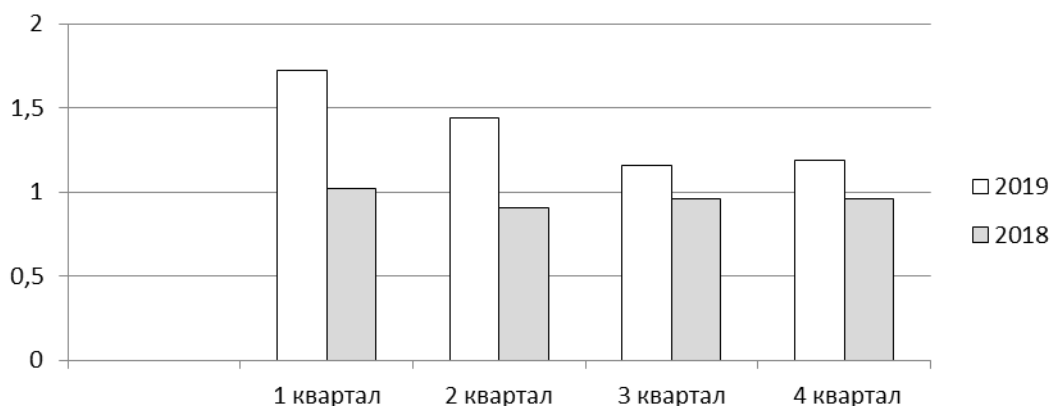


Рисунок 2 – Динамика затрат один рубль реализованной продукции по кварталам за 2018–2019 годы

Из графика видно, что в целом за год наблюдается снижение затрат на рубль реализованной продукции, но по сравнению с 2018 годом наблюдается повышение затрат на рубль реализованной продукции. В 2018 году наблюдалось нестабильное изменение затрат на рубль реализованной продукции по кварталам.

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## THE WAYS OF TO GET A POSITIVE INFLUENCE ON SOCIETY THROUGH CORPORATE SOCIAL RESPONSIBILITY

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**Abstract.** Corporate social responsibility (CSR) is how companies manage their business to get a positive influence on society. The social responsibility is the social activities that the companies contribute to producing positive effects on society and on the environment as well as to the community, it applied by the companies on their daily business activities, but to help others, and to promote a positive attitude towards the environment and culture. All CSR activities such as health care, safety, environmental contribution, and education are unprofitable, and charities are very important to improve quality of life.

**Keywords:** recycle, green society, CSR, pollution prevention, enhance brand image.

Since the 1960s the concept of CSR became commonly known and a necessary part of each company's strategic planning. Radical change contributed after the Industrial Revolution. The standard of living greatly improved after millions of people obtained jobs and earn much more than before. In the nineteenth century, many individuals believed in the philosophy that came to be called "Social Darwinism," which is the idea that the principles of natural selection and survival of the fittest are applicable to business and social policy. Greater attention to the poor was advocated by an associated movement sometimes called the "social gospel," Between 1900 and 1960 the business world gradually began to accept additional responsibilities other than making a profit and obeying the law.

The growth of CSR caused the creation of three pillars including economic, social, and environmental. In the economic sphere, we can observe the impact of the company's business on

the whole society. For instance, how active is the company in the fight against corruption, how to increase or decrease the growth in the particular region, or the influence on the development of the infrastructure? It is important to understand the relationship between supplier and client as reciprocal. Thus, marketing information about products and services must be accurate and not deceptive and reflect the consumer and market expectations. In the social sphere, the corporates pay special attention to the staff and working environment, since the human resources are the most expensive and important assets of every company, where they spend most of their lives at work depending on their salaries. The company becomes a part of the surrounding community, thus a socially responsible company is making effort to establish good neighborly relations by decreasing its negative impact on the society and solve local problems. In the environmental sphere, the corporates try to minimize their negative impact on the environment and participate in the tender of large corporations and public administration, or to gain new customers among environmentally conscious customers. The green business brings financial savings, energy and water economics, pollution prevention, waste minimization and recycling, fuel reduction, and the purchase of ecologically frugal materials.

In companies that are trying to profile as socially responsible, they enhance brand image and reputation, knowing that, CSR activities can be for free or inexpensive including the donation of old computers, free rental space, transparency... The long-term implementation of CSR processes leads to enhanced brand image and competitiveness. Customer does not only want good products, but they are interested to know the information if the product that supported CSR, they are willing to pay more and appreciate the products which are socially responsible even if it is sometimes more expensive products. These customers are far more loyal because their purchasing is not based on the price but on an ideological basis.

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## **ФОРМИРОВАНИЕ СТРАТЕГИИ ОРГАНИЗАЦИИ НА ОСНОВЕ МАТРИЦЫ СТРАТЕГИЧЕСКОГО ПОЛОЖЕНИЯ И ОЦЕНКИ ДЕЙСТВИЙ**

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Реферат. В статье рассмотрен один из методов формирования стратегии организации, основанный на построении матрицы стратегического положения организации и оценки действий. Результаты анализа позволяют сделать вывод о текущей позиции организации на рынке, а также сформировать стратегию её работы.

Ключевые слова: матрица стратегического положения, SPACE-анализ, матрица оценки действий, стратегический анализ банка.

ЗАО «МТБанк» было создано 14 марта 1994 года и стало первым в Республике Беларусь банком с участием иностранного капитала. В числе первых белорусских компаний ЗАО «МТБанк» вступил в Глобальный Договор ООН и стал партнером Европейского банка реконструкции и развития по программе поддержки малого и среднего бизнеса. Банк внедрил на рынке банковских услуг Беларуси такие новаторские продукты, как быстрый автолизинг, а также систему Интернет-банкинга «Мой банк». В январе 2017 года ЗАО «МТБанк» был признан брэнд-лидером в социальных сетях по итогам конкурса Республики Беларусь «Брэнд года 2016». В марте ЗАО «МТБанк» получил награду за высокое качество международных платежей. В 2020 году ЗАО «МТБанк» подтвердил звание