

вой экономики предлагаются технологии: внедрение диджитал-маркетинга, создание цифровых платформ для развития сотрудничества между субъектами, внедрение CRM-технологий в деятельность МСП.

#### СПИСОК ИСПОЛЬЗОВАННЫХ ИСТОЧНИКОВ

1. Малое и среднее предпринимательство в Республике Беларусь: стат. сборник [Электронный ресурс] // Минск: Национальный статистический комитет Республики Беларусь, 2020. – Режим доступа: <https://www.belstat.gov.by/upload/iblock/e9e/e9edcb659de33ab04d5830e28af9e4ca.pdf>. – Дата доступа: 10.04.2021.

2. Наука и инновационная деятельность в Республике Беларусь: стат. сборник [Электронный ресурс] // Минск: Национальный статистический комитет Республики Беларусь, 2020. – Режим доступа: <https://www.belstat.gov.by/upload/iblock/cdd/cddc5f3ded7b61827be4e853c40e32.pdf>. – Дата доступа: 10.04.2021.

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## THE ROLE AND CHARACTERISTICS OF CORPORATE SOCIAL RESPONSIBILITY IN CHINA

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Corporate social responsibility (CSR) allows organizations to do their bit for the society, environment, customers or for that matter stakeholders. The term corporate social responsibility gives a chance to all the employees of an organization to contribute towards the society, environment, country and so on. CSR is a company policy that goes out outside the framework of the norms of doing business established by national legislation, assuming a symbiosis of economic, social and environmental aspects activities and aimed at achieving financial and strategic goals companies (increasing capitalization and profitability, increasing business reputation and competitiveness).

According to the analysis of research, at present, the following CSR theories can be distinguished. Stakeholder theory – stakeholders mean any individuals, groups or organizations with significant influence on decisions made by the firm or influenced by these solutions. The company must actively build harmonious relationships with all stakeholders, despite the presence of competing goals for each of groups. CSR hierarchy model – represents social responsibility in the form of a pyramid, consisting of three levels: basic, advanced and higher. A model of four levels of CSR impact – this model makes it possible to distinguish between those areas to which the company's social programs are focused. In accordance with it, one can distinguish intracorporate level, market exposure level, social exposure level and global exposure level. Carroll's pyramid – Carroll identifies four types of company responsibility – economic, legal, ethical and philanthropic. Porter's theory of focused social responsibility – the main tasks, according to Porter, are, firstly, to

determine the areas in which the company should focus its social responsibility to improve its competitiveness, and secondly, to find effective ways to implement CSR. 3P theory – People, Planet, Profit – there is a constant symbiosis between its three elements, and the development of one of the components leads to the development of the other components of the model.

Each country has a specific national CSR model based on the historically established characteristics of social partnership. Due to the growing processes of globalization and activity of TNK, the concept of CSR began to penetrate the Asian markets, becoming one of the most important areas of activity for many Asian companies. Nevertheless, for most Asian countries, this concept is quite new and has not completely taken shape. Many CSR initiatives are ultimately borrowed by Asian companies from the West, but undergo certain changes due to the specifics of Asian culture and philosophy. The diversity and versatility of Asia does not allow us to single out a single CSR model characteristic of the entire Asian region, since Asian countries are located on different levels of development, have their own specifics, and in many of them the concept of socially responsible business has not yet taken root sufficiently. The specificity of the Chinese model of CSR lies in the prevailing role of the state, which seeks to promote the practice of responsible behavior in environmental and social issues, in connection with the growing social risks and the impending environmental disaster in the country. The government actively encourages companies to implement a CSR strategy to improve the brand, reputation and competitiveness of Chinese products.

Analyzing and comparing CSR business in the USA, Western Europe and China, it is important to note the following: each region has strengths and weaknesses of CSR. In China, social work is mainly related to charity. In China, due to the fact that the application of CSR principles in the activities of business organizations began relatively recently, the attitude of business organizations to CSR has not been formed, but it is unequivocally supported by the state, and, therefore, due to the structure of political governance in China, it should be implemented by all organizations. By far, the largest contribution to this process is made by state corporations or corporations with a high share of the state.

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## **CHINA'S PLACE IN THE SYSTEM OF INTERNATIONAL INVESTMENT COOPERATION**

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One of the most significant factors in the development of the world economy at the present stage, which contributes to the growth of interaction between different states in trade, in the field of production and technology development, can be called international investment cooperation. Investment cooperation in the world market is of great importance for the development of international economic partnerships, since it includes the joining of