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**SOCIAL ENTREPRENEURSHIP AS THE EFFECTIVE WAY
OF BUSINESS INTERACTION WITH THE COMMUNITY
TO ACHIEVE SUSTAINABLE DEVELOPMENT
AND REINTEGRATION TASKS**

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Social entrepreneurship is an effective way of business interaction with the community to achieve sustainable development. Social entrepreneurship expands economic circulation and contributes to the growth of overall economic efficiency. By solving social problems in innovative ways using a combination of social and economic resources, social entrepreneurship

contributes to meeting the demand for social goods and acts as a tool for the integration of vulnerable population groups into society.

Reintegration of ex-servicemen and veterans in the economic context is determined by the risk reduction factor in post-conflict societies. Successful economic reintegration requires coordination of actions between social institutions, government institutions and commercial organizations. The experience of countries in wartime convinces that the systematic synchronized coordination of the efforts of state authorities, the development of entrepreneurship and the activities of public organizations can help to break the circle of social problems by creating opportunities for veterans' employment and the development of veterans' businesses [1]. Own business for veterans is an important tool for their socio-economic reintegration [2]. In the context of the tasks of reintegration of military personnel and veterans, the relevance of the development of social entrepreneurship in Ukraine is increasing, since a full-scale war is accompanied by numerous social and economic problems. In such conditions, social entrepreneurship can create a favorable ecosystem that will help in the process of reintegration [3].

The experience of foreign countries shows the existence of mechanisms for the participation of stakeholders in the management and implementation of policies related to the achievement of sustainable development. There are several mechanisms for the participation of stakeholders in the decision-making in the field of sustainable development: public consultations; forums as an extended participatory process; specialized bodies; additional stakeholders' engagement mechanisms such as direct participation. Participation in achieving sustainable development creates a sense of ownership in the process for all parties involved. A key outcome of participation is the relationship between the policy coordination process and its outcomes through a sense of shared responsibility.

The task for Ukraine during the war and in the recovery process is to combine sustainable economic growth and transformation of society on the basis of sustainable development.

Business generates a variety of non-standard solutions to overcome complex challenges of sustainable development by creating jobs, providing access to quality goods and services, and promoting innovation. However, a balance between the growth of the private sector and the preservation of natural resources and the observance of the principles of sustainable development is important.

In terms of corporate social responsibility, state bodies should interact with business and play the role of monitoring non-financial reporting standards in order to guarantee the accuracy and reliability of information transmitted by business to the public [4]. Private sector development, investment and

innovation are key factors contributing to productivity, inclusive economic growth and job creation [5].

There are several ways to engage businesses to collaborate with the community. These methods include philanthropy, pro bono service, corporate social responsibility, social entrepreneurship and impact investing. Charity is one of the most common ways in which the private sector in Ukraine participates in the development of communities. The business provides material and in-kind assistance, as well as other resources to the community, helping to solve local problems. Pro bono services are provided voluntarily and free of charge for the benefit of the community, particularly for people who cannot pay for these services. On the basis of corporate social responsibility, companies include social and environmental issues in their commercial activities and cooperate with interested parties.

Impact investing is investing funds with the goal of creating a specific social or environmental impact along with obtaining a financial return. The main differences between impact investing and other types of investing are that impact investors seek not only to obtain financial profit, but also to make efforts to positively influence society and the environment. In addition, impact investors use standardized indicators to measure performance and report on social or environmental impact [6].

Social entrepreneurship combines commercial, social and environmental objectives. Social entrepreneurs work to solve social and environmental problems in communities, focusing on achieving a social effect through profits from business activities [7].

Solutions created by social entrepreneurs are aimed at supporting socially vulnerable groups and long-term benefits for the whole society. Social entrepreneurship is based on the priority of creating the common good over commercial profit and actively uses social and economic innovations in its activities, which contributes to the satisfaction of social needs [6].

Social enterprises are aimed at solving urgent problems in society, which may be ignored by ordinary business or not receive sufficient funding from the state. In the conditions of war Ukraine faces an important task of integrating veterans and internally displaced persons. Social enterprises can play an important role in this process [8].

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ВИКОРИСТАННЯ ЦИФРОВІЗАЦІЇ В УПРАВЛІННІ ЛЮДСЬКИМИ РЕСУРСАМИ

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