

problem in the form of forming a set of professional competencies that would implement the necessary personal and professional qualities of a future specialist.

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THE PROBLEM OF TRAINING SPECIALISTS IN THE FIELD OF CSR

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The national economy of the Republic of Belarus in the process of transition to a market economy needs professional and qualified personnel.

The concept of corporate social responsibility plays a special role in the development of new methods of training qualified personnel.

The practice of corporate social responsibility is becoming more and more popular in Belarus [1]. Belarusian companies implement their social responsibility in various forms, but they are not always aware of its multifaceted and complex nature. In all countries, CSR theories and practices are influenced by national culture [2].

In the field of personnel training, corporate social responsibility is a system of voluntary obligations that a company undertakes in the course of its relations with society.

Awareness of the objective conditionality of the process of increasing social responsibility of companies and, as a result, the inevitable revision of the fundamental principles of business and management emphasizes the importance of bringing the ideas and principles of CSR to the widest audience. This is especially important for students who are studying in the areas of «Management» and

«Economics», i.e. future managers and economists, business leaders, as well as specialists who already work in companies and organizations and are engaged in corporate social activities. A possible solution to this problem is possible through the inclusion of CSR issues in educational programs, primarily economic and managerial programs. One of the arguments confirming the importance of studying disciplines that reveal the specifics of CSR is the successful experience of many foreign universities.

In the Republic of Belarus, there is a growing interest in the specifics of corporate social responsibility on the part of business. This is largely due to the growing demand of enterprises for research in this area, as well as for specialists who possess the necessary competencies to build and implement social strategies in the activities of enterprises.

The formation of socially responsible thinking in future specialists of economic and managerial profile is a long, complex process that requires an integrated approach, combining the efforts of teachers of general theoretical, functional and sectoral economic disciplines, shifting the emphasis in teaching from a focus on obtaining short-term benefits, expanding the field of activities and achieving maximum economic efficiency in the direction of ensuring environmental, social and economic sustainability.

Corporate social responsibility training involves creative thinking, initiative, and the ability to combine different competencies and knowledge. It is important to properly combine theoretical knowledge with practical work. This is what will lead to the most optimal result for a CSR specialist.

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