

SOCIAL BUSINESS AS ONE OF THE WAY TO SOLVE SOCIAL PROBLEMS ON THE EXAMPLES OF THE UK AND BELARUS

The work investigates the importance of social business in our modern world which is full of social problems that must be solved. We were surprised to find out that not only the government but even ordinary people can solve different social problems. They just can start their own business, social business. Social entrepreneurs affect the sectors of health care, physical education, tourism, social services, employment and culture. They are people with the desire to contribute to the development of their country. They want everyone to be able to develop and learn, create and realize themselves, want to save their country from pollution and preserve natural resources, follow the principles of rational use of resources. That's why we decided to prove that this kind of business is important and everyone should know about it.

The aim of this work: to identify the level of the development of social business in the UK and Belarus and show the interaction of social work and social entrepreneurship.

To achieve this aim it is necessary to perform a number of the following **tasks:**

- 1) to trace the history of the origin of social entrepreneurship;
- 2) to study the principles of social entrepreneurship, its features;
- 3) to analyze social business in the UK and Belarus, find their similarities and differences and compare the main features;
- 4) to create a short guide to social entrepreneurship.

The **hypothesis** of this study: social entrepreneurship is a way to realize social services in different spheres of life in any country.

We began our research with studying of the literature about social business and its history and we can see that the concept "social entrepreneurship" is relatively new but the ideas of its importance were formulated long ago, in ancient times. Social entrepreneurship today is developing dynamically in many countries of the world. It is represented almost in all spheres of our life and can solve different social problems. Social business is a trend that is gaining popularity every year. There are more and more entrepreneurs in the world who acts at the boundary of charity and commerce, innovation and traditional business practices to solve social problems. Nowadays social entrepreneurship in Belarus is

taking only the first steps. Nevertheless, for everyone who wants to create and develop their own business there are already examples of how to make money and help others.

Having considered Belarusian and British social entrepreneurship we can see that there are some similarities and differences in them. Their aim and spheres where social business is represented are the same. But the level of people's awareness and state's support in Belarus is much lower than in the UK. There are a lot of challenges and barriers for social entrepreneurs in Belarus and the main of them is there is no legislative definition of the concepts of "social entrepreneurship" and "social enterprise" in our country.

To prove the practical significance of the work we created "A short guide to Social entrepreneurship" where we tried to show the main features of this kind of business, its main characteristics and some ideas of social business. We think it is a useful and understandable guidebook for those who decided to start their own social business.

In the course of the study the goals and aims of the work were achieved. It can be supposed that the hypothesis is confirmed because we showed that social business is an effective way to solve social problems. We can see that this modern, relevant and promising phenomenon is supported well abroad by society, the state and funds. And we want to believe that everything will be done to create similar conditions in our country.