

SOCIAL ENTREPRENEURSHIP – OPPORTUNITIES AND CHALLENGES FOR YOUNGSTER'S IN THE 21ST CENTURY

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Nowadays, social development plays a special role in entrepreneurship. It is a way of promoting social growth. Social entrepreneurship provides services and solves social issues in order to benefit society rather than maximize profits. In the world, it is rapidly developing and improving, it affects everyone, helping in the development of technology and integrating social development risk groups.[1] However, social entrepreneurship is developing more slowly in Latvia. In many European countries, there is an opportunity to learn more about entrepreneurship in higher education. This is a specialized field that needs to be known and understood. In Latvia, it is not perceived as a special, significant department.[2] The concept and operation of social entrepreneurship are explained in the country but is not understood a use and actualization of it. Its essence and concept are incomprehensible. This is proved by the fact that in Latgale only 2% engage in social entrepreneurship, but in Riga - 58% [3]. There are a small number of social enterprises, most of them have a problem to improve and apply knowledge about the defined type of activity in practice. It can be concluded, that there are not enough competent persons in Latvia, who have an understanding of the direction of social entrepreneurship. People's misunderstanding of social entrepreneurship is only one of the factors of inefficient development, which needs to find the most appropriate solution.

The research aims to explore the problem of social entrepreneurship development. It is important to raise understanding of the concept and its meaning and to help find a way to apply it. By finding the identified solutions, social entrepreneurship would develop faster and there would be more interest and need for it in society.

Material and methods. The following methods were used to explore the concept, peculiarities and problems of social entrepreneurship: historical, comparison, interpretation. Unlike other countries of the world, the understanding of social entrepreneurship in Latvia has emerged recently. Laws related to social enterprise were studied, publications, literature and statistical research data were used. The semantic method in the study helped to discover the true meaning of the concept of social entrepreneurship. Using the historical method, the emergence and development of social entrepreneurship have been clarified. There was observed a change in business direction from the 18th century to the 21st century [4]. Comparing social activity in Latvia and other European countries, the problem was clarified, and solutions were sought in the future. Studying laws in Latvia related to the social entrepreneurship, shortcomings were found and assumptions for its improvement were made.

Findings and their discussion. The research led to the following conclusions. They are revealing the importance of social entrepreneurship, the problem, as well as solutions, are being offered.

1. Social entrepreneurship is a type of entrepreneurship that is based on promoting social impact rather than making a profit. For a social enterprise, every employee receives a salary, it is not a charity. The salary is paid in dividends or cannot be distributed. Social entrepreneurship is a tool for providing goods or services, creating good conditions for society. It is a specific type of business, which has no official definition in Europe or the world and understanding of its borders. However, the main criteria that define and identify social entrepreneurship is a company with a social purpose. According to Nobel Peace Prize winner Muhammad Yunus, the goal of social entrepreneurship is primarily to address the social problem as opposed to making a profit for business owners. The measure of the effectiveness of a social enterprise is its ability to find successful solutions to a social problem. The mission of a social enterprise is to influence people's lives, not to count the money earned [5]. At the historical stage since 18th to middle of 21st century social entrepreneurship was improved form 4 development stages: agrarian, industrial, service and innovation economy. Pattern of economy group as efficiency and directed by resources. At the time social entrepreneurship's trend took worldwide meaning. It affects social risk groups, technologies, education and ecology. Social entrepreneurship characterizes 5 signs, which determine European Conception. It includes the main purpose, meaning of existence and operation of company. Exist different social entrepreneurship types: non-profit organization, cooperative, business of social purpose, social firm, social responsible business, source of profit. The most popular type of social entrepreneurship in Latvia is source of profit [6].

2. In Latvia law of Social Entrepreneurship, came in power on 1st of April 2018. Its purpose is to promote life quality of community and facilitate groups at risk of social exclusion employment by creating beneficial economic environment for social entrepreneurs [7]. Social entrepreneurship law of Latvia bases on issued EU international documents- European Social Charter, "Europe 2020", UN Universal Declaration of Human Rights. Commercial law, Labour law, Environmental Protection law are included in law of social entrepreneurship. Also, law determines few practical support instruments, requirements and restrictions. One of the most advanced spheres of social entrepreneurship is integration. It provides support for social groups at risk. Important to notice that Social entrepreneurship development purpose is not only integration in community disabled people, but also adjustment in community other groups at risk, for example, elder people, long term unemployed, youth. For these groups it is difficult to fit in the labour market.

3. According to collected statistical data and social operation research in Latvia, it can be concluded, that country is facing these problems: It slows

down social operation development. 58% of whole country's Social entrepreneurs work at capital city- Riga, while in Latgale, which is $\frac{1}{4}$ of Latvia's territory, there is only 2% of social entrepreneurs. [8] European Commission identified the most important factors at social entrepreneurship sphere, which slows down development at European Union [9]. It includes uncompleted informative background in the country and Europe. Financial market deficiency, insufficient evaluation of education in social entrepreneurship sphere, also, restrictions at profit distribution and difficulties to attract investors. Latvia and Europe are facing one of the most important problems which is misunderstanding of the term "Social entrepreneurship". Most of the entrepreneurs do not know how to use their obtained knowledge in practical way [10]. In the higher institutions of education in country social entrepreneurship as another sphere, process, which is necessary to consider and give education. Only few universities in Europe offer study programs, where social entrepreneurship is as a specialization or model. These universities are: Roskilde University, London School of Economics and Political Sciences. The most developed countries at social entrepreneurship are Finland and Belgium, they created models at social entrepreneurship sphere for higher institutions of education. This kind of entrepreneurship could be more developed, if there would be enough competent people, which could help for new entrepreneurs to get knowledge about practical use of social entrepreneurship. Also, it could be more developed, if the term would be more understood.

4. As this sphere is not really developed, it is difficult to completely change conception of people thinking and rights, so unlikely development would be fast and progressive. But the first step could be: to raise awareness about social entrepreneurship and its benefits around teachers, students and society. Higher education institution's academics' have skills gaps in this area. It is necessary to development teachers' competences and update study programmes, to make them more relevant to current Europe's economic, social model and international labour market situation. It is evident that there is an urgent need to promote social entrepreneurship among educators and to produce highly qualified graduates capable. Rezekne Academy of technologies is involved in project, which is based on involving model of social entrepreneurship at the higher institutions of education. And this is the proof, that in Europe and Latvia constantly is happening improvement of social entrepreneurship and provided development.

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LEGAL SUPPORT OF E-BUSINESS IN THE REPUBLIC OF BELARUS

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VSU named after P.M. Masherov, Vitebsk, Belarus

Today one of the most important infrastructure elements in the formation of a new economy is the world system of unified computer networks for storing and transmitting information "Internet". The business is undergoing a process of reorientation to remote work with clients, especially in a difficult epidemiological situation. The use of ICTs is becoming a daily occurrence. Mass media and global communication mechanisms are used in all spheres of life. All this indicates the relevance and importance of improving legal support in the field of e-business.

Research objective: relevance identification of features and improvement of the mechanism of e-business financial and legal management.

Material and methods. As part of the research, the works of domestic and foreign scientists, as well as normative legal acts are studied. The following general scientific methods were used: analysis, comparison, analogy and others, as well as structural-legal and formal-legal methods.

Findings and their discussion. The Republic of Belarus has started implementing the national security Concept since 2010, which pays special attention to information security. The Information sphere is becoming a system-forming factor in the life of people, societies and states.

In this regard, the information sphere plays a key role for the national security of the country. Among the sources of threats to national security in the information sphere, the Concept identifies the following phenomena and trends:

- dissemination of false or intentionally distorted information;
- the quality of national content does not match the world level;
- insufficient efficiency of information support;