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SUSTAINABLE DEVELOPMENT AND SOCIAL RESPONSIBILITY AS THE BASIS OF MODERN ENTREPRENEURIAL EDUCATION

In the current conditions of the transformation of the world economy, the aggravation of social problems, environmental challenges and increased global competition, issues of sustainable development are gaining special importance for all spheres of public life, including the education system. The educational space is now considered not only as an environment for the transfer of knowledge and professional training, but also as an important tool for the formation of values, worldview and social responsibility of future specialists. In these conditions, entrepreneurial education should focus not only on the development of economic thinking and management competencies, but also on the upbringing of a responsible attitude towards society, the environment and ethical principles of doing business. A modern entrepreneur operates in an environment of constant change, high uncertainty and growing public expectations regarding transparency, integrity and environmental safety of business. The success of entrepreneurial activity is increasingly determined not only by financial results, but also by the ability of business to take into account the interests of society, ensure the rational use of resources, support social initiatives and adhere to the principles of sustainable development. That is why modern entrepreneurship education should form in students a comprehensive vision of economic processes, based on a combination of professional competence, innovative thinking and social responsibility. The concept of sustainable development involves a harmonious combination of economic, social and environmental components of social progress. Its implementation is impossible without training a new generation of specialists who are able to make management decisions taking into account long-term consequences for society and the environment. In this context, entrepreneurship education is an important mechanism for forming a culture of responsible business, developing entrepreneurial initiative and creating conditions for the spread of innovative models of economic activity [1, 2]. It should be noted that modern entrepreneurship education is gradually moving away from the traditional model of training specialists, focused exclusively on economic efficiency and profit. Instead, the concept of responsible entrepreneurship, which involves the integration of social,

environmental and ethical aspects into business processes, is gaining increasing importance. This approach forms a new vision of the entrepreneur as not only an organizer of economic activity, but also an active participant in social development, capable of influencing the solution of social problems, maintaining environmental safety, and contributing to the sustainable development of communities.

An important element of it is the formation of environmental awareness and understanding of the principles of rational use of resources. The growth of environmental problems, climate change, depletion of natural resources and deterioration of the environment force businesses to reconsider traditional models of production and consumption. In these conditions, entrepreneurship education should contribute to the formation of skills in environmentally responsible management, the introduction of resource-saving technologies and the development of a "green" economy in future specialists. An important task of the educational process is the training of entrepreneurs who are able to combine economic efficiency with the principles of environmental safety and social justice [2]. An equally important component of modern entrepreneurship education is social responsibility, which is today considered a necessary condition for the effective functioning of business. Socially responsible entrepreneurship involves compliance with ethical standards, ensuring decent working conditions, supporting social initiatives, developing corporate culture and taking into account the interests of all stakeholders. The success of modern business is increasingly being assessed not only by financial indicators, but also by its contribution to the development of society, the level of consumer trust and the social reputation of the company. That is why the education system should form in students the understanding that social responsibility is not an additional component of business, but an important factor in its competitiveness and long-term stability.

In modern conditions, the development of entrepreneurial competencies that combine economic knowledge with critical thinking, communication, teamwork, risk management and social leadership skills is of particular importance. Entrepreneurship education should contribute to the formation of the ability to adapt to rapid changes in the market environment, use innovative technologies and make responsible management decisions. An important trend is the integration of practice-oriented approaches, case methods, project learning and cooperation with the business environment into the educational process, which allows students to not only receive theoretical knowledge, but also gain practical experience in responsible entrepreneurship. The digitalization of the economy also significantly affects the development of entrepreneurship education. The use of digital technologies, online platforms, virtual learning and digital communication tools opens up new opportunities for the formation of modern

professional competencies. At the same time, the digital environment creates new challenges related to information security, the ethics of digital interaction and the responsible use of technology. Therefore, entrepreneurship education should take into account the need to train specialists who are able to operate effectively in the digital economy and use technological innovations in accordance with the principles of sustainable development.

For Ukraine, the problem of integrating the principles of sustainable development and social responsibility into the system of entrepreneurship education is particularly relevant. Modern socio-economic challenges, the need for post-war economic recovery, integration into the European space and the need to form a competitive business environment require the training of a new generation of entrepreneurs. Such specialists must be able not only to ensure economic growth, but also to contribute to social stability, community development, job creation and the implementation of innovative and environmentally friendly solutions. Effective implementation of the principles of sustainable development in entrepreneurship education requires a comprehensive approach, including updating educational programs, integrating interdisciplinary knowledge, developing partnerships between educational institutions, business and the public sector. It is also important to form an educational environment that stimulates initiative, responsibility, creativity and readiness for socially oriented activities. It is this model of education that is able to provide training for specialists who will not only successfully function in the modern economic environment, but also contribute to the formation of a more just, innovative and sustainable society.

Thus, sustainable development and social responsibility are the fundamental principles of modern entrepreneurial education, defining new approaches to the training of future specialists. Their integration into the educational process contributes to the formation of responsible entrepreneurial thinking, the development of socially oriented business and ensuring long-term economic and social development. In modern conditions, it is the combination of professional competence, innovation and responsibility that becomes the basis of effective entrepreneurial activity and an important factor in the sustainable development of the state.

Literature

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