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СОЦИАЛЬНОЕ ПРЕДПРИНИМАТЕЛЬСТВО КАК ФАКТОР РАЗВИТИЯ ЭКОНОМИКИ МОНОГОРОДА

Ключевые слова: моногород, социальные проекты, предпринимательство, экономическая эффективность, муниципальная власть, взаимодействие.

Определяя современные условия предпринимательства в контексте формы социального обеспечения, мы говорим о методах активизации предпринимательской деятельности, способствующей повышению экономического потенциала территории. Социальная направленность выражается в удовлетворении потребностей целевой группы (в нашем случае, населения моногорода). В статье рассматриваются условия реализации бизнес-проектов, сочетающих в себе направленность на повышение экономического потенциала моногорода и активизацию социальной ориентированности проектных решений. В статье приводится обоснование форм и методов социального предпринимательства в пространстве моногорода и практические условия оценки эффективности социальных проектов.

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SOCIAL ENTREPRENEURSHIP AS A FACTOR OF ECONOMIC DEVELOPMENT IN A SINGLE-INDUSTRY TOWN

Keywords: single-industry town, social projects, entrepreneurship, economic efficiency, municipal government, interaction.

Defining the modern conditions of entrepreneurship in the context of social welfare, we talk about the forms and methods of activation of entrepreneurial activity, contributing to the economic potential of the territory. The article considers the conditions of implementation of business projects that combine the focus on increasing the economic potential of a monotown and activation of socially oriented project solutions. The article provides a rationale for the forms and methods of social entrepreneurship in the space of a single-industry town and practical conditions for assessing the effectiveness of social projects.

Определимся с основными понятиями, характеризующими условия нашего исследования. Трактовка термина «социальное предпринимательство» достаточно разнообразно представлена в научных источниках. Проанализировав разные трактовки, мы определились с основными характеристиками данного явления. Исходя из понятия предпринимательской деятельности, мы можем говорить о необходимости получения прибыли в результате реализации данного направления. При этом прибыль может выражаться в различных формах: одновременный доход, доход с достигнутым результатом в определенный временной период и эффект, выраженный в социальных показателях. По нашему

мнению, в качестве социального критерия выступает удовлетворенность целевой аудиторией.

Моногорода сложились как городские поселения вокруг крупных промышленных предприятий. По сути, это небольшие города, где все жители работают на одном заводе. В XX веке это была нормальная общемировая практика, а сегодня, в условиях современной постиндустриальной парадигмы – это общемировая проблема.

Исходя из проведенных оценочных условий рассматриваемых понятий попробуем определить, какие социальные эффекты могут фигурировать в качестве критериев эффективности социального предпринимательства. В первую очередь,

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Anthony S. Fauci



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