

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS  
BELARUSIAN STATE UNIVERSITY  
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES  
Department of Social Communication

EIDINA Yuliya Eduardovna

**THE VALUE OF REPUTATION IN THE CONCEPT  
OF CORPORATE SOCIAL RESPONSIBILITY OF ENTERPRISES IN THE  
BANKING SECTOR (USING THE EXAMPLE OF BTA BANK)**

Diploma work  
ANNOTATION

Speciality: 1-23 01 15 Social Communications

Academic supervisor:  
Doctor of Science in History,  
Professor  
Irina I. Kalachova

Minsk, 2024

## ANNOTATION

The structure of the diploma work consists of an introduction, three chapters and a conclusion. The first two chapters contain theory: the first one reveals the theoretical foundations of corporate social responsibility (CSR) of enterprises, touches on the history of the origin and development of CSR, the main theoretical approaches and terminology; the second chapter reveals the role of reputation in the concept of corporate social responsibility, provides a classification of CSR models, as well as the specifics of CSR in the banking sector. The third chapter is practical, it contains a description of BTA Bank in the aspect of CSR formation, an analysis of the relationship between CSR and the reputation of the bank among its clients, as well as recommendations for optimizing the CSR model of BTA Bank. The volume of the thesis is 56 pages, includes 2 appendices and 58 sources used.

*Keywords: corporate social responsibility, corporate social performance, business reputation, stakeholder, banking enterprise, bank, non-bank credit and financial organization, company, corporate culture.*

The object of the research work is corporate social responsibility of enterprises in the banking sector. The subject of the research paper is the reputation of enterprises in the banking sector (BTA Bank). The aim of the thesis is to study the impact of corporate social responsibility on the formation of the reputation of enterprises in the banking sector. Methodological basis constituted by general scientific methods (the method of analysis and synthesis, induction and deduction method, comparison method, descriptive method) and methods used in sociological research (polling method). In the course of writing this thesis following results were obtained: different approaches to the definition of corporate social responsibility were identified; components of corporate social performance and their role in the development of the enterprise were highlighted; the importance of corporate social responsibility of a banking enterprise through its perception by customers on the example of the BTA-Bank bank were determined and a number of recommendations on optimizing the CSR model for the promotion of this enterprise was provided.

The novelty of the results obtained is due to the lack of an integrated approach to studying the relationship between corporate social responsibility and the business reputation of an enterprise, which is being formed in the eyes of stakeholders. The obtained results are characterized by wide possibilities of theoretical and practical application.

The materials and results of the thesis were obtained on the basis of reliable sources and independently conducted theoretical and practical research.

The materials of the thesis can be used in the educational process, as well as in the development and implementation of PR events by BTA Bank.