

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

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**IMPLEMENTATION OF SOCIAL RESPONSIBILITY PRINCIPLES  
IN THE ACTIVITIES OF BELARUSIAN COMPANIES**

Diploma work  
ANNOTATION

Speciality: 1-23 01 15 Social Communications

Academic supervisor:  
Doctor of Philosophy in Philosophy,  
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## ANNOTATION

The structure of the diploma work consists of an introduction, three chapters and a conclusion. The first chapter is theoretical and explores the concept of the phenomenon of social responsibility and its essence. The second chapter is also theoretical, examining various methods and directions for implementing initiatives in the field of corporate social responsibility. The third chapter is practical, highlighting the main areas and initiatives in which the principles of social responsibility are implemented by banks such as MTBank, BelVEB, Alfa-Bank, and Sberbank, as well as different approaches to the branding of a modern organization. The volume of the thesis is 52 pages and includes 3 appendices and 31 sources used.

Keywords: corporate social responsibility, social initiatives, belarusian companies, content analysis, thematic analysis.

The object of the thesis is corporate social responsibility in Belarusian companies. The subject of the thesis is the implementation of social responsibility principles in the activities of Belarusian banks. The aim of the study is to identify key areas of implementing corporate social responsibility (CSR) principles in Belarusian companies.

Methodological basis of the thesis is based on the content analysis and interview methods. In the course of writing this diploma work following results were obtained: an analysis of the theoretical aspects of CSR was conducted, including its evolution, key approaches, and motivational factors. CSR practices in Belarusian banks (MTBank, BelVEB, Alfa-Bank, and Sberbank) were examined using content analysis and thematic analysis of interviews. Key areas of social initiatives were identified, along with their perception by the audience, leading to recommendations for improving CSR communication strategies.

The novelty of the results obtained is due to the lack of theoretical and practical knowledge regarding CSR implementation in Belarusian business, which combines both state and private sectors. The study presents the first comprehensive analysis of CSR practices in leading Belarusian banks, incorporating modern ESG trends, and explores public perception of these initiatives. Of particular scientific value is the revealed discrepancy between banks' actual social engagement and public perception, which enabled the development of practical recommendations to enhance CSR communication effectiveness.

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

The materials of the diploma work can be used in the educational process.