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## **DEVELOPMENT OF ENTREPRENEURIAL COMPETENCIES THROUGH THE PRISM OF SUSTAINABLE DEVELOPMENT AND SOCIAL RESPONSIBILITY**

The modern development of entrepreneurship takes place in conditions of profound changes that encompass not only the economic sphere, but also the social and environmental foundations of the functioning of society. It is becoming increasingly obvious that business cannot be considered in isolation from social processes, and its effectiveness is determined not only by financial results, but also by its contribution to sustainable development and the level of social responsibility.

In this context, the content of entrepreneurial competencies is changing. They gradually go beyond traditional economic knowledge and acquire an interdisciplinary character, combining analytical thinking, strategic vision, ethical responsibility and the ability to act in conditions of uncertainty. A modern entrepreneur must not only understand market mechanisms, but also be aware of the long-term consequences of his decisions for society, the economy and the environment. That is why the competency-based approach in entrepreneurial education is increasingly viewed through the prism of sustainable development and social responsibility.

Sustainable development in this case is not a declarative concept, but a practical guideline for the formation of entrepreneurial thinking. It involves a balance between economic efficiency, social justice and environmental safety, which requires the entrepreneur to be able to make complex decisions and assess their impact in the long term. Social responsibility, in turn, forms the ethical dimension of entrepreneurship, which is manifested in interaction with employees, consumers, communities and the state, as well as in the readiness of business to participate in solving socially significant problems. The development of entrepreneurial competencies in this context involves the formation of not only professional knowledge, but also value orientations that determine the behavior of a future specialist. The ability to think critically, work with information, assess risks and make responsible decisions is of particular importance. The development of innovative thinking is also important, which allows finding

solutions that combine economic benefit with social and environmental feasibility [1, 2].

Education plays a key role in this process, as it forms the basis of a new type of entrepreneurial competencies. Modern educational approaches are gradually moving away from purely theoretical training and are focused on practice-oriented learning, the use of real cases, project activities and interaction with the business environment [2]. This format allows students to not only acquire knowledge, but also to form an understanding of the real mechanisms of sustainable entrepreneurship.

That is why it is noted that at the center of this transformation is the concept of sustainable development, which involves a balanced combination of economic efficiency, social justice and environmental safety. For entrepreneurship, this means the need to rethink traditional approaches to doing business, managing resources and making strategic decisions. An entrepreneur in the modern sense must take into account not only financial results of activity, but also the impact of business processes on society and the environment, which requires developed competencies of systems thinking and responsible management.

Entrepreneurial competencies in the context of sustainable development are becoming integrated. They include the ability to analyze complex socio-economic systems, assess the risks and consequences of management decisions, apply innovative approaches to business organization and implement the principles of resource efficiency. An important component is also the formation of ethical awareness, which determines the attitude of the entrepreneur to employees, partners, consumers and society as a whole.

Social responsibility in this context is not an additional characteristic of business, but its integral component. It involves the voluntary acceptance by business of obligations to improve social conditions, support communities, ensure decent working conditions and minimize negative impact on the environment. Modern enterprises are increasingly integrating the principles of corporate social responsibility into their development strategies, which increases their competitiveness and the level of trust from society.

The formation of these competencies largely depends on the education system, which must ensure the transition from the traditional model of education to a competency-based and practice-oriented approach. Modern entrepreneurship education should form in students not only professional knowledge, but also the ability to think critically, work with uncertainty, make responsible decisions and assess their long-term consequences. The use of interactive learning methods, case analysis, project activities and interaction with the real business environment is of particular importance.

An important factor in the development of entrepreneurial competencies is the digitalization of the economy. The use of digital technologies changes the nature of business processes, opens up new opportunities for innovation and increasing management efficiency. At the same time, this creates new requirements for entrepreneurs to master digital tools, analytical platforms and skills in working with large data sets. Digital transformation also increases business transparency and contributes to a more effective implementation of the principles of sustainable development.

The innovative component of entrepreneurial competencies requires special attention, since it is innovations that ensure the ability of business to adapt to changes and create new development models. Sustainable entrepreneurship involves the use of innovations not only to increase profitability, but also to solve social and environmental problems. These can be energy-efficient technologies, circular business models, digital platforms for resource optimization or social entrepreneurial initiatives.

Thus, the development of entrepreneurial competencies through the prism of sustainable development and social responsibility is a key direction in the modernization of modern economic education and the business environment. It involves the formation of a new type of entrepreneur who is not only economically efficient, but also socially responsible, environmentally conscious and innovatively oriented. It is this approach that creates the basis for long-term business development and ensuring sustainable development of society as a whole.

### **Literature**

1. Desyatnyuk, O., Krysovaty, A., Ptashchenko, O., Kyrylenko, O. (2025) The Role Of Financial Inclusion In Fostering Ecoentrepreneurship Within The Digital Economy. *International Journal of Ecosystems and Ecology Science (IJEES)* Vol. 15 (1): 77-86 (2025). DOI: <https://doi.org/10.31407/ijeess15.109>.

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