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ДИСКУСІЙНА ПЛАТФОРМА 2

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THE STUDENTS'S SOCIAL RESPONSIBILITY IN THE CONTEXT OF GUIDING PRINCIPLES OF SUSTAINABLE DEVELOPMENT

Introduction. Nowadays, adherence to the pivotal principles of sustainable development is the key to stability in society, countering the global challenges of modernity in general. At the same time, the social policy of the state should contribute to the popularization of the above-mentioned principles among student youth as the main active resource of society. Strategic directions for the development of social responsibility in modern conditions should encourage applicants of higher education to relate to results of their activity in a more meaningful way, consciously contribute to the sustainable development of society, and work for the welfare of their state. It will also contribute to the development of their active civil position, patriotic upbringing and more effective economic development of society under martial law as a whole.

Review of literature. The problems of social responsibility of students are reflected in the works of such scientists as A. Bezprovodanna, I. Vlasova, O. Sarapina, D. Guliyeva, O. Potapova, N. Stefanovich, O. Shevchuk, S. Shevchuk (Ukraine), M. Berkl (USA), I. Fonseca, J. Bernate (Colombia), B. Berei (Romania) and others. However, today there is a lack of researches on the

motivational aspects of the formation of social responsibility among applicants of higher education, effective mechanisms for increasing the awareness of students of economic specialties about the needs of establishing the goals of sustainable social development, the study of practical experience of university social responsibility in globalizational challenges.

Therefore, **the aim of this study** is to research effective factors in the formation of social responsibility of students, the analysis of effective cases of their implementation within the higher education.

Presentation of the main material. There are following principles of sustainable development of society, where modern students on the basis of social responsibility can make the greatest contribution:

1. Responsible consumption [1]. Adherence to this principle of sustainable development involves the careful attitude of students to using natural resources, reducing the amount of consumption, orienting applicants of higher education to reuse products in order to preserve and protect the environment, reducing the extent of its pollution in general. In this case there is a good demonstrative example of the motivational experience of KNEU students about their participating in various environmental projects, for instance, a student project on separate waste collecting in dormitories [3] and so on.

2. Fighting climate change [1]. Compliance with this principle of sustainable development involves the active participation of students in social and environmental projects aimed at counteracting climate changes in ecosystems. This is possible through the formation of environmental awareness among students, environmental literacy, responsibility for the consequences of wrong environmental behavior in general. In this context, we should note KNEU's initiative to create an environmental club, which includes projects aimed at weakening the effects of climate change [2].

3. Fighting poverty [1]. In order to follow this principle students can participate in different socially significant projects dedicated to supporting unprotected segments of the population. For example, the fight against social orphanhood, which involves supporting children from special educational institutions, etc. We should note the initiative of KNEU students in visiting orphanages, their active support for children [5], and the activities of the labour union bureau of individual faculties [4], the work of the international non-profit organization Enactus at KNEU, which brought together students, teachers and business representatives to improve the quality of life and living standards of people with different needs [6].

4. An important aspect of the formation of social responsibility of students in the context of sustainable development is the usage of their leadership potential for the functioning of qualitative education. Nowadays, students have the opportunity to act as important stakeholders in the quality

control of education, in particular, in the context of issues of ensuring high academic results, academic integrity, self-improvement, the formation of the trajectory of subject-subject studying as a whole. At the same time the presence of a strong feedback between teachers and students, the implementation of foreign experience on the interaction of all participants in the educational process and the promotion of active participation of students in various extracurricular educational activities will help domestic education to correspond to all the highest quality standards of international level. Hence, the task of higher educational institutions is to popularize scientific knowledge, increase the prestige of scientific achievements among students, promote the participation of student youth in innovative interdisciplinary research, and implementation the newest applied forms and methods of teaching disciplines.

Conclusions. Today, the development of social responsibility among students requires from higher educational institutions to implement complex effective measures. In particular, this involves the formation of a system of appropriate knowledge, skills, interests, scientific outlook among applicants of higher education, their involvement in different extracurricular academic as well as social projects in general.

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