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SOCIAL RESPONSIBILITY AND MECHANISMS FOR ITS DEVELOPMENT

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Abstract

The development of society is directly linked to people's relationships, their attitude toward rights and duties, and the level of awareness of common interests. From this perspective, the concept of social responsibility is considered one of the important factors of modern development. Social responsibility is the awareness of an individual, organization, or state of their duties to society and their conscientious fulfillment. In the context of today's globalization, environmental problems, economic inequality, and rapid changes in the information space, the issue of social responsibility is becoming increasingly relevant.

In scientific literature, social responsibility is defined as a person being responsible to society for the results of their actions. Although this concept is interpreted differently in the fields of sociology, psychology, and economics, their common point is ensuring a balance between the interests of the individual and society.

Innovative thinking has been relevant at all times. A prosperous lifestyle, as a social phenomenon related to human development and society, has been of great importance at all times. This is because individuals, entrepreneurs, and leaders with innovative thinking are considered one of the important subjective factors determining the development of society, the nation, and the state. The role of the subjective factor in historical development is immense; it influences the strategic directions of societal development and, in many cases, determines not only the development of the nation and the state but also its destiny. At the new stage of Uzbekistan's development, it is becoming clear that the reforms being

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implemented in our country are inextricably linked to the fundamental improvement of entrepreneurial activity. Therefore, based on the large-scale reforms of recent years, reforms are being carried out aimed at improving entrepreneurial activity, applying new approaches, relying on new and advanced approaches, and prioritizing the interests of the people. In particular, “Life itself requires us to form a professional, prompt, and effective civil service system, opening a broad path for newly thinking, proactive, and dedicated personnel” [1.88]. To achieve this, it is necessary to improve the system of both professional and moral education and control of entrepreneurs.

Creating new goods and services as an innovation is an active creative activity. Social responsibility plays a major role in the development of a new innovative idea based on its high talent and ability to substantiate and implement it. Only when a person has social responsibility can they develop methods, tools, and goods that meet the needs of society and bring a decent income. While recognizing the importance of creative activity in this field, it should also be remembered that the product of innovative activity must serve the rational satisfaction of the needs of society. One of the most modern ways to satisfy demand in the information market is the development of various forms of interactive services, which helps identify the most optimal innovative projects and technologies, apply them optimally, and quickly deliver new sets of goods and services to consumers [2.6.]. Therefore, social responsibility is an important criterion in entrepreneurial activity.

From this perspective, the application of standards reflecting the economic, environmental, and axiological norms established by society for the collection of goods and services created on the basis of social responsibility is of great importance. After all, as a person achieves high spiritual needs, their sense of social activity and responsibility increases.

The famous philosopher A. Maslow, who drew attention to this aspect of creative activity devoted to creation, emphasized that the efforts of the creator consist of

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search and choice, as well as the responsibility for this choice [3.246]. It goes without saying that in order to fulfill such an obligation, the creator, along with being the owner of many spiritual and moral values, must realize the place and significance of these values in the creative work he has created. This opinion can be confirmed, in particular, by the example of innovations created on the basis of global achievements in the field of nuclear physics in the 20th century. This made it possible to use innovative means of production and transportation with unprecedented power. At the same time, innovations created on the basis of these same achievements serve as the basis for innovative activities aimed at creating mass disasters that threaten the life of humanity and living beings. According to K. Nazarov, "today, all our work in the spiritual and educational sphere, education and upbringing, propaganda and agitation should be transferred to the basis of the Development Strategy of New Uzbekistan" [4.3]. Thus, a broad foundation will be created for strengthening the faith of young people and increasing their spirituality.

Social responsibility manifests in the following main manifestations:

- personal responsibility;
- family responsibilities;
- civil liability;
- collective social responsibility;
- environmental responsibility.

Social responsibility is considered a vital condition for the stability and development of society. Responsible citizens respect the laws, observe public order, and demonstrate social activity. This serves the formation of a democratic society.

In the corporate sphere, social responsibility enhances a company's reputation, strengthens consumer trust, and ensures long-term economic stability. For example, enterprises that establish environmentally friendly production not only protect nature but also increase their competitiveness in the market. Social

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responsibility also plays an important role in strengthening the social protection of the population, reducing poverty, and developing human capital.

The most important mechanism for forming social responsibility is education. School, higher education institutions, and the family foster in a person qualities such as honesty, diligence, tolerance, and a sense of duty to society.

In the educational process:

- increasing civic culture;
- expanding legal knowledge;
- supporting volunteer activities is of great importance.

The presence of social responsibility in a person, self-expression, and the creation of cultural values distinguish specific aspects of a person as a biological species. It is advisable to identify the educational process in a person that is harmonious with sociality in addition to biological nature. The essence of social responsibility in the individual has been manifested in the forms of social consciousness throughout the historical development of humanity. In historical development, human progress was manifested on the basis of two opposing trends. On the one hand, the individuality of human existence, and on the other hand, the strengthening and formation of integration processes in society are the organization of people in transnational communities. Therefore, society and the individual express dialectically interconnected and interrelated processes.

The media and the internet have a great influence on the formation of a culture of social responsibility in society. Through social videos, educational programs, and online platforms, one can call on people not to be indifferent to the problems of society.

-It is necessary to organize programs such as "Youth Spirituality" and "Culture and Youth" related to the youth of society on television and radio.

-It is necessary to create websites on the Internet and social networks in several languages (www.manaviyat.uz, www.milliygoya.uz) designed to comprehensively reveal social responsibility.

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In conclusion, social responsibility is considered one of the spiritual and practical foundations of societal development. Sustainable economic growth, social justice, and civil harmony are ensured in a society where there are responsible individuals and organizations. Therefore, the development of social responsibility through education, legal reforms, economic stimulation, and civil society institutions remains one of the important tasks of today. Social responsibility is an important spiritual resource that helps members of society deeply understand the role and capabilities of each society in the world, the creative potential of the people, and the prospects of the country.

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