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Э. Васконселос-Барроте

ИНТЕРНЕТ БЕЗ ЗАКОНОДАТЕЛЬСТВА УГОДЕН КОМУ-ТО? НЕОБХОДИМОСТЬ ОБЩЕЙ ГЛОБАЛЬНОЙ РАМКИ ОБЩЕЙ ГЛОБАЛЬНОЙ СЕТИ

Аннотация

Целью данной статьи является обсуждение прав человека в эпоху цифровой революции, которая изменила мир на протяжении последних десятилетий. Хотя этот процесс приносит огромную пользу миру, он также поднял некоторые вопросы, касающиеся прав человека, которые все еще необходимо решать, поскольку Интернетом легко манипулировать – к лучшему или к худшему. За последнее десятилетие возникла горячая тема, касающаяся того, как это влияет на дух и характер народа страны, маневрируя национальным духом с помощью фальшивых новостей. Тревожно, что это явление распространяется не только на изолированные страны, но и почти во всем мире. Начиная с выборов в США в 2016 году до референдума в Брексите, включая восхождение крайне правых политиков по всему миру, а также массовые беспорядки людей, берущих закон в свои руки – вызванные ложной информацией, которую они получают в своих личных социальных сетях. Следовательно, можно утверждать, что растущее чувство беззакония в Интернете поощряет недоброжелательных людей и может привести к угрозе правам человека. Правительства пробуждаются и принимают меры по его контролю. Несомненно, у цифровой революции много плюсов, но есть и минусы. Цифровая революция уже достигла точки невозврата, и этот процесс только начался. Отсюда возникает вопрос о том, как можно продвигать права человека одновременно в виртуальном, а не в замкнутом круге.

Ключевые слова: интернет, права человека, фальшивые новости, международное право.

A. Velichko

SUSTAINABLE DEVELOPMENT STRATEGY AS ONE OF THE KEY FACTORS OF SMALL AND INDIVIDUAL BUSINESS' ADVANCEMENT

Abstract

Nowadays widely accepted view that such concepts as «modern technologies», «environmentally friendly materials», «social responsibility», «green innovations», etc. are being used only for big industry enterprises becomes less dogmatic. Every year, more and more problems arise in the most important areas of human life – social, environmental, economical – and require participation of all, even the smallest units of society. Strategy of sustainable development for all levels is one of the key factors of solving these problems that undoubtedly affect the business sector also. And small and individual business has to implement such strategy for the purposes of being aligned with the times and have the advancement ability. This article generalizes information about sustainable development concept, its advantages and realization problems, influence on society, economy and environment. Attention is focused on the need to implement such strategy for small and individual business' progress, because these flexible economic units can adapt for necessary innovations fast-

er. The study also considers business models connected with circular economy for sustainable development implementation. Rapid increasing of economical consequences of natural and anthropogenic disasters requires participation of every individual for their elimination. And small and individual business has this ability by becoming a mediator between big enterprises for their wasteless production, by developing country's innovation system and implementation of sharing economy.

Key words: sustainable development, individual business, small business, innovations, circular economy.

There is a huge amount of papers focused on analysis and evaluating the current situation with air, water and soil pollution, hazardous waste, scarce resources and other environmental problems. They are connected with social problems: poverty, overpopulation, gaps in living standards, wars, etc. And economic system being run by people, also face problems: world and country trading system bases on mass production and consumption, uses for it large amounts of resources (most of them are not renewable), produces goods at a low cost for immediate use and generates a huge amount of different waste. Thus, we can see that these three parts of our life – environment, society, economy – are inextricably linked with each other. Changes in one invariably will affect the others [9]. And papers, giving attention for these areas' problems, ordinary contain ways of their solving, but majority of them concentrate on one particular country or industry, connected mostly with manufacturing – after all, precisely these industries empty the biggest amount of hazardous waste.

Now it is widely known that for the best solving and eliminating most of above listed problems innovations are required [11]. Who can invent them? Scientists, specialists of enterprises, special innovation centers, and single people that «step outside the frameworks» – entrepreneurs. Entrepreneurship is the main factor for economic growth, management process which is based on innovation and which requires remaining competitive on the market with modern level of technological development. So from this point of view entrepreneurship could be defined as the creation of new enterprising activities such as innovation, renewal of old ways of proceedings, leading to social, environmental and economic performance within company. This triangle oriented performance is called «sustainable development» [5].

Economic sustainability is the preliminary step of a company's survival and sustainability, which is the ability to manage its capital, stock and funds including capital, tangible and intangible assets. Environmental sustainability ensures that companies operate without harming the ecosystem. Societal sustainability implies that companies have to manage their business operations according to the stakeholders' needs, which should be in accordance with the value system of the company. Entrepreneurs should have a clear vision of their companies' direction that includes sustainable development, because nowadays' problems must be faced by all, even the smallest societal units [2].

Another recent research trend is sustainable business models concept. A business model is a conceptual tool to describe the interconnected activities that determine business transactions between customers, partners and vendors which can convey how successfully a business creates, captures and delivers value. A sustainable business model then, is a template for a sustainable business and considers the environment, society and economy. Concept features of sustainable business model are presented in the table 1.

Table 1

Concept features of sustainable business model

Feature	Description
Goal-oriented	Articulates strategic value for stakeholders in a business context
	Focus: single firm and its opportunity to extend the triple bottom-line (ecological, economic and social value)
Processual	Transitional: initiate, ideate, integrate, implement
	Systemic: the business model unit fosters a systems approach
Functional	Stakeholder-based
	Strategic decision-making
	Resource, social, economic value

Resource: [10]

One more close and increasingly popular new way of thinking when doing business is circular economy concept. The circular economy, also known as a «closed-loop» economy, is an industrial and social evolutionary concept that pursues sustainability goals through a culture of no waste. It is a response to the insight that the present economy, relying on a linear take–make-waste system, is unsustainable and needs to be replaced by a circular system where waste is being transformed into new products and useful resources. The economic system should be planned considering both living beings and the persistence of economic profit. That is what the circular economy is all about [1, 12].

Sustainable business models are related with circular economy, and require modernization and introduction of innovations into production, the long life cycle of goods and resources, reconstruction, possibility of joint consumption and other [6]. With such transition enterprises start to think things over and becoming aware of every action. Reducing the pace of production and resources requires changes in every part of the process. This, as well as its results, may take years and big sums of money to realize which does not mean that it is either impossible or that the process is not worthwhile. Because even in this area services outsourced are available – and precisely small and individual business is able to undertake it by becoming a part of good’s value chain [10]. So let’s bring to a sharper focus these options:

1. Design, manufacturing and distribution

It is good for enterprises located at the beginning of the value chain. Reducing, for example, of material usage means that as little material as possible is used. This reduction in materials can be for the product itself, the product packaging or the distribution packaging. Small and individual business can work here by finding and supplying biodegradable materials, water-based paints, or introducing recycled material to replace raw materials.

2. Use

The aim is to reduce the replacement frequency and improve the product efficiency for resource consumption. The overall environmental impact throughout the entire product lifecycle needs to be assessed and optimised. It is a challenge for the majority of the enterprises: in some cases, due to the complexities involved in improving the resistance of materials, and in others, because their products lifespan is out of their control. Small and individual business can work here by finding appropriate innovation solutions and providers of capital.

3. Repairing

Was recognized as a key activity for circularity, but many changes have to take place at the designing stage in order to facilitate reparability of products. Repairing cost prevents consumers from doing so, especially if cheaper products are available. Entrepreneurs can offer a repair system or to be a mediator between facility and repairing firm.

4. Reuse and redistribution

The reused products can be the complete products, or can be components of the product. This option is being considered as a great opportunity for business to emerge. The market for reused products is still very small in, although some consumers are starting to realize the potential savings it entails. Small and individual business can become a mediator.

5. Remanufacturing

Remanufacturing is the process of recovering, disassembling, repairing and sanitizing components for resale at «new product» performance, quality and specifications. A crucial aspect here is reverse logistics. Entrepreneurs can use different channels to get used parts on order to provide the enterprise with goods to be remanufactured.

6. Recycling

It is a common practice between facilities to pay a fee to another company to handle their waste. Small and individual business separate all components of products, offer technological innovations for recycling some materials or knowledge of the qualities of resources considered so far as waste [2, 4, 8].

All options of listed ways of implementing, unfortunately, face a number of barriers. For example, investing in cleaner technologies can improve operational performance and reduce envi-

ronmental load, but they are often costly and involve high risks, including uncertainties about customer needs, legislation and commercialization potential. Adopting ethical purchasing practices can improve a firm's image and social status, but also force other supply chain partners to change their operations or even end relationships if they cannot comply, thereby increasing mental and financial stress within a firm's network [1]. Also here could be a set of political-economic issues – public good problems, externalities, open access, etc. – that go beyond the theoretical concepts. These types of barriers can slow down circular economy and sustainable development initiatives, they could not be immune to failures, misuse, ambivalence and greenwashing. With that comes the need to re-orient consumer thinking [7].

The main motivation for implementing sustainable business practices stems usually from environmental laws and regulations, but to an increasing extent also from business objectives, such as profitability and improved product quality. Consequently, firms are investing increasingly in sustainable business practices to achieve optimal «win-win» situations, where economic, environmental, and social benefits can be realized for relevant stakeholders and networks [1].

Learning again to value resources and have a healthy interaction with environment when the society were used to doing just otherwise is a great lesson that has to be learnt by all society units, especially business ones since they are an economic powerhouse. The sustainable development and circular economy principles would be the guide in this learning process, which evolves as it is implemented and manages to change the context while continuously adjusting to it [11]. By finding alternative materials and processes, business has all chances to succeed, because nowadays it has enormous power, resources and knowledge. All humanity including business has to focus simultaneously on the three dimensions of sustainable development: economic prosperity, social inclusion and environmental sustainability. Business, from individual to multinational, has a vital role to play in achieving sustainability goals for better future.

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А. А. Величко

СТРАТЕГИЯ УСТОЙЧИВОГО РАЗВИТИЯ КАК КЛЮЧЕВОЙ ФАКТОР РОСТА ИНДИВИДУАЛЬНОГО И МАЛОГО ПРЕДПРИНИМАТЕЛЬСТВА

Аннотация

В настоящее время широко распространенное мнение о том, что такие понятия, как «современные технологии», «экологически чистые материалы», «социальная ответственность», «зеленые инновации» и т.д. используются только для характеристики деятельности крупных промышленных предприятий, становится менее догматичным. С каждым годом все больше и больше проблем возникают в самых важных областях человеческой жизни – социальной, экологической, экономической – и требуют участия всех, даже самых маленьких единиц общества. Стратегия устойчивого развития для всех уровней является одним из ключевых факторов решения этих проблем, которые, несомненно, затрагивают и бизнес-сектор. А индивидуальный и малый бизнес должен реализовывать такую стратегию в целях соответствия современным реалиям и иметь способность к росту. Данная статья обобщает информацию о концепции устойчивого развития, ее преимуществах и проблемах реализации, влиянии на общество, экономику и окружающую среду. Внимание сосредоточено на необходимости реализации такой стратегии для развития индивидуального и малого бизнеса, поскольку эти гибкие экономические единицы могут быстрее адаптироваться к необходимым инновациям. В исследовании также рассматриваются бизнес-модели реализации стратегии устойчивого развития, связанные с концепцией циркулярной экономики. Быстрый рост количества экономических последствий природных и техногенных катастроф требует участия каждого человека для их устранения. И индивидуальный и малый бизнес обладает всеми способностями для этого: в качестве посредника между крупными предприятиями для их безотходного производства, тем самым стимулируя повсеместное внедрение экономики совместного потребления, и развивая инновационную деятельность внутри государства.

Ключевые слова: устойчивое развитие, инновации, циркулярная экономика, малый бизнес, индивидуальное предпринимательство.