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**THE ROLE OF SOCIAL BUSINESS IN THE DEVELOPMENT
OF LOCAL COMMUNITIES: THE EXPERIENCE
OF ASIAN COUNTRIES**

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Social business is an important component of the modern economic system, as it combines entrepreneurial activity with solving social problems. Unlike traditional business, whose main goal is to make a profit, social entrepreneurship is aimed at creating public goods through the introduction of innovative models and financing mechanisms. Such initiatives contribute to poverty reduction, infrastructure development, and increased access to education and healthcare, making them an important factor in economic growth.

In the global context, social business is becoming even more important due to growing social inequality and the growing influence of large corporations. In today's world, the gap between rich and poor continues to widen, which requires alternative models of economic activity. Social entrepreneurship allows for a more equitable distribution of resources, engaging vulnerable groups in economic activity [1]. In addition, such initiatives promote environmental sustainability and the integration of local economies into the global market, making them an integral part of sustainable development.

Social business in Asia plays a key role in addressing social, economic and environmental challenges. Through local initiatives, communities are able to raise living standards, create new jobs, and improve access to education, healthcare, and other basic services for vulnerable groups. Successful examples include projects to integrate renewable energy sources, such as solar power plants in India, which provide energy independence and reduce household costs. Meanwhile, in Vietnam, the development of cooperatives among small farmers has optimised access to markets, which has a positive impact on the economy of local communities. The healthcare industry, such as mobile clinics in the Philippines, is expanding access to quality healthcare for people in remote areas.

Factors contributing to the success of these initiatives include close partnerships between business, government and NGOs, as well as adaptation to local cultural and economic conditions. The use of modern technologies, such as digital microfinance platforms, increases the efficiency of social businesses. Educational programmes that teach community members the necessary skills to create and support sustainable projects also play an important role. Analysis of the initiatives shows that social business can be a powerful driver of positive change, contributing to the sustainable development of local communities. By combining an entrepreneurial approach with solving social problems, such businesses not only create new jobs but also ensure the growth of community prosperity. Social business helps to level regional disparities, reducing poverty through the introduction of affordable technologies and services. An important aspect is that such initiatives promote the involvement of women, youth and other vulnerable groups in economic activity, creating a more inclusive society.

Successful social business models demonstrate that it is possible to harmonise economic interests with global sustainable development goals. For example, projects aimed at developing a green economy support the fight against climate change while creating economic benefits for local communities. In addition, social business plays a key role in spreading innovations, such as digital platforms for microfinance [2] or new models of energy efficiency. This allows communities to integrate into the global

economic space while preserving their own cultural and social values. In general, social business creates an ecosystem in which local communities get opportunities for sustainable development while maintaining harmony with global trends and innovations.

One of the best-known examples of social business in Asia is the Indonesian platform Gojek [3], which combines transport, food delivery and other services. It was initially created as a social initiative to support motorbike taxi drivers (o'jacks) by providing them with a stable income. Over time, Gojek has transformed into one of the most successful tech companies in the region, demonstrating how digital innovation can drive social business. In India, SELCO provides the poor with access to solar energy. Since its founding in 1995, the company has provided electricity to more than 1.5 million people in rural areas. This has reduced household energy costs and increased farmers' incomes by 15-30% due to cheaper irrigation and production processes. Gawad Kalinga in the Philippines» [4] helps communities start their own businesses through educational programmes and start-up support. More than 1 million people have received assistance in the form of training courses, financial support and local infrastructure development, which contributes to the improvement of the economic situation. Japan's Mottainai [5] initiative aims to reuse materials and reduce waste. The project has created more than 1,000 jobs and recycled more than 10,000 tonnes of waste, supporting the economic sustainability of communities.

The above shows that social business can have a positive impact on the economy and social development of local communities in Asia. Real-world statistics confirm the economic benefits of initiatives such as job creation, poverty reduction, and improved living conditions. In the global context, social business is a powerful tool for achieving sustainable development, addressing environmental issues and social inequality. It contributes to the creation of new economic opportunities and the introduction of technological innovations that can change the quality of life of people around the world. In particular, in Ukraine, social entrepreneurship can play an important role in the post-war recovery process by supporting communities, creating jobs and providing sustainable development mechanisms. The introduction of effective social business models in Ukraine will allow the use of international experience to solve local problems, such as rebuilding infrastructure, social rehabilitation of the population and development of innovative sectors of the economy. Thus, social entrepreneurship has every opportunity to become a driving force for change not only in individual communities but also on a national scale.

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**THE MIGRATION PARADOX OF THE WAR:
REVERSE REMITTANCES FROM UKRAINE**

**МІГРАЦІЙНИЙ ПАРАДОКС ВІЙНИ:
РЕВЕРСИВНІ ГРОШОВІ ПЕРЕКАЗИ З УКРАЇНИ**

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Повномасштабне російське вторгнення в Україну призвело до появи принципово нового, з огляду на обсяги, для держави явища –