

## **Altai Forum on Science and Education in Russia: Challenges and Solutions (Altai Forum – 2)**

**Janna Ballod, PhD,  
Seokyeong University, Republic of Korea**

### **Student social entrepreneurship in translation industry: Seokyeong University Russian Translation Service (SURTS) project on localization and linguistic support**

In South Korea both public and private universities have recently increased focus on entrepreneurship education and initiatives in order to enhance their competitive advantage. Seokyeong University Russian Translation Service (SURTS) is a project of social entrepreneurship in translation industry carried out by South Korean students majoring in Russian language.

In 2017 SURTS project was launched as a small scale entrepreneurship education program with participation of Korean and Russian students. The Korean students of the SURTS team were the only foreign participants of RAISE (All-Russian accelerator of Social Initiatives) – competition in developing and implementing real student social projects using an entrepreneurial approach conducted by the Russian Presidential Academy of National Economy and Public Administration under the President of the Russian Federation.

In the presentation the author examines the prerequisites for the creation of the project, institutional and administrative support for student entrepreneurship projects at the Korean universities, as well as challenges and obstacles.

Digitalization of many traditional sectors and moving international activities on-line (such as exhibitions and fairs) in the post-COVID19 era increase demand in localization of media products and linguistic support. There are new opportunities for student entrepreneurship and also for international collaboration.

**Key words: social entrepreneurship, student activism, international collaboration, localization and linguistic support**

Janna Ottovna Ballod, PhD, Professor at the department of International business and languages, Seokyeong University, Seoul, Republic of Korea, email: zhanna73@hotmail.com