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DEVELOPMENT OF SOCIAL RESPONSIBILITY IN UKRAINE

In the conditions of modern economic processes, social responsibility is an important component of the enterprise and organization management. Nowadays a society plays an important role in the functioning of commercial and non-profit structures. This concept is new and topical, because non-economic factors - such as social security of employees, creation of social institution supporting programs, introduction of environmentally secure technologies - influence productivity and competitiveness of business structure intensely. Social responsibility of business through the prism of various principles helps to improve the prestige of the organization, production efficiency and common welfare of the enterprise. At the same time, the social orientation of business structures leads to solving many urgent socio-economic problems, promoting improvement of the investment climate and guarantee secure and progressive development of the society. Social responsibility of business is a concept of activity of economic entities, which makes it possible to combine economic, social and environmental factors and take them into account in the process of voluntary interaction with the external and internal environment of their activities [2, p.19].

It is worth noting that a company can be called socially responsible when it has undergone three levels of social responsibility in the course of its activities. The first basic level is a prerequisite for functioning, because it includes the direct execution by the company its obligations to the stakeholders. The organization must guarantee quality of the manufactured products, pay wages in an accurate and timely manner, observe legislation and pay all necessary taxes. The second level involves social responsibility within the enterprise. For the development of relations between employees it is necessary to create a favorable microclimate. The third level of social responsibility of the business is aimed at activities outside the organization. The company can participate in social projects, charitable foundations, act as sponsor and social investor, and cooperate with local and state councils, public organizations. At the third level, social responsibility of business is manifested the most, because at this very

level organizations try to influence public institution's decisions and contribute to solving acute socioeconomic and environmental problems [3].

Due to the processes of globalization, more and more organizations in different parts of the world began to join the Global Compact and follow the socially responsible business principles. In Ukraine, this concept of business entities is at the stage of formation [1]. Gradually, Ukraine takes over the experience of foreign companies in implementing the concept of corporate social responsibility, using international norms and principles. Publication of annual social reports that show effectiveness and transparency of business should become one of the important standards for domestic companies. However, there are companies on the market that do not have any problems with law, they are engaged in charitable activities, use PR-management to improve public relations, and implement the individual strategic approach to corporate social responsibility. Kyivstar, MTS, Obolon, Watsons, Eva, Nadra Bank, Oschadbank, Kraft Foods Ukraine, Metinvest, DTEK, Group 1 + 1 Media, Ukrspirt, Molokiya and many others are examples of such companies. They are popular and competitive leaders in their industries. Socialization of companies also has a positive impact on the state. Enterprises solve a large number of social problems, invest in the development of culture, art, science, education, sports, technology, and thus make a huge contribution to the prosperity of Ukraine.

Consequently, social responsibility of the business is a necessity not only for the society, but also for organizations, which aspire to occupy leading positions in the market.

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