

SOCIAL RESPONSIBILITY IN THE CONTEXT OF ENSURING SUSTAINABLE DEVELOPMENT OF THE COUNTRIES OF EU AND UKRAINE IN PARTICULAR

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In a globalized and open market environment, a company's success is determined not only by its ability to find the best ways to turn its resources into products and services, but also by how it participates in social issues and expands social responsibility policies. Although the concept of corporate social responsibilities (CSR) is voluntary by definition, the company's stakeholders (groups that influence the business and at the same time are affected by its activities) - consumers, local communities, government, etc. should come together to promote greater good. Given global influence and participation in international activities, multinational corporations are of particular interest in terms of sustainable development and CSR.

It is well known that companies have a responsibility to society. The theory is that businesses are firmly attached to the community in which they operate, and this requires the resources of the planet and society, respectively. Thus, the stakeholders of the company can decide to purchase the products of a particular company, depending on how responsibly they were manufactured; choose your future employer and company projects for investment (investors); refuse supply or maintain prices that reflect the company's responsibility.

Powerful civic and political forces encourage organizations to act more responsibly: non-governmental organizations (NGOs) and the media closely study socially responsible (especially environmental) performance and provide assessments and ratings of CSR effectiveness that affect companies' reputations.

Some scholars argue that "an enterprise should not work for the public good, but if it wants to work for its own good, it is better to consider the impact of its activities on society".

There are five key drivers of CSR:

- increasing market share - CSR initiatives can open up new markets, especially in developing countries. Companies that work with local communities can benefit from creating new markets and attracting consumers to their products.
- organizational training - CSR programs provide companies with opportunities to learn from the projects they invest in and use this knowledge to gain a competitive advantage.
- dedicated and busy employees - research shows that potential employees are more attracted to socially responsible organizations, and some are even willing to receive less pay for work in a socially responsible company.

- external stakeholders - External stakeholders can have a strong impact on organizational survival and prosperity. Stable business contributes to a stable economy and more attractive living conditions for the community.

- positive relations with investors - there is a growing tendency of investors to direct funds to socially responsible companies.

Opinions on the benefits of enterprise CSR vary widely: some managers recognize the importance of stakeholders, while others see CSR as a concept that contradicts profit maximization and leads to additional costs. However, empirical research proves the positive impact of CSR on the financial results of the enterprise.

Corporations involved in CSR policies and practices report improvements not only financially but also better overall, but the global business climate is changing and requires businesses to invest in social projects to maintain legitimacy within their organizational powers. In fact, most companies implement a CSR development and implementation strategy to legitimize their business (improve their image; be recognized; preserve the company's long-term interests and meet stakeholder expectations).

The Joint Industrial Development Organization together with the CSR Development Center provides the following drivers:

- improving production processes - increase productivity, revenue, savings through the use of environmentally friendly equipment;

- building the company's reputation - increasing customer loyalty, brand value, improving partnerships;

- stability of the workforce, saving resources to attract and retain qualified personnel;

- access to new markets - standardization in accordance with international standards (ISO);

- effective risk management - timely and effective access to specific information, the ability to respond to risky situations;

- access to specialized funds "social investment" in socially-oriented programs for socially responsible enterprises;

- access to media and authorities;

- expanding ties with international companies;

- general increase of competitiveness;

- financial benefits in the future;

- protection against administrative pressure;

- increasing investor confidence.

In the war for the most skilled and talented employees, companies combine their efforts in resource management (HR) and corporate social responsibility to become a sought-after employer. Employer branding is one of the latest and relatively unexplored CSR trends. However, it is already developing in a number of industries around the world.

An employer's brand is defined as "a package of functional, economic and psychological benefits provided by employment and identified with the employer". First, working life is no longer limited to work, it is seen as an important resource

for building the individual identity of the employee as a corporate citizen. On the other hand, it is believed that socially responsible companies take better care of their employees and are constantly looking for ways to improve working conditions, career advancement, learning opportunities and equal rights.

A socially responsible employer is someone who seeks more than just profit maximization when making business decisions.

Researchers note an interesting trend: millennials (also called "Generation Y"), born between 1982 and 2003 are most interested in whether their future employer is socially responsible (79% are willing to work for a CSR corporation; 56 % - would refuse to work in a company that does not support the CSR program, more than 80% - are willing to change their brand preferences depending on the manufacturer's participation in CSR).

More and more companies are addressing ethical issues and CSR in their recruitment programs.

On the one hand, corporate social responsibility is understood as actions, "outside the law", as a subject of self-regulation in the corporation. At the same time, NGOs promote corporate social responsibility at the intergovernmental and national levels.

In the UK, France, Sweden, Australia and Denmark, there are legally supported levers that require certain corporations to report on the social impact of their business and investment. Thus, there are two types of regulations in the field of CSR: multilateral regulations and civil acts.

Multilateral regulations are the result of international conventions (UN agency). Today, 4,000 organizations from more than 100 countries are parties to the Global Compact, established in 1999 by UN Secretary-General Kofi Annan. The Global Compact is an international initiative that brings together companies, UN agencies, labor organizations and citizens to support the 10 principles of human rights, labor, the environment and corruption.

Another example is the Guidelines for Multinational Enterprises and the Principles of Corporate Governance developed by the Organization for Economic Co-operation and Development. The fact that these regulations are not binding does not mean that they can be ignored, as stakeholders may require compliance.

Civil norms are developed by non-governmental organizations and are not binding, but they include codes of conduct, reporting guidelines, monitoring guidelines and certification criteria. Excessive CSR regulation should be avoided, but at the same time, passivity in this area may attract close public attention.

Developing countries have weak legislation on the environment, labor and human rights. Given global influence and participation in international activities, multinational corporations are of particular interest in terms of sustainable development and CSR.

As the size of a corporation (multinational, national, local) increases, so does its likely impact on CSR development in a given country. The largest companies have the greatest access to key resources and can have a huge impact on promoting the concepts of sustainable development and corporate social responsibility at the global level.

Europe is considered to be the world's leading region in implementing CSR policies. 90% of Europe's top 100 companies report on social responsibility. The starting point for the development of CSR in Europe was the publication of the Green Paper on "Promoting the European framework of corporate social responsibility" by the European Commission in 2001. She summed up the EU's approach to CSR, defining: "CSR is a concept whereby companies integrate social and environmental concerns into their business and engage with stakeholders on a voluntary basis."

This gave impetus to wide public and sectoral discussions and consultations of the Commission in the form of the EU Multilateral Forum on CSR, which included European representative organizations of employers, business networks and trade unions.

In Europe, CSR is regulated by law; considerable attention is paid to corporate social responsibility in the field of ethics. The dominant focus of CSR in the field of social protection is the fight against unemployment: reducing staff turnover, job creation, implementation of regional social business projects.

Public authorities and local governments are the main driving force behind the development of CSR.

A distinctive feature of CSR in Europe is the diversity of the economic, political and cultural landscape across the continent. For example, companies in Eastern Europe have recently learned about CSR.

In countries such as Belarus and Ukraine, CSR is mostly initiated by subsidiaries of foreign multinational corporations or large local corporations.

Some attempts are being made to formulate a single European approach to CSR by the Government of the European Union. This procedure is complicated by some Member States, which have their own priorities regarding corruption, equality, labor and conduct of multinational companies in the host countries. In addition, some EU countries (Germany, Austria) do not show much interest in developing CSR, arguing that most social and environmental responsibilities that are considered voluntary in other countries are legally defined in Europe.

Companies that pursue active policies in the areas of alcohol, tobacco, drugs, oil production, pay special attention to CSR and in some way develop it as a protective mechanism. Another motive for the development of CSR is the recent financial crisis. By taking an active part in socially responsible activities, corporations in this sector form a "reserve of trust" that helps attract investors and increase market value.

The 2021 Responsible Business Summit has identified some recent CSR trends in Europe:

- environmental aspects often attract more attention from European corporations, but participation in socially oriented activities often gives more positive results;
- the main driver of CSR is the formation of trust;
- many leading corporations help consumers reduce resource consumption (water, pollutants, energy);

- analysis of the full life cycle is becoming widespread to assess the impact of products on the environment;

- sustainability reports are becoming more complex. They are now often part of the annual report to show full integration with corporate strategy.

- technology will play an important role in making the world more stable.

The United Kingdom has its own unique CSR model (a combination of American and European models), where along with the typical European attention of the state and society to the social activities of companies, there is a strong initiation of social programs by corporations themselves. community).

The level of awareness and implementation of the CSR concept in the UK is quite high: 90% of the UK's leading companies report on social and environmental issues on an ongoing basis; 33% of the public in the UK consider corporate social responsibility an important factor in their purchasing power, but a large proportion of the population is still skeptical, especially about climate change.

The impact of the media on business in the UK is less significant than in other European countries. An interesting trend has been developing in the UK recently - employee volunteering (mobilization of employees during working hours).

The UK's CSR policy covers three main areas: economic, social and environmental.

Key issues of CSR in the UK:

- Environment: achieving ambitious carbon reduction targets; water conservation; promoting waste and recycling behavior, protecting biodiversity.

- Human rights: regulated at the state level by the Law on Human Rights. Leading companies seek to work with other corporations, governments, and non-governmental organizations to work to address issues such as low wages and child labor.

- Equal opportunities: equality legislation exists on age, race, sex, disability, religion and belief, and sexual orientation.

New equality legislation provides a potential requirement for employers to report on the gender pay gap.

- Environmental products and services: overall growth in production and sales of "green" and "eco" products.

- Supply chain.

In the current economic and financial situation in the UK, it is important to maintain responsible business practices as a priority.

As in many Eastern and Central European countries, Slovakia has a relatively low level of CSR awareness. The Slovak government is quite inactive on CSR. In Slovakia, there is no department or any government agency responsible for promoting or implementing CSR. Local corporations play a key role in the development of CSR in Slovakia. Public awareness of CSR in Slovakia is low (more than half of Slovaks have not heard of CSR) due to low media coverage.

Key issues of the Slovak CSR:

- environmental protection - significant progress has been made in energy;

- equal opportunities - the main focus on equality in Slovakia is paid to Roma, who are often discriminated against in access to work (unemployment rate among Roma 40-50%). NGOs are actively involved in trying to solve this problem;

- communications and transparency.

Key CSR challenges: Creating a national CSR strategy and adjusting the government structure will help Slovakia identify CSR development priorities and raise public awareness. The Slovak government needs to be more active in the field of CSR and take appropriate initiatives.

Sweden is considered to be one of the most developed countries in the field of CSR.

The Swedish CSR model is largely based on state initiative, but there are a number of Swedish companies that are known for their responsible work. State-owned companies in Sweden are concerned about the environment, human rights and gender equality.

Businesses are required to report on sustainable development in accordance with government recommendations. Leading roles in the development of CSR are assigned to trade unions, consumers, the media, audit companies and PR agencies. Sweden's main interests are the protection of human rights, the climate crisis, the responsible behavior of Swedish companies abroad, fair trade and labor, and market issues.

The level of awareness of the CSR concept and its development in Sweden is very high. Mainly due to good coverage in the media, Swedish radio and television.

Key issues of Swedish CSR:

- environment. The main problems are climate change, pollution of the Baltic Sea and energy efficiency (non-fossil energy sources);

- supply chain issues are very important, especially in the textile industry;

- human Rights;

- equal opportunities: gender equality is a major issue in Sweden.

- ecological products and services in Sweden are represented in most areas, such as clean water, organic cotton, environmentally friendly cars.

The main challenges of CSR are: climate change, fossil-free output by 2030, and reducing air pollution in Europe.

Issues of environmental security, social welfare and economic development have troubled mankind at almost all times. It would seem that the problems are not new, but their solution requires new approaches: consolidated participation of the entire global community, continuous assessment of the impact of business on the escalation of these problems and timely action to address them and prevent them in the near and distant future. This question has been proposed relatively recently, and it is associated with the emergence of the concept of sustainable development.

In the conditions of systemic restructuring of Ukraine's economy in the direction of its adaptation to world standards, one of the integral components of successful functioning of modern business is the development of a strategy of corporate social responsibility. Today, sustainable economic development is determined not by the availability of raw materials or markets, but by the opportunity for companies to enter the market of highly skilled labor, scientific inventions and the latest technologies. The problems of employment, social instability and

environmental degradation are becoming more acute and relevant in the world. All this requires the formation of an innovative model of development and principles of corporate social responsibility, which is becoming one of the most important areas of a market economy.

The development and strengthening of Ukrainian business will be in many ways depend on how timely and adequately it will perceive the tested international practice principles of social responsibility.

Only in in this case, it can be a catalyst for positive changes in social important areas of society, create and maintain decent working conditions for staff working at its enterprises, etc.

The vector of development of companies in the direction of developing corporate strategy is one of the fundamental elements in strengthening its competitive position in the global market.

In recent years, this approach has been applied in the activities of Ukrainian companies, whose management is aimed at implementing socially responsible components in various fields of activity in order to strengthen their competitive advantages, both domestically and internationally.

The modern development of the national economy is closely connected with the solution of the dilemma: increasing the economic efficiency of business or solving social issues. The basic principles of social responsibility are directly related to the need to ensure sustainable development through the balance of interests of business, government and society. Today, the main principles of using social responsibility in business are, first of all, a positive reputation, one's own beliefs, expanding markets, access to financial resources and increasing capital.

Corporate social responsibility can be interpreted as achieving commercial success by adhering to the moral and ethical principles of the community and the environment. In a broader sense, corporate social responsibility should be understood as a responsible attitude of any company to its product or service, consumers, employees, partners, active social position of the company, which consists in harmonious coexistence, interaction and constant dialogue with society, participation in solving acute problems. social problems.

Under the trust of its stakeholders, businesses seek to demonstrate best practices in addressing complex socio-economic and environmental issues that go beyond direct economic dividends. Companies build a dialogue with stakeholders and the trajectory of their socially responsible behavior with the precise aim of gaining long-term benefits and socio-economic programs that fully comply with the principles of sustainable development.

To date, the balance of interests of domestic business and public authorities and administration in matters of further socio-economic development of the country has not been found. However, the state is the most important socio-economic institution and consolidated employer, so it needs to clearly define the country's development priorities, strengthen the institution of social partnership and economically motivate business by setting its own example of socially responsible behavior.

Corporate Social Responsibility (CSR) is about achieving commercial success by adhering to ethical values and respecting people, society and the environment.

Corporate social responsibility in Western companies has long been commonplace, but there are not many employers in Ukraine who adhere to international standards.

In order to successfully implement the principles of corporate social responsibility and increase the level of efficiency, the company's activities should be based on the following basic principles:

- development of social packages for employees and their families;
- advanced training of employees;
- compliance with environmental responsibility;
- development of corporate culture;
- development of relations with trade unions and councils of labor collectives;
- responsible attitude to partners and consumers;
- the company's responsibility to society as a whole.

According to some experts, to date, the 20 most responsible in the field of social responsibility of domestic companies have been identified, which not only earn in this country, but also, above all, understand that they must invest in the future.

The size of the company is the best indicator of the company's implementation of socially responsible business activities: the larger the company, the higher the likelihood that the company will engage in CSR. According to the State Statistics Service of Ukraine, the largest share in the total number of business entities is occupied by small businesses.

Most Ukrainian companies (78.1%) are aware of corporate social responsibility, although the above level is relatively high. It would be wrong to conclude that this concept is widely known to all entities, as one in five companies in Ukraine is not aware of such a widespread practice in the world.

What motivates companies to participate in socially responsible business programs (Table 1).

Companies do not have a well-established CSR management. They do not have a function of monitoring the implementation of social programs. Monitoring the results of the implementation of socio-economic programs is as rare as monitoring the targeted use of funds. Less than a third of companies do not have a special social budget, which indicates that CSR activities have not yet become a mandatory element of the company's development strategy.

At the top of the list of factors motivating companies to implement SRS programs are the principle of "moral reasons" and "intrinsic motives". The other two factors – "promoting sales growth" and "requests from local authorities" were indicated by companies three times less. Other factors were noted by less than 10% of companies and can be considered as not playing a decisive role in the motivation to participate in the BSA programs.

Table 1 - Factors that motivate companies to conduct socially responsible business programs, %

Factors	Enterprises		
	big	middle	small
Motive motives	63,6	65	72,4
CSR is our principle, our inner motive	59	62,2	57,1
Requests from local authorities	36,1	19,7	20,8
CSR promotes sales growth	22,8	26,1	22,6
Trade union requirements	28,8	12,7	5,7
CSR is widely covered in the media and is an integral part of the company's image	25,5	15,0	6,3
Competitors do it too	15,2	9,3	9,8
Religious motives	6,7	9,6	10,2
Because there is a need for the company to pay for the damage caused to the environment caused by its activities	9,8	5,8	1,4
Requirements of the parent company	5,2	2,9	4,6
Requirements of foreign partners	2,4	2,8	0,8

In addition, one cannot fail to note the positive impact of the introduction of the principles of socially responsible business on the company's activities.

The impact of socially responsible business programs on various aspects of companies:

- 1) forms a positive image of the company;
- 2) helps to find and retain highly qualified employees;
- 3) helps to establish relations with local authorities;
- 4) contributes to the long-term stability of the company;
- 5) gives an advantage among competitors;
- 6) improves financial performance in the future;
- 7) helps to establish relationships with major business partners;
- 8) helps to expand the market and find new niches;
- 9) increases the investment attractiveness of the company.

It should be noted that the most important factors that ensure the reverse positive impact of the implementation of CSR programs on the overall performance of companies are that these programs create a positive image and improve the reputation of companies, help them hire and retain highly qualified staff and establish ties with the authorities. Companies consider the lack of funds and underdeveloped legislation, which should ensure the development of CSR activities, to be the biggest obstacles to the development of CSR programs. Preferential taxation and reduction of regulatory and administrative pressures are the most important incentives for CSR activities. In addition, there is a trend towards organizations that could collect ideas for CSR and provide relevant services to companies in the implementation of CSR activities.

The official establishment of the UN Global Compact in Ukraine in 2006 and uniting 34 leading Ukrainian and multinational private companies, associations and civil society organizations can be considered a precise guideline in the development of corporate social responsibility.

Unlike many other European countries, the development of CSR in Ukraine has its own characteristics: first there were companies that took a leading place in the development of socially responsible behavior, involving other participants (consumers, government representatives at regional and national levels).

Types of socially responsible companies in Ukraine:

- branches of multinational corporations with international corporate strategies, requiring all countries to contribute to sustainable development;
- progressive Ukrainian companies that are aware of barriers to long-term development in the market and try to transform them into opportunities through CSR mechanisms. An event where corporate social responsibility has long been the rule and they usually develop and implement a CSR strategy;
- opportunistic companies - CSR for them is a trend and no more than short-term activities with a budget. For such companies, CSR is an integral part of PR strategy and a source of reputation. For example, the Ukrainian company Inrepipe, a manufacturer of pipes for the oil, gas, machine-building and railway industries, sponsored a concert by Elton John on HIV in Ukraine. It was noted that a more sensible decision would be to spend the same amount of money on medicines for people suffering from this disease;
- companies that comply with legal norms (for example, payment of taxes).

The results of a survey of managers of business structures on the introduction of mechanisms of social responsibility of enterprises:

- 53.3% of enterprises support the idea of implementing a policy of social responsibility,
- 41.1% consider that the support of this policy for business structures is not relevant,
- 5.6% of enterprises do not support this practice.

At the same time, 29.6% of domestic enterprises have their own strategy of social responsibility, due to lack of funds a third do not implement measures of social responsibility, and every tenth business structure believes that this should be done by the state, not business.

In 2007, Ukraine joined the development of the international standard on social responsibility ISO 26000: 2010 "Guide to Social Responsibility", which was officially published in 2010. Thus, today the Center for the Development of Corporate Social Responsibility and the Socially Responsible Business Community operate.

Awareness of companies about socially responsible business (CSR) does not depend on the form of ownership (Figure 1).

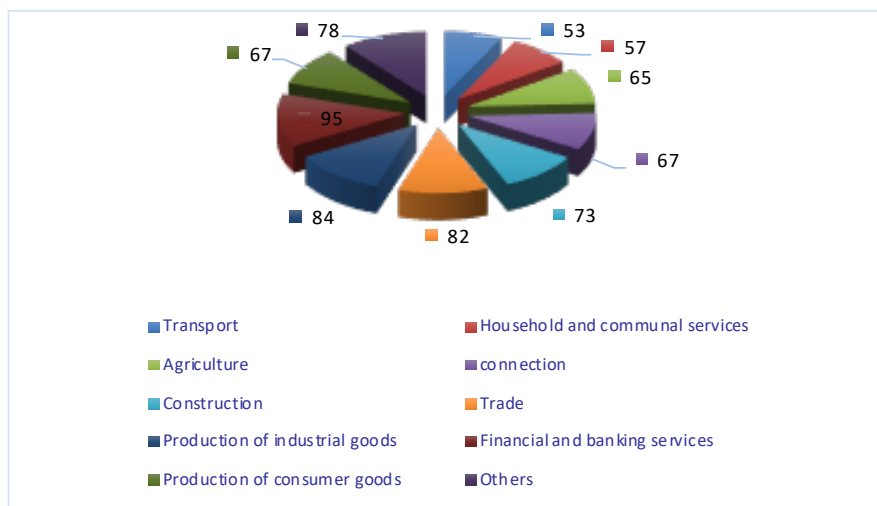


Fig. 1 - Sectoral section of Ukrainian companies familiar with the concept of CSR (% of enterprises)

In this indicator, joint-stock companies (91.5%) are slightly ahead of state-owned companies (88%), private companies with several owners (78.5%) and private companies with one owner (74.8%). The lowest awareness of corporate social responsibility is characteristic of transport enterprises and those providing household and communal services - 52.9% and 57.5%.

Most companies attribute to CSR the implementation of social programs to improve working conditions of staff (65.5%), staff development and training (63.2%), charitable assistance to the public (56%), ethical attitude to customers (49.5%).

About a third of companies consider CSR to participate in regional programs for the development and implementation of environmental projects. Interestingly, about one-fifth of companies view the open provision of information about the company's activities as a manifestation of corporate social responsibility. This position is mostly held by large companies, among which 21.8% indicated this form of CSR.

However, this is a rather low figure, given that a large proportion of large companies are open joint stock companies, for which disclosure is a statutory requirement (annual publication of reports) and therefore should be inextricably linked to their business practices.

Lack (lack) of financial resources and lack of legislation to regulate CSR activities are the most common responses to the survey of barriers to this activity (55% of firms noted the financial factor and 45.9% the legal factor). Problems with the control over the use of funds directed to CSR programs and the insufficiently developed mechanism for the implementation of CSR results are noted in half less

than the previous two obstacles. Only 17% of firms complained about the lack of assistance from governmental and non-governmental organizations and the lack of information about the needs of the public [8].

Table 2 - Component concepts of CSR (% of enterprises)

Forms of socially responsible business	%
Implementation of social programs to improve the working conditions of its own staff	65.5
Staff training / development	63.2
Charity	56.0
Application of the principles of ethical and responsible attitude to consumers in the company's policy	49.5
Participation in regional development programs	32.3
Implementation of environmental programs	29.8
Shareholder / investor rights policy	20.8
Open presentation of information about the company's activities	18.7

Within the national CSR development scenario, some areas of obvious progress can be identified.

Charity. It is already difficult to find a company in Ukraine for which the concept of charity would be completely indifferent. Very often it is charity, which is identified with corporate social responsibility. The disadvantage is that such actions are not always systematic, and, moreover, are not always the solution to the most pressing issues. Strategic philanthropy is a perspective rather than a reality.

More attention to environmental issues. So far, Ukrainian consumers are not very interested in ecology and "green products". Therefore, companies began to integrate, to be responsible for the environment. Ukrainian customers have a low level of CSR awareness and focus on key product attributes such as price and quality. The reason for non-moral consumption is rather low average income.

Although corporate social responsibility is not yet a determining factor in consumer choice, research by Arliand Lasmono shows that "when consumers buy similar products at the same price and quality, CSR can be a determining factor".

Rising gas and electricity prices are a good stimulus for the introduction of energy-saving technologies in Ukrainian business.

The Green Tariff is a state initiative program that provides for the establishment of a relatively high purchase price for renewable energy sources (solar, wind and small hydropower) and long-term contracts for the purchase of electricity. However, the implementation of this project has caused serious

obstacles: the Ukrainian preferential tariff can be obtained only at the final stage of the renewable energy project and only if Ukrainian citizenship.

DTEK, the national energy giant, has entered the alternative energy markets by establishing a subsidiary, DTEK WindPower, and has begun construction of a large wind farm in the Zaporozhye region.

At the same time, Obolon Brewery is experimenting with the processing of PET bottles into polyethylene tape and other useful products.

The Ukrainian government itself is a large consumer, which allows it to identify CSR as a key criterion for selecting companies that are going to fulfill government orders.

Private business tends to have a low level of trust in the eyes of consumers and other social groups. In the absence of trust between business partners, it is difficult to talk about collective action to solve various social problems or joint initiatives aimed at protecting the environment.

However, over the past few years, Ukrainian companies have been trying to join forces with business partners, NGOs and sponsors of various CSR projects. For example, IT companies are actively involved in solving problems in the education system and establishing partnerships with universities through the industry association "IT-Ukraine".

Ukrainian companies are increasingly developing their own social responsibility strategies and actively using sectoral tools, such as targeted programs, multi-sectoral partnerships and stakeholder discussions, CSR reports, and the creation of innovative social or environmental products and services. Companies are learning to build business models of social responsibility. As a result of a joint project of the Ukrainian Association for the Development of Management and Business Education with the UN Global Compact, the profession of "CSR Manager" has emerged in Ukraine. More than 30 universities have included a CSR course in the Bachelor's degree in Economics and Organizational Management.

With the introduction of social responsibility policy, the largest Ukrainian companies have managed to reduce the growing trend of occupational injuries and deaths. As companies became aware of their responsibility for the lives and safety of their employees, the situation improved significantly. Neither fines, government inspections, nor union complaints have led to this.

Unlike its immediate western neighbors, Ukraine has a large gap between the needs of the labor market and existing workers with relevant competencies. Over the past five years, socially responsible business has helped solve this problem. Company development programs, corporate universities, cooperation with schools and universities, internship programs have increased the overall level of competence of people in the country, creating tens of thousands of professionals - from senior management to employees.

An active position on CSR has helped increase business transparency - Ukrainians today can find a lot of information: from the structure of corporate governance to an understanding of CSR strategy and areas of social investment.

The most popular issues of non-financial reporting in Ukraine are: working conditions and human capital development, environmental protection, charity, cooperation with local communities.

In addition, Ukraine's European integration is expanding. The Ukrainian company DTEK became the first participant in the CSR Europe project from the CIS countries.

CSR Europe is an opportunity to meet with CSR-oriented organizations in Europe to discuss and implement joint projects, which allows you to present CSR activities of Ukrainian companies at the international level.

In summary, we can say that the level of business awareness of CSR in Ukraine is growing. Almost three quarters of Ukrainian companies know about CSR. Most of them include the implementation of social programs to improve working conditions and staff development; charitable assistance to the public; ethical attitude to customers.

The understanding of employers in Ukraine regarding the concept of CSR is dominated by attention to domestic social programs aimed at employees. These results do not coincide with the common stereotype that CSR is associated primarily with charity. Almost half of Ukrainian companies believe that solving social problems is a function of government agencies, and business should only provide owners with a profit, and the state - to pay taxes.

This is a reflection of the general negative assessment of the state's performance of its social development responsibilities. Despite this dissatisfaction, both large and small and medium-sized enterprises are concerned about the state of solving social problems in society, and are aware of the feasibility of their participation in solving them.

The most painful points of today's Ukraine are the corruption of power structures; military action in the east of the country, which diverts significant financial resources; a sharp decline in economic development, which led to low wages and low solvency of the population, demographic crisis, emigration; environmental safety and others.

Negative phenomena in the sectors of the economy, the social environment, require immediate action to correct this situation, which is possible in close cooperation between government and business. At the present stage of development, social responsibility in Ukraine is at the stage of formation.

In our opinion, in order to intensify social responsibility, it is necessary to involve foreign companies that bring the latest world practices, methods, standards to the Ukrainian environment, and intensify the activities of large Ukrainian enterprises.

Most Ukrainian companies consider the reasons of moral character and understanding of CSR as a fundamental component of the company's strategy as the main motives for CSR activities. This indicates that the idea of the inseparability of CSR activities with the commercial interests of companies is not yet popular in Ukrainian society.

At the same time, the results of the study suggest that companies are reluctant to openly state that they are engaged in CSR not only for moral reasons, but also to

improve their image among potential partners and consumers, as well as purely business interests. Probably, this situation has developed for two reasons. First, it reflects the generally negative attitude of the average citizen to business in Ukrainian society. Second, CSR activities can be seen as a sign that they are hiding their profits. Companies try to avoid publicity of CSR activities in order not to attract the attention of tax authorities and local authorities, which may be interested in forcing companies to participate in solving social problems in their region [5].

Ukrainian companies believe that CSR measures have a positive impact on the results of their economic activities, primarily through improving the reputation of companies, assistance in finding and retaining highly qualified personnel, and in establishing links with the authorities. Among other things, this reflects the great importance of non-financial incentives for the maintenance of qualified personnel, as well as the great importance of relations with government agencies for the success of the business as a whole.

Every fifth company conducts CSR activities without disclosing its name to the public, the rest use CSR activities for PR purposes.

Among the biggest obstacles to CSR activities are the lack of funds and insufficient legislative incentives for CSR activities (including the lack of tax preferences).

Preferential taxation of CSR activities and reduction of regulatory and administrative pressure are the most important incentives for the development of CSR programs, from the point of view of companies. Big business also expects more cooperation on the implementation of CSR measures from local authorities. In addition, there is a growing demand for (local) organizations that could accumulate ideas for CSR and provide relevant services to companies in the implementation of CSR measures [8].

Three quarters of companies prefer the state's "motivational" strategy in attracting business to social needs, ie they believe that the state should not only ensure tax discipline in order to collect sufficient taxes to address social needs from the budget, but also offer business incentives CSR activities and participation in the implementation of social needs.

In summary, it is necessary to note the stereotype that CSR is, first of all, charity. Almost half of Ukrainian companies believe that solving social problems is a function of government agencies, and business should only provide owners with a profit, and the state - to pay taxes. This is a reflection of the general negative assessment of the state's performance of its social development responsibilities. Despite this dissatisfaction, both large and small and medium-sized enterprises are concerned about the state of solving social problems in society, and are aware of the feasibility of their participation in solving them.

Thus, socially responsible business makes production and economic decisions taking into account their socio-economic and environmental consequences for both businesses and society. With such construction, social responsibility becomes a powerful factor in strategic development, strengthening business reputation and competitiveness, as well as increasing the market capitalization of enterprises.

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