



СОЦІАЛЬНА ВІДПОВІДАЛЬНІСТЬ БІЗНЕС-СТРУКТУР ТА ОРГАНІВ МІСЦЕВОЇ ВЛАДИ В СУЧАСНИХ УМОВАХ

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Анотація. У сучасному світі соціально відповідальна діяльність бізнесу є загальноприйнятим правилом, якого дотримується значна кількість великих, середніх і навіть малих компаній по всьому світу. З огляду на надзвичайну суспільну та економічну користь, що містить у собі соціальна відповідальність бізнесу, питання її розвитку належать до сфери особливої уваги органів державної влади багатьох країн світу та провідних міжнародних організацій. Проявом цієї уваги є розроблення стандартів соціально відповідального бізнесу і заходів зі стимулювання бізнесу до соціально відповідальної діяльності. У даній статті уточнено поняття «соціально відповідальний бізнес», проаналізовані пріоритетні операціональні компоненти соціально відповідального ведення бізнесу. У ході дослідження розкриті причини низького рівня соціальної відповідальності місцевих бізнес-структур, обґрунтована необхідність реформування всієї системи задоволення соціальних потреб з метою активізації соціальної відповідальності бізнесу. За результатами дослідження запропоновані рекомендації щодо розвитку соціально відповідального бізнесу.

Ключові слова: соціальна відповідальність, соціальний захист, соціальні гарантії, соціальні потреби, концепція ведення бізнесу, регіональні програми розвитку соціальної сфери, соціально-ринкова модель.

СОЦИАЛЬНАЯ ОТВЕТСТВЕННОСТЬ БИЗНЕС-СТРУКТУР И ОРГАНОВ МЕСТНОЙ ВЛАСТИ В СОВРЕМЕННЫХ УСЛОВИЯХ

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Аннотация. В современном мире социально ответственная деятельность бизнеса является общепринятым правилом, которого придерживается значительное количество больших, средних и даже малых компаний по всему миру. Учитывая чрезвычайную общественную и экономическую пользу, которую содержит в себе социальная ответственность бизнеса, вопросы ее развития принадлежат к сфере особого внимания органов государственной власти многих стран мира и ведущих международных организаций. Проявлением этого внимания является разработка стандартов социально ответственного бизнеса и мероприятий по стимулированию бизнеса к социально ответственной деятельности. В статье уточнено понятие «социально ответственный бизнес», проведен анализ приоритетных операциональных компонентов социально-ответственного бизнеса. В ходе исследования вскрыты причины низкого уровня социальной ответственности местных бизнес-структур, обоснована необходимость реформирования всей системы удовлетворения социальных потребностей с целью активизации социальной ответственности бизнеса. По результатам исследования предложены рекомендации по развитию социально-ответственного бизнеса.

Ключевые слова: социальная ответственность, социальная защита, социальные гарантии, социальные потребности, концепция ведения бизнеса, региональные программы развития социальной сферы, социально-рыночная модель.

SOCIAL RESPONSIBILITY OF BUSINESS STRUCTURES AND LOCAL AUTHORITIES IN MODERN CONDITIONS

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Abstract. Nowadays the socially responsible activities of business are the generally accepted rule followed by great number of big, average and even small companies all over the world. With a review to extraordinary public and economic profits that social responsible plays important role, the problems of its development belong to the sphere of special attention of government bodies of great number of the world's countries and leading international organizations. The manifestation of the attention consists in elaboration of standards of socially responsible business and measures to stimulate business up to socially responsible activities. The given paper has made more precise the concept the «socially responsible business», has analyzed the priority operational components of socially responsible business management. During investigation of the topic, the reasons of the lower level of social responsibility of local business structures have been unveiled, the necessity of reformation of all the system of satisfaction of social needs with the purpose of intensification of social responsibility of business has been justified. The recommendations concerning the development of socially responsible business have been suggested on the investigation results.

Keywords: social responsibility, social protection, social guarantees, social needs, business management conception, regional programmes of development of social sphere, social and market pattern.

Setting of the problem

The problem of social responsibility of business is rather actual nowadays, because the system of social guarantees taken place in Ukraine for the previous years is insufficient for provision of the necessary set of social services to population and the mechanism of social protection in greater degree is ineffective, they include in themselves the elements of the Soviet compensation system and the West European social and market pattern. In these conditions, the development of social responsibility of business which stipulates its active participation in satisfaction of social needs not only of work collective and population but also society on the whole acquires the greater value.

The analysis of the latest investigations and published papers

In the base of development of the concept of social responsible business are the fundamental investiga-

tions of the foreign authors: H. Bowen [11], G. Hunt [9], M. Friedman [10] and others. Substantial contribution in study of the problems of intensification of socially responsible business in Ukraine was introduced by the papers of O. Ya. Malinovskaya [3], S. V. Melnik, T. A. Tresvyatskaya, L. V. Budyonaya, D. Zadiraka [4], V. V. Burega, I. M. Dolya, O. Yu. Klimenko, N. F. Selyutnaya [2].

But elucidation of actual problems of the social responsible business is insufficient for solution of the problem in contemporary conditions, the necessity of its deeper study with the purpose of improvement of social responsibility of local authorities and business structures appears.

Paper objective is determination of the population position concerning the social responsibility of business and local authorities at the contemporary stage concerning increase of the social responsibility of above-mentioned structures. The purpose of the given investigation has a pure practical character, it summons to give an information for develop-

ment of recommendations and taking of managerial decisions enabling to increase efficiency of functioning of local authorities and business structures to satisfy the social needs of the population.

Presentation of principal material

The problem of social responsibility of business belongs to subject problems and it connected with the fact that contradictions of the society are generated by the absence of harmony of interests of various social groups of people or population (employees and employers) and also the population on the whole and social institutions (authorities and population) that destabilizes economic relations in the society. This problem sustains delayed character because adaptation of employees of enterprises and population to marketing terms and conditions are of stable and systematic character, reflect imbalance of all the system of social guarantees and social protection of population of Ukraine. In contemporary conditions just a human factor is in the basis of the competitiveness of economies and countries.

In order to determine the social responsibility of business structures and local authorities the sociological investigation was carried out. In the course of the investigation, representatives of business, local authorities and population of Makeyevka were interviewed. The population opinion of the level of social responsibility of business is a subjective form of mapping of objective reality, social responsibility is continually connected with needs and interests of the people, that is why their opinion to decision of the problem becomes significant one by its content.

The social responsibility of business is the subject of the scientific investigations and research of various sciences: economic theory, marketing, management, sociology, ethics, psychology, ecology, etc, outgoing from this fact there are various interpretations of the given concept in science and practice. Since the prominent place in progress of ideas of social responsibility belongs to international organizations, just determinations proposed by them were obtained the greatest distribution [9]. Critical analysis of determinations of the social responsible business witnesses the fact that in every determination there is an accent to definitive trends and particular arrangements depending on an activity subject of one or another international organization.

But no one of the determinations do not cover even the basic level of the social management of business.

There is also no a uniform authoritative definition of the term «social responsible business», until nowadays a uniform understanding of its content and purposes have not formed yet in the world. While analyzing determination of socially responsible business given by the economists [3–5, 10] can be noticed the following common features: socially responsible business is a voluntary activity and this is one of the activity trends of companies, with what is hard to agree because all the spheres of the company activities: production, financial, commercial and others must be socially responsible ones.

The social responsibility of business is the concept of business management, in the basis of which there is responsibility in front of officers, consumers, investors, suppliers, society and state, mass media, environment. So, social responsibility of business, as an economic category, expresses a set of relations with reference to integration of economic, ecological, social aspects of business activities is directed to acquisition of income with the purpose of increase of level and quality of people's life with the help of satisfaction of their material, spiritual and social needs.

During the carried out investigation, there was an attempt to determine what by the people's opinion is included into the concept «socially responsible management of business», what are their priority components. To this end, the respondents were proposed to range the principle operational components of the socially responsible business. To the period from March to June, the business representatives (125 people), officers of local authorities (25 people), and representatives of population (300 people), including: workers (100 people), pensioners (100 people), students (100 people) were interviewed. The results of the interview are given in the Table 1.

In the rating of operational components the first place was occupied by: timely payment and increase of wage and salary, improvement of labour conditions; the second place was occupied by timely payment of taxes. So, the highest social responsibility of business in front of a state is indicated by the timely payment of taxes that is connected, first of all, with the tax reform carried out in the state.

The companies understand the necessity of responsibility of their employees, necessity to increase

Table 1. Priority degree of operational components of social and responsible management of business, the rating point *

No. in order	Name	Respondents					Total
		Local authorities	Businessmen	Population			
				Workers	Pensioners	Students	
1	2	3	4	5	6	7	8
1.	Timely payment of taxes	2	1	4	10	3	4.0
2.	Investment into protection of the environment	9	12	9	6	8	8.8
3.	Labour conditions improvement	3	3	2	5	2	3.0
4.	Timely payment and increase of wage/salary	1	2	1	1	1	1.2
5.	Upgrading of the staff, payment on the account of resources educational enterprise of workers in Higher Educational Establishments	10	7	8	7	4	7.2
6.	Holding of principles of ethical relations	13	6	5	13	6	8.6
7.	Holding of rights of shareholders and investors	6	4	15	14	7	9.2
8.	Participation of a company in regional programmes of social sphere development	5	11	12	8	12	9.6
9.	Open presentation of information about company activities	8	15	13	15	10	12.2
10.	Payment of overwork in accordance to labour legislation	14	14	3	11	5	9.4
11.	Medical insurance of enterprise workers	12	13	6	3	14	10.2
12.	Participation in charitable programmes	7	9	10	9	11	9.2
13.	Increase of quality and safety of turned out products and services	4	10	11	2	9	7.2
14.	Highly culture of labour and production at enterprises	11	5	14	12	13	11.0
15.	Provision of vouchers for rigorous rest at holidays to enterprises	15	8	7	4	15	9.8

* Source: the authors composed by the results of interviewing.

payment regularly and make for employees favourable conditions of labour, since it effects to profit and stable development of a company.

86.9 per cent of the workers of Makeyevka noticed that their payment was increased for the last 3 years, simultaneously 30.1 per cent of respondents pointed out that labour conditions for the similar period of time were not improved and 14.3 per cent of respondents pointed out to deterioration of labour conditions but the greater part of respondents (55.6 per cent) noticed labour conditions. Identification of social responsibility with high wage or salary and favourable labour conditions disregards such important component of social responsibility as observation of legal and moral and ethical norms of business management. To the question of a questionnaire «Does payment of wage or salary occur in wage pockets at your enterprise?» 14.7 per cent of employees gave a positive answer.

The fact that businessmen of upgrading quality and production safety put on the 10th place what contradicts to the contemporary concept of social and ethical marketing, the main idea of it is production of goods and services, taking into account the society demands pays attention. Such important component of social responsibility of business management as public provision of information about company activities occupied last places: in businessmen is 15, in workers is 13, in pensioners is 15. It witnesses of the fact that from one side businessmen are not ready engaged in business transparently and publicly give the information about the company activities and from other side, the society on the whole has not heavy requirements in information about business structures activities.

Concerning to participation of companies in regional programmes of social sphere development and in charitable programmes, then these components of the socially responsible business occupied in respondents not high points: in businessmen are 11th and 9th points respectively; in workers are 12th and 10th points; in pensioners are 8th and 9th points; and in students are 12th and 11th points. The majority of companies concentrated their efforts on implementation of so-called basic level of the socially responsible business. But the social responsibility includes also the social investments into development of social sphere, infrastructural projects, etc.

Selection decision of the trends of regional social programmes should be taken at the level of local

authorities and local self-administration because businessmen are not always sufficiently informed about shortage of population and social problems of towns and cities.

Effectually joint determination of local social policy priorities and those social problems, in decision of which business can take active participation. Uniting of financial resources of local business structures and local self-administration to realize the programmes of local social and economic development when both side take part both in financing and in development of the project and in management of its implementation will lead to quicker and more efficient solution of local social problems and harmonization of relations between business, local authorities and population. But the balance of interests between business, a state in the person of local authorities and population has not still been found; this problem is not sufficient systematic approach enough and strategic planning. To the question of a questionnaire «Do you feel the support of social initiatives of your company by local authorities?» 57.4 per cent of respondents gave negative reply.

To the question «How do you estimate activities of business structure in Ukraine?» 89.4 per cent of representatives of business and local authorities said that only some Ukrainian companies carried out socially responsible business, wherever 76.2 per cent of respondents from population characterized business in Ukraine as parasitic and irresponsible.

Since for socialization of business as social phenomenon is rather difficult objective indicators, to measure its standard in this investigation the subjective indicators based on evaluations and opinions of respondents to whom the level of the social responsibility of business was offered to estimate by 10 marks scale was used. The analysis of obtained data testify the fact that level of social responsibility of business in Makeyevka is low, as on whole in Ukraine (see Table 2).

The interviewed people were representative of business, local authorities and population who evaluated the level of business socialization to 3.8 marks by the 10 marks scale but in these marks there is a great difference between various social groups.

So, the businessmen have estimated the level of social responsibility of business to 5.2 marks, that is a little higher than average one, moreover the representatives of big business to 7.3 marks, of average business to 5.4 marks and small business to 4.7 marks.

Table 2. The level of social responsibility of business and local authorities *

No. in order	Respondents	Number of interviewed people	Level of social responsibility, marks	
			of business	of local authorities
1.	Businessmen:			
1.1.	Representatives of big business	25	7.3	8.6
1.2.	Representatives of average business	25	5.4	5.9
1.3.	Representatives of small business	75	4.7	5.1
	Total	125	5.2	6.0
2.	Representatives of local authorities	25	6.7	8.9
3.	Population:			
3.1.	Workers	100	2.8	4.1
3.2.	Pensioners	100	2.1	3.8
3.3.	Students	100	3.9	5.4
	Total	300	2.9	4.2
	Together	450	3.8	5.1

* Source: the authors have made it by the results of interviewing.

It testifies of the fact that big business occupying more stable position on the market and has greater financial opportunities for the back of the social investments and work for the improvement of business reputation of a company. Long-term interest prevails in its activities, strategic tasks – increase of competitiveness of a company on the market are set, what is impossible to achieve without socially responsible management of business.

The representatives of local authorities estimated the level of socialization of business rather high to 6.8 marks, meaning significantly higher than average. It is connected, first of all with the fact that they are in sufficient measure familiar with social initiatives of business.

The population estimated the level of social responsibility of business to 2.9 marks that is significantly lower of the average level, workers to 2.8 marks and this in the result of the fact that the majority of companies pay little attention to social problems. The level of social responsibility of local authorities was estimated by the respondents to 5.1 marks, that is, significantly higher than the average level, including: businessmen to 4.1 marks, pensioners to 3.8 marks, students to 5.4 marks, the society on the whole to 4.2 marks.

In Among the reasons of the low level of socialization, the predominant majority of enterprises and

representatives of local authorities named the absence of stimuli for socially responsible management of business (representatives of big business), corruption and shortage of financial resources (representatives of small business).

Conclusions and offers

The analysis of theory and practice of socially responsible management of business in Ukraine and also carried out investigations enable to identify the reasons of low socialization of business: absence of precise normative and legal foundation of business management; absence of stimuli and practice of socially responsible management of it; critical situation of many Ukrainian companies; weak training of management in the field of business socialization; mentality of Ukrainian enterprises that work by the principle «profit by any price»; prevalence of tactical purposes in development of an enterprises over the strategic ones; corruption; non-efficient interaction of business with local authorities and population of territorial formation in the person of various civic organizations; insufficient interaction of the local authorities with local civic territorial formations.

Thus, for solution of the problem of increase of the level of socially responsible business the follow-

ing step can be proposed: it is necessary to increase of the level of functioning of civic organizations enabling to control authority and business and also the level of transparency and openness of functioning of both business and local authorities; necessary innovative changes, new legal mechanisms of social and national regulation. It is expedient to work-out

the goal regional programme of promotion and active mechanism of stimulation of socially responsible management of business, it is also necessary the support of power of social initiatives of business structures by local authorities and carrying out the conference on the problems of socially responsible business development.

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