

Hanna Koptieva, D. Sc. (Economics), Professor (*NTU «KhPI», Ukraine*)

THE ROLE OF CORPORATE SOCIAL RESPONSIBILITY IN ENSURING THE ECONOMIC SECURITY OF THE ENTERPRISE

The increasing role of society as a factor in the development of a company actualizes the introduction of the concept of social responsibility of business, its boundaries and its impact on economic results. The implementation of corporate social responsibility activities and programs forms a positive image of the company as a responsible employer, manufacturer and counterparty, while enhancing the company's competitive position and increasing its level of security. Nevertheless, the integration of environmental and social programs into the company's business processes requires investments and, respectively, the coordination of these projects with strategic business development initiatives to ensure a certain balance between desired goals and real opportunities.

Sustainable development is becoming not a matter of choice but a vital need. According to the UN data, the annual population growth will cause the situation when “by 2050 the equivalent of almost three planets could be required to provide the natural resources needed to sustain current lifestyles” [1]. Of course, our resources are unique and limited and it requires more conscious consumption from consumers and responsible production from corporations. Despite this dependence seems to be obvious, there is still a lack of implementing sustainable strategies and understanding their long-term positive impact on corporate performance.

The level of SDG incorporation varies and depends on industry. According to the results obtained by Capital On Tap company and based on the analysis of the global most sustainable corporations and startups between 2016-2021, TOP-10 of the most successful industries worldwide that are leading global sustainable development are banking, electrical and semiconductor equipment, food and beverage, industrial conglomerates, biopharmaceutics, manufacturing and communications equipment, real estate and wholesale power [2]. Their sustainable practices could be seen as examples to widen the incorporation of SDGs in strategies and to prove the viability of such business models.

The analysis of scientific publications testifies to active research of corporate sustainable development factors and also studying the dependence between corporate social responsibility (CSR) and business performance.

Achieving the goal of the study to assess corporate sustainability in the context of the company's performance requires an understanding of the essence of corporate sustainability and those indicators that reflect the enterprise results. Regarding corporate sustainability, note that the essence of this concept lies in business management by taking into account the economic, environmental and social aspects of its functioning [3]. In this sense, the concept of corporate sustainability, implemented at the enterprise level, is a reflection of the theory of sustainable development, which is based on the thesis of the need to harmonize socio-environmental and economic relations at the macro level. Regarding performance indicators, this study uses those of them that are key in reflecting the implementation of financial and economic goals of the enterprise. Following the criteria of information accessibility, the possibility of monitoring, comparative assessment and consistency of conclusions, such are the indicators of the dynamics of sales, performance of activities and performance of equity capital.

The modern globalized world favors those countries that combine their efforts to achieve common interests and high development indicators. Therefore, Ukraine has the potential to become an economically developed state with undeniable prospects for the future.

Prospects for further research are a comparative analysis of the relationship between the implementation of corporate social responsibility and the safety of companies of various types of economic activity.

Information sources:

1.Reputation Institute (2021). Global RepTrak100. URL: https://ri.reprtrak.com/hubfs/_2021%20GRT/2021%20Global%20RepTrak%20100%20-%20Report.pdf

2.Banking named most sustainable industry worldwide. Business Money [online] URL: <https://www.business-money.com/announcements/banking-named-most-sustainable-industry-worldwide/> (Accessed 20 October 2022).

3.Koptieva, H., & Kozub, S. (2020). Social responsibility as a modern principle of planning the development of a secure business in trade. European Cooperation, 2(46), 55-74. DOI: doi.org/10.32070/ec.v2i46.83 URL: <https://european-cooperation.eu/index.php/EC/article/view/83/122>

4.Коптева Г.М. Соціальна відповідальність підприємств як чинник сталого розвитку. Інформаційні технології: наука, техніка, технологія, освіта, здоров'я (MicroCAD-2021): матеріали XXIX Міжнар. наук.-практ. конф. – Харків: НТУ «ХПІ», 2021. – Ч. III. – С.102.