

SOCIAL RESPONSIBILITY IN MANAGEMENT

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Abstract: *The article examines the features and principles of social responsibility of organizations that contribute to the effective development of society, demonstrate respect for their employees, care for the environment, and assess the impact of the results of their activities on the development of the country as a whole.*

Key words: *social responsibility, trust, greening, social aspects, corporate governance, organizational culture.*

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1. Introduction.

Social responsibility of enterprises in any conditions is an important component of their activities. Socially responsible organizations contribute to the development of society, demonstrate respect for their staff, care about the environment and assess the impact of the results of their activities on the development of the country as a whole. A high level of social responsibility of enterprises, organizations and institutions of any sphere contributes to increasing their financial results, since such organizations form a significant image both in Ukraine and in the world, which contributes to further successful business, increasing competitiveness and efficiency due to the formation and retention of a significant customer base and respect from partners, partners and even competitors; implementation of effective management and proper control.

2. Basic content.

The majority of Ukrainian business companies today understand and realize the essence and importance of social responsibility very well and therefore direct their activities in this direction. Social responsibility is the responsibility of organizations for the results of their activities for society and the environment, which is manifested through its behaviour and contributes to sustainable development, health and well-being of the population, society and the state.

In modern conditions, the priority task of social responsibility of business is to survive the shocks caused by the war in Ukraine with the least losses: to save jobs, ensure safe working conditions, be responsible in their activities to society through the provision of quality services or the production of quality products, carrying out certain volunteer work and providing charitable assistance to those who need it; before the state due to compliance with the law and timely payment of taxes.

Social responsibility is no longer an option, not the prerogative of big businesses, and not a way to improve reputation. This is an integral part of the company, which is the guarantor of the future of Ukraine.

In today's conditions, society requires companies to constantly support Ukraine, as evidenced by the results research industry division of Google and research company Kantar. The study showed that more than 40% of respondents consider the transfer of funds for humanitarian aid, support for participation in volunteer activities to be extremely important components of the company's activities [1].

Commercial structures take on quite a variety of obligations to society and communities, from helping low-income segments of society and improving the social situation of territorial communities, to the implementation of significant environmental, medical, educational, cultural, artistic and other social projects.

In the conditions of war, it is not entirely correct to require the owners and management of a company that implements significant volunteer activities to participate in other social programs.

The social responsibility of business in wartime should be aimed at the sustainable development of society. After all, enterprises are interested in their activities to continue in Ukraine in peacetime, and products to be sold both in the domestic and foreign markets.

Therefore, big business has not only not curtailed social programs, but also aims to reach a new level – the introduction of ESG principles. This acronym stands for “Ecology, Social Policy and Corporate Governance”. That is, it is the sustainable development of commercial activity, which is based on the principles of responsible attitude to the environment (E – environment); responsibility to society (S – social); efficiency of corporate governance (G – governance) [2].

3. Conclusions.

A number of companies believe that in modern conditions, the main task of social responsibility should be the gradual restoration of such social programs and projects that contribute to the development of society and the state as a whole. During the war, and especially in the post-war period, one of the main areas of social responsibility of business should be the investment activity of those companies that are able to provide it.

References

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