

## FORMATION OF THE STRATEGY OF CORPORATE SOCIAL RESPONSIBILITY

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The article substantiates that under current conditions, the socially responsible behaviour is an essential element of successful entrepreneurship, and leading international and domestic companies transform the concept of social responsibility into the most effective tool for ensuring its competitive advantage. It is investigated that the current state of corporate social responsibility in Ukraine in most cases does not meet international standards.

On the basis of generalization of the positions of leading domestic and foreign scientists, the stages of the formation of the strategy of corporate social responsibility (CSR) are proposed: creation of a working group; analysis of the internal and external environment of the enterprise operation; definition of strategic alternatives for the development; construction of a system of balanced indicators; formation of a strategic business card; organizational and administrative transformations; development and approval of a plan for the implementation of CSR strategy measures and control system for their implementation. It is concluded that the implementation of the strategy of corporate social responsibility is a cyclical process, which involves continuous, continuous modernization of the enterprise management system taking into account

changes and requirements of the internal and external environment.

The main directions for the improvement of the relationship between strategic management and corporate social responsibility are outlined: development of cost-effective links between business and local authorities; formation of a clear representation of business representatives regarding the content of social responsibility as a social phenomenon; improving the quality of business culture at every domestic enterprise; establishment of close interconnection of enterprises with non-profit organizations; raising the level of information openness, developing new channels of communication with various social groups; development of special documents containing the main directions of development of social relations within the enterprise and in its external environment; monitoring the fulfilment of obligations and the response of stakeholders to the company's activities in the social sphere.

It is summarized that every enterprise, which plans to work long and successfully and cares about its business reputation, must form effective CSR strategies with a certain consistency and taking into account the establishment and development of relationships with the main groups of stakeholder group (stakeholders).