

RESEARCH OF INTERNAL-CORPORATE SOCIAL RESPONSIBILITY INDICATORS

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The article researches the modern approach to the implementation of internal indicators of corporate social responsibility (CSR) and the labour practices of their implementation in Ukrainian companies to improve the effectiveness of personnel management. According to the definition of European Alliance for Corporate Social Responsibility, corporate social responsibility is the concept of engagement of social and ecological directions in business activities on the basis of volunteering and cooperation among all interested sides.

An important area of CSR is the relationship of the company with the most important stakeholder – the personnel. The professional and social competence of employees, the motivation to work and creativity are the source of the unique competitive advantages of any company. Unlike individual measures of personnel policy, corporate social responsibility contains long-term social projects, with the definition of perspective for human resources progress.

To be socially responsible means not only to perform legal obligations but also to go out the bounds of the law and invest

more in the staff, the environment and relationships with stakeholders. Experience has shown that companies that do more than required by law can improve their competitiveness. Corporate social responsibility should not be seen as a replacement for normative acts but focuses on the formation of regulatory and legal grounds, on which socially responsible practices can be developed.

From the point of view of the company's internal processes, social responsibility is seen as investing in human resources, health and safety, and changes in management. The article researches the main activities of the company that are related to internal social responsibility, indicators and criteria of internal CSR, the international standard for its realization and, on the example of domestic companies, proves priorities of using the policy of internal CSR.

As a result of the conducted researches, it is suggested to introduce reviewed internal indicators of CSR into the system of corporate social responsibility as much as a possible number of companies, enterprises, and organizations of Ukraine.