

## **INTRINSIC CORPORATE SOCIAL RESPONSIBILITY: THEORETICAL AND PRACTICAL ASPECTS**

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It is defined that under the conditions of income recession and marginalization of a substantial part of Ukrainian population, corporate social responsibility has a significant part. In terms of socio-economic and political problems aggravation, the question of intrinsic corporate social responsibility of enterprises becomes an essential affair of management and social development in Ukraine.

Corporate social responsibility includes intrinsic and extrinsic scopes. Intrinsic corporate social responsibility contains not only basic responsibility, but also supplemental voluntary reaction to social problem and coworkers affairs.

The main ways of intrinsic corporate social responsibility implementation are the following: employees' social protection; human capital assets development; taking into consideration employees' interests when making important management decisions; carrying out socially responsible restructuration.

The drivers that encourage companies to initiate measures aimed at intensification of their intrinsic corporate social responsibility are the following: securing growth of labour productivity; own personal development;

securing sustained development of the company in long-term period; obtaining of tax advantages and additional investment; goodwill growth; advertisement and brand improvement.

It is proved that intrinsic corporate social responsibility is at its initial stage and it demands significant efforts in a field of development, implementation and improvement even on the Ukrainian top-companies level. Ukrainian enterprises should not only keep within the law, but also adopt a responsible business environment by means of engagement of international practice results and improvement of personnel management methods considering workers' needs, international standards and moral values. Agreement between employers' and employees' interests will facilitate the development of civil society, growth of Ukrainian labour life quality, social standards improvement and socialization in a whole.

The direction for future researches is development and optimization of practical tools of enterprises' intrinsic corporate social responsibility considering foreign practices and specific nature of economic activity.