

THE CORPORATE SOCIAL RESPONSIBILITY PRACTICES IN THE CONTEXT OF SUSTAINABLE LOCAL DEVELOPMENT

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The objectives of the study are generalization of approaches to understanding the notion of social responsibility, determination of such a specific component of it as how to participate in communities' life and their development, and also to analyze the social responsibility activities using an example of organizations in Pokrovsk city, Donetsk region.

In the study the social responsibility is defined as a philosophy of behavior and the concept of creating the communities activities on the principles of sustainable social development.

The subjects of social responsibility in Pokrovsk city of Donetsk region in conditions of the conflict in the East of Ukraine are small and medium-sized businesses in the city, and also Donetsk National Technical University (DonNTU) and its structural unit, Industrial Institute. Analyzing the social responsibility activities of these new actors is useful for deeper insight understanding of the methods of regional development.

The type of corporate social responsibility as corporate volunteering, which is carried out by the Industrial Institute and DonNTU is analyzed in the study. The main forms of volunteer activity of students and teachers can

be attributed to the basic level of corporate volunteering. Further efforts will be directed at coordinating the activities of volunteers, organizing university volunteer projects, working out a strategy of social responsibility. Future prospects of developing corporate volunteering at the university also lie in figuring out the ways of volunteering encouragement. Taking into account the university's mission of educating the intellectual individual, the authors think it reasonable to implement training and practicing corporate volunteering in the educational process.

The practice of CSR implementing by enterprises in Pokrovsk is also analyzed. Actions for sustainable local development are identified: creation and realization of internal CSR programs; external interaction between subjects irrespective of the form of ownership; ensuring a proper level of coordination, control and accountability. The prospect of the further research is to analyze practices of social responsibility of other enterprises and organizations of the city, region, and work out recommendations for cross-sectoral interaction of local government, business and civil society in order to ensure sustainable local development of post-conflict areas.