

The role of social responsibility of agribusiness in providing the sustainable development of rural territories

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The theoretical generalization of the notion of sustainable development of rural territories of Ukraine and its components was made in the article. It is determined that social development of rural areas is characterized not only by the deep demographic crisis, the decline of social infrastructure and the “extinction” of settlements, but also the lack of motivation to work and high unemployment, which is accompanied by an outflow of labor resources.

The article substantiates the role of agrarian entrepreneurship in the development of rural areas. The authors note that any business, including in the field of agribusiness, realizing its economic goals, inevitably affects the interests of the local community and affects the level of development of the region of presence. In turn, a developed society with all the conditions created for a decent living and working conditions is a prerequisite for the further growth, development and prosperity of agribusiness in the region.

This necessitates the inclusion of the principles of corporate social responsibility in the general strategy of Ukrainian agro holdings to increase their competitiveness in the market and sustainable economic development.

It is proved that depending on the nature of the business and the priorities of the develop-

ment strategy, the company formulates its corporate social responsibility lines. CSR becomes an organic addition to business operations of companies. The development of holding structures in agriculture reveals new opportunities for rural citizens as well as for local authorities; creates preconditions for suspending the decline of the social sphere of the village, reducing the intensity of the process of depopulation of the rural population, promoting agricultural production, and increasing employment in the agricultural sector.

The article examines the experience of implementing socially responsible programs by such successful domestic agro holdings as Ukrland-farming Group, Kernel Group, Myronivsky Hliboproduct, ROSTOK HOLDING Group, AgroGeneration, NIBULON LLC, Astarta-Kyiv Company, the company “Mriya Agroholding”, describe the main ways of interaction of agribusiness enterprises with the local community and directions of CSR-programs of agricultural holdings of Ukraine concerning the development of rural areas.

The conducted research allows concluding that socially responsible activity of domestic agro holdings can be considered as one of the determining factors of sustainable development of rural territories.