

Corporate social responsibility of domestic air carriers

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In today's conditions, the study of the essence, principles and practice of implementing corporate social responsibility as an effective mechanism for solving global problems of mankind is becoming widespread. A significant role in shaping a socially responsible environment belongs to the business, which, through its own practice and the involvement of its personnel, is capable of implementing the principles of corporate social responsibility.

The work specifies that CSR is a voluntary commitment of the business to promote its own practice of responsibility regarding the consequences of its activities and decisions taken that are consistent with the norms and requirements adopted in society and promote the development of business and the community as a whole.

The concept of CSR is also reflected in the aviation industry, the effective functioning of which is the basic factor of stabilization, structural transformation, development of foreign economic activity, protection of national interests. From this, the reorientation to the development of human potential and the preservation of a favorable environmental environment

recognized by the conditions of sustainable development necessitates the introduction of CSR into the aviation sector. In addition to increasing economic performance, the concept of CSR contributes to the growth of the company's labor performance, its competitiveness and image market.

The purpose of the article is to study the status of corporate social responsibility of domestic air carriers and to substantiate directions of its development in Ukraine.

The article defines the socio-economic essence of corporate social responsibility in the article. The CSR research of domestic air carriers was carried out and its comparison with foreign CSR practices was made.

Based on the analysis of air carriers' activities, strategic priority directions of CSR development in Ukraine have been identified.

The practical value of the results obtained is that the main theoretical positions have been brought to the level of specific proposals that create the current efficient conditions for further enhancement of the CSR development of the aviation industry in Ukraine.