

Social responsibility of business in times of conflict

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The aim of the research – outline the directions of business CSR-activities in conflict conditions.

The author has considered the essence of corporate social responsibility, which includes the business with the needs of its own staff, owners, potential investors, business partners, competitors, local communities, the environment, consumers, government agencies and others.

The article has been defined conflict as a clash of opposing interests and opinions, stress and extreme intensification of contradictions that leads to action, complications, fighting involving complex conflicts.

The importance of the realization of significant role of business in society, its social responsibility, especially in conflict times has been established. Business should take an active role in social problems solved at different levels (as small community issues and problems separate region) and in any environment (both in peacetime and in times of conflict). This is quite important for Ukraine, especially actually in wartime.

The possible priority actions of companies in conflict times, which related with determination expediency of continuation of activity in such terms and, in case of the further functioning, levels (limits) of doing business, have been considered.

Three levels of CSR-activities of companies have been allocated in times of conflict: the minimum level (companies in their own activities comply with national and international law); average level (companies are trying to reduce negative consequences of the conflict); maximum level (includes active part of companies in the resolution of conflicts).

Risks with which will face the companies in case of continuation activity of the conflict zone have been defined. These include: physical, legal, reputational, strategic, operational, financial, ethical and moral.

Directions of business CSR-activity have been outlined in conflict conditions. The CSR-activities of the company in conflict times should be directed on: correction of corporate management; providing a supportive environment for employees; prevention of human rights violations; realization of social investment; maintenance of persons which suffered as a result of conflict.

National practice of corporate social responsibility has been studied in the conflict zone on the example of the law firm «Lions Litigate», group of companies of Metinvest, 1+1 Media Group, company «Coca-Cola Ukraine», MTS Ukraine, Humanitarian Staff Rinat Akhmetov.