

GENESIS OF CONCEPTS OF CORPORATE SOCIAL RESPONSIBILITY

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Social aspect of the organization is becoming increasingly important in the world society. Sustainable economic development today is not determined by the fact of availability of raw materials or markets; it is determined by the ability of the market to join the highly skilled workforce, scientific inventions and new technologies. These realities make it necessary to develop adapted to Ukrainian conditions concept of corporate social responsibility

For all the years of being there was a lot of concept of CSR, in view of the different scientific approaches to this topic. Having reviewed the most common concepts, we developed a comprehensive concept of CSR, which absorbed the positive features of the concepts that was discussed and will take into account the basic requirements for increasing the competitiveness of business

entities both in internal and external markets in terms of the increased globalization trends, namely:

- business entity should be responsible for their actions to the public and to the all stakeholders
- business entity must produce only quality products and develop quality services for consumers
- business entity must strictly comply with all requirements of national and international legislation (legal, tax, labour, environmental, etc.)
- business entity must control the economic and social and environmental indicators of their activity
- business entity must develop modern communication and implement new information technologies.