

WEB-RESOURCE OF THE ENTERPRISE AS A TOOL FOR THE IDENTIFICATION OF SOCIAL RESPONSIBILITY

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Business in European countries regardless of the degree of state intervention in market mechanisms is based on the principles of transparency and accountability, which are those competitive advantages that allow not only directly improve the economic benefit of an enterprise but also the social diffusion effect. At the same time, it should be noted about the low awareness of Ukrainian society and company executives about the need to introduce the practice of business transparency and social responsibility, as well as the lack of studies of this issue in the construction industry.

Therefore, it is necessary to examine the social responsibility of construction companies in Kharkiv on the basis of analysis of web-resources.

The most available source in the era of the Internet concerning the company are web-resource, where is represented its social report or provided information on socially responsible activities. The study on the coverage on sites of Kharkiv construction companies of information on socially responsible practices in its activities in areas specified in ISO 26000: organizational gov-

ernance; human rights; labour practices; the environment; good faith business practice; problems associated with customers, participation in community life and development. Regarding construction companies, these areas acquire a significant importance because their activities are focused on the changing landscape, the environment for customer satisfaction, and this must be considered during decision-making.

Determined that only one company from eleven has on its site the section "Social Activities", four – indirectly mention socially responsible activities, the sites of other companies have no information on social activities or present it in broad terms.

Specified situation negatively affects the image of enterprises, undermines its credibility, ignoring social responsibility reduces competitive advantage and reduces competitiveness and, therefore, adversely affects the economic efficiency of enterprises, so from our point of view, it is appropriate to make adjustments in the information field of sites with a separate tab which would characterize the social activities and social responsibility of enterprises.