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CURRENT STATE AND PROSPECTS OF DEVELOPMENT THE CORPORATE SOCIAL RESPONSIBILITY IN UKRAINE

Statement of the problem. In terms of systemic restructuring of Ukraine's economy towards its adaptation to international standards, there is a need for a fundamentally new concept of activity – Corporate Social Responsibility (hereinafter CSR).

Analysis of recent research and publications. Theoretical aspects of the formation and development of business social responsibility disclosed in the works of such leading scientists as: A. Berle, G. Bowen, M. Velazquez, A. Carroll, F. Kotler, G. Minz, J. Rawls, K. Smith, M. Friedman; O.A. Danilenko, V.A. Yevtushenko, A.M. Kolot, N.V. Kyrylyuk, M.O. Kuzheliev, V.V. Mamontova, O.O. Sheremeta and others. Not enough researched in domestic scientific community remains the question efficiency of corporate social responsibility in Ukrainian business practice and the formation of national model of CSR.

Statement of the article purposes. Aim of the paper is to determine the impact of corporate social responsibility on the economic development of our country.

The main material of the study. The integration of Ukraine into the EU led to the appearance of a number of problems which national corporations haven’t met before, so forming a national concept of corporate social responsibility has become a priority in the system of corporate relations.

In the modern business environment there is no single approach to the interpretation essence of the definition of "corporate social responsibility" because we are talking about a system approach to comprehensive problem.

Research conducted by employees of the Department of Economics and Management Ivan Franko National University of Lviv in 2015 among 84
organizations and enterprises in Lviv and Lviv region, revealed the level of understanding by managers and the public meaning of "corporate social responsibility".

We view corporate social responsibility as a long-term strategy of the organization based on humanistic values determined by the principles of sustainable development, accountability and transparency and is characterized by high standards of operational and production activities.

In Ukraine, many companies (both large and medium) haven’t defined strategy of social responsibility and are at the stage of compliance and implementation of individual charity projects. Leaders of Ukrainian business, including private ownership, actively carrying out charity (strategic philanthropy) and use the tools of public relations (PR). Almost all big companies conduct projects of improving the efficiency business processes with certain social or ecological advantages, but most of them doesn’t bind business projects to their own social responsibility.

Development of corporate social responsibility in our country is focused around international organizations and projects; the vast majority of corporations focused on CSR – it’s a branch of foreign companies in Ukraine and the largest domestic enterprise.

An active position in developing a national strategy and policy CSR takes non-governmental agencies, including the Centre of "Corporate Social Responsibility Development". According to the results of the National Business Case Competition in CSR conducted by the Center and by the international experts in 2014-2015, Grand Prix won the company “DTEK” for the program of creating local development agencies. Also in the following main categories wins: Corporate Management – the company "Prykarpattyaoblenergo"; ecological practices – the company "1 + 1 media" for the project «Green Team – more than the" green office "; relationships with customers – the company "VD Group" with the program "How to win customer loyalty: improving the system of service and introduction the quality control"; labor practices – University of Banking of National Bank of
Ukraine for program "Healthy Youth – Healthy financial system of Ukraine"; community development – the company "Amway" for the program "Entrepreneurial talent worthy of Ukraine's own "Oscar"!". The best case in the field of corporate social responsibility in 2015 won the Law Firm "Asters" in case "Law school EVA and Asters ", winner of the category "fair operating practices "was the corporation "Plaske" and as the best ecological cases (environmental education) has been admitted project of distribution network "Foxtrot" - Ukrainian competition "EKOklas". Pro Bono Award in 2015 received just two firms: Law Firm "Vasil Kisil and Partners" in case "Reform of state property" and the Law Firm CMS Cameron McKenna for the case, which concerned at the health of children. Award "Law firm that changing country" win Arzinger Law Office for a case that concerned at the development of draft laws against corruption. Also was marked case presented by the director of law firm “Lions Litigate” Stanislav Batryn "The Open Court".

Introducing the practice of corporate social responsibility, companies increase the level of confidence for their products and its perception in the market, and this provides a higher level of profits and a synergistic effect of business activities.

However, some Ukraine’s organizations only formally declare implementing CSR. In particular, in 2014 UN Global Compact excluded from its network 372 companies for refusing to report on progress for at least two consecutive years. In the list of offenders are such Ukrainian companies, as: UNSS LLC, Tetra Pak Ukraine, Ericsson, Edipresse Ukraine, Charitable Centre-Association of «Grupo», «International public safety”. Also were excluded four Ukrainian companies: the group of companies "Grinko", LLC "Comfy-trade" (Dnepropetrovsk), which owns in Ukraine by network of home appliances and electronics under the brand Comfy, OJSC "Shipbuilding plant" Zaliv "(Kerch) and PJSC "Plant "Fiolet" (Simferopol, Crimea both).

The main obstacles for the realization the concept of corporate social responsibility for many companies operating in Ukraine today are: inadequate legal
framework, financial, economic and political crisis, lack of funds and the tax burden and the lack of information about social programs in regions.

The primary measure for improving the situation in the Ukraine’s social responsibility should be the development and adoption of the National Strategy of social responsibility; and the major stimulus should be: tax breaks, reducing the administrative burden of local government and popularization positive examples (programs) and measures of social responsibility in the world.

**Conclusions.** Thus, this study shows that corporate social responsibility in Ukraine is developing in accordance with international trends and gives companies an effective result; helps to improve image and reputation, to increase investment attractiveness and sustainable national development. The subject of further research may be the problem of assessing corporate social responsibility: its methods, objects and indicators.