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CORPORATE SOCIAL RESPONSIBILITY DEVELOPMENT
AS AN EFFICIENT INSTRUMENT FOR IMPROVING LOCAL
SELF-GOVERNMENT QUALITY AND EFFECTIVENESS

The problems and prospects of corporate social responsibility further development in local communities and local-self government bodies are considered. It is done in the projection of the measures of its reforming and development. An evolutionary way of corporate social responsibility and especially its modern development is shown. Conceptualization of corporate social responsibility in business is analyzed. And feasibility of its further development of the system of public administration in local communities is proved.

It is defined under corporate social responsibility in local government a coherent system of relationships, interactions and joint coordinated actions, among which the positive social position dominated. It is a position of each representative person of the local community, society, authorities and business that is identifying their behavior to the enrichment of common social values, the ability to improve the social contribution of public interest, willingness to be accountable for their own actions for society.

Content-elemental analysis of the phenomenon of corporate social responsibility in local government is done. It is proposed a block systematization of its components and production on social grounds.

A social environment creation and manifestation of corporate social responsibility in local government into the chain ‘people – society – administrative and local authorities’ is determined.

Forecasting and formation of corporate social responsibility in local government are proposed to start with isolating of components and further systematization by the subjects of manifestation that will present the role and responsibility (joint and each separate group of participants) into the formation of
the state of communities’ corporate social responsibility.

The local self-government of territorial communities’ corporate social responsibility resources are constitutional norms, the Law of Ukraine "About local government in Ukraine", types and purposes of social activity, strategic goals and operative objectives.

Hierarchical levels of manifestation of corporate social responsibility in local government are defined. And also its development support instruments are given. Those are: social policy, corporate strategy, rules of corporate social responsibility, social and professional regulations, ‘social’ revisions, audit and inventory of common results.

The basic step of social maturity and responsibility forming is every individual as a person, player or manager who needs to show his social conscience and responsibility, depending on the social status and position occupied. Ideas’ explorers and actions moderators of corporate social responsibility in local-self government are local communities that in the light of the concept of sustainable development must create and intensify such factors.

Direction and content of corporate social responsibility in local government was allowed to present the essence of joint action and the relationship between all actors and create an atmosphere of building a proper degree of corporate social responsibility at this level. The role of corporate social responsibility in the community, which is positioning itself higher than the duties and tasks than in compliance with the formal rules of social life, forming new patterns of local government – self-governing, public, expanding the boundaries of the local authorities, creates socially responsible right of self-government actions and of society, combining it with social actions of individuals, business and government, creating a mutual responsibility for their own development.

Significance and content of the introduction of non-financial reporting and its role in the dynamic development of corporate social responsibility are shown.

The study concludes that proper condition and quality of the corporate social responsibility in local government should be seen as an active factor of power and
strengthening of social capital management system and local affairs. It is strengthens the social order and expands the mental capabilities of its new characteristics and parameters; increases public activity on the implementation into regional policy.

Expanding the limits and manifestation of corporate social responsibility in local government bodies will promote the routine procedures and communications in the internal environment and outside world (the development and implementation of internal standards relations and fulfillment of duties on the principles of corporate social responsibility – CSR codes, codes of internal socially responsible behavior and socially responsible relationships and other documents).

The guidelines, directions, contents, methods of displaying, regulatory procedures of corporate social responsibility in local government need the further research not only as an external function, but as their main functions in the performance of official duties and powers.

The implementation of the concept of corporate social responsibility in the system of municipal government is an acute demand of time, compliance with which will solve problems responsibly modernization of local government with European values.