

It cannot be achieved at the tactical level. The impact of CSR on company value, cost management, staff development and stakeholder loyalty will only be felt in the long turn period. So the economic effectiveness of social measures should be considered only in a strategic perspective.

This is especially true for Ukrainian enterprises that have suffered significantly in a result of the deteriorating economic and political situation in the country during the anti-terrorist operation and the coronavirus pandemic. Their main task is to establish a balance between the costs of implementing CSR in their activities and the positive effect on sales, caused by improving the image among consumers as a socially responsible enterprise at the moment.

There are the following basic concepts (theories) of CSR: instrumental theories (aimed at achieving economic goals through socially significant actions), political theories (focused on the responsibility of using the influence of important business players in the political arena), integrated theories (focused on aggregate social needs), ethical theories (focused on appropriate measures to achieve a conscious society). In the times of economic crisis it is necessary to focus on combining an instrumental approach to CSR with ethical theories, which should be achieved in practice through the introduction of CSR in enterprises in that way which ensure both improving the image of the enterprise and increase financial results. Also it should provide socially significant actions that will contribute to the development of society as a whole.

We can make a conclusion that the following points should guide the representatives of Ukrainian business during developing measures of corporate social responsibility:

1. Measures of corporate social responsibility should be aimed at meeting the social needs of society, especially vulnerable groups in an economic crisis.
2. A socially responsible enterprise must act within the framework of ensuring national and economic security and in accordance with the requirements of the state's defense capability.
3. Measures of corporate social responsibility should be cost-effective. The costs of their implementation should be driven by revenues from improving the image of the enterprise and its promotion, attracting new customers and increasing the loyalty of existing ones.
4. The activities of a socially responsible enterprise should promote the development of society and civic consciousness of the population.

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PROBLEMS AND REASONS OF THE LABOUR FORCE MIGRATION IN UKRAINE UNDER GLOBALIZATION CONDITIONS

Nowadays in most countries migration or labor processes have become a common fact. This usually has a negative impact on the economy of the countries from which workers emigrate. Migration processes have a significant impact on the economy of each country. The point that I must emphasize is, that the population of Ukraine is actively involved in world migration processes. In recent years, Ukraine has traditionally been on the list of countries from which the largest number of people leave annually, as well as the list of countries where the largest number of migrants from other countries of the world come. Along with the economic situation in Ukraine, a significant factor of migration is the geographical position of the state at the intersection of major transport corridors, in particular, on the way from Europe to Asia, Russia, the Baltic States - to the Middle East and Africa.

Having analyzed the scientific sources it was found that migration in the country is constantly increasing (fig. 1). The basis of migration flows in Ukraine is labour migration.

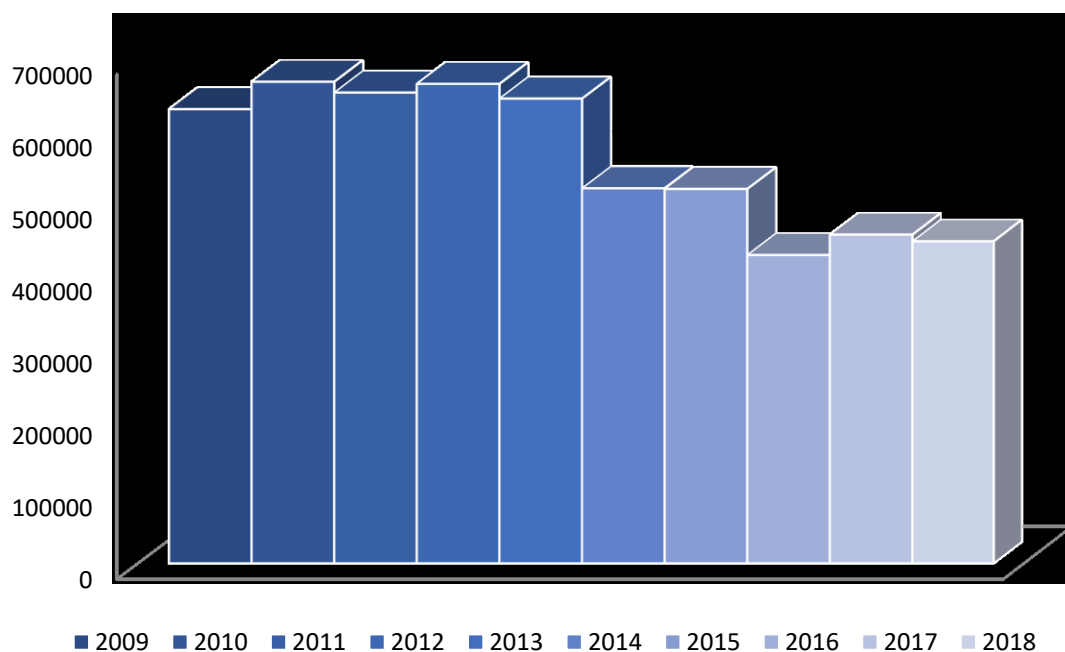


Figure 1. Migration movement of Ukrainians from 2009 till 2018

We would like to emphasize that labour migration becomes for citizens an effective means of employment, guaranteed income and self-realization, which generally contributes to the country's inclusion in the global labour market and the formation of a middle class and is a catalyst for integration into the global community. On average, annually more than 5 million people leave Ukraine in order to work abroad. We would like to draw attention to the fact that more and more people from villages and small cities decide to move abroad in search of work. The main features of workforce migration are:

- labour migration is more prevalent among men (65%) than women (35%);
- the level of participation of the rural population in labour migration is 2.9 times higher than in urban areas: about 6.3% of the economically active rural population work in foreign countries, while in cities only 2.2% of urban residents decide to emigrate abroad.

According to the National Academy of Sciences of Ukraine, 12% of Ukrainian households have at least one family member and have worked abroad. In 2017, the State Statistics Service of Ukraine published information on migration processes on the territory of Ukraine over the past eight years.

As we may see official figures for emigration from Ukraine, according to the State Statistics Service, is quite small. Moreover, according to this statistic less and less Ukrainians leave their motherland [10]. It is obvious that these figures are underestimated due to illegal migrant workers who do not register in official migration institutions of Ukraine. In 2018, according to the research of the sociological group "Rating", which interviewed 1200 respondents in all parts of the country, it was claimed that the largest countries where Ukrainians migrate are the Russia (43%), Poland (14%), Italy (13%) and the Czech Republic (12%). Among other countries where labour migration flows are directed are Spain (4.5%), Germany (2%), Hungary (2%), Portugal and Belarus (1% each) [11]. By the way, there are significant differences in the directions of external labour migration of men and women. Men are more likely to choose Ukrainian neighboring countries: Poland, Russia, Belarus, Czech Republic and so on. Women would definitely prefer farthest countries: Germany, USA, Italy, Portugal, Finland, Spain.

Having analysed the researches, we have identified main reasons for labour immigration from Ukraine which are shown at figure 2.

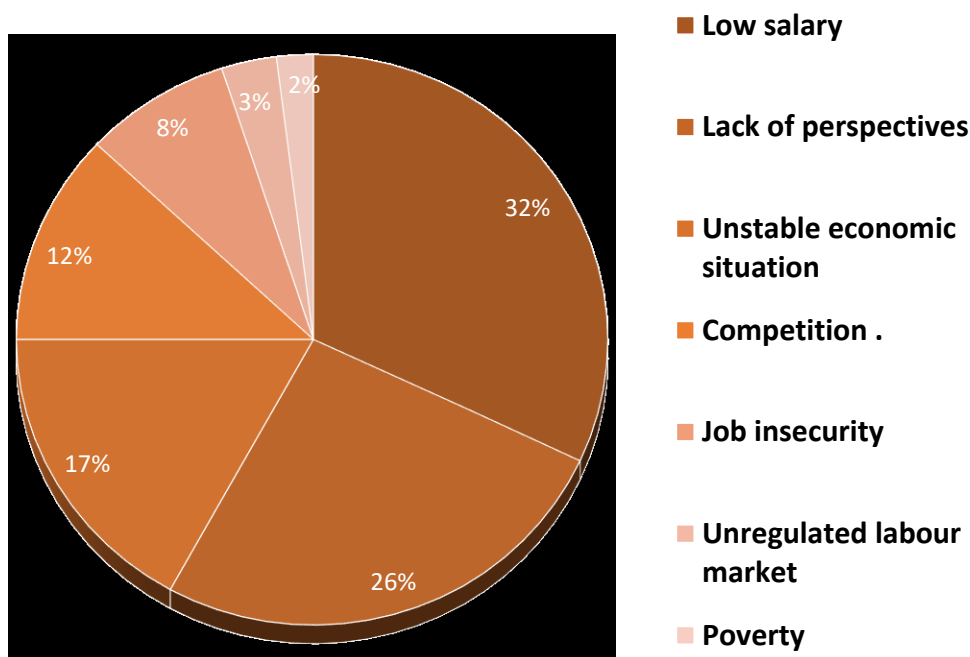


Figure 2. Reasons that lead to emigration from Ukraine

Reasons for emigration may differ. However, among main causes of labour migration are:

- complex economic situation in the country. First of all, it is job insecurity, poverty, low real wages and instability of political and economic situation. At present, there are almost 2.5 million registered vacancies in Ukraine that will never be full filled, due to the fact that 64% of them offer the minimum salary;