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Матеріали публікуються в авторській редакції.

*За достовірність викладених фактів, цитат та інших відомостей
відповідальність несе автор.*

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SOCIALLY RESPONSIBLE APPROACHES TO DOING INTERNATIONAL BUSINESS

Domestic and foreign modern companies are increasingly paying attention to the active implementation of the concepts of corporate social responsibility. Well-known economist, apologist of marketing thought – Philip Kotler [1] in his research relied on six types of corporate social initiatives: corporate social marketing; charity marketing; introduction of a socially significant problem; corporate philanthropy; volunteer work for the benefit of the local community; socially responsible approaches to doing business.

In the system of social responsibility of economic entities an important role belongs to the use of socially responsible marketing [2].

J.-J. Lamben was one of the first scholars to focus on the study of this topical issue, which has long been silenced for business lobbying.

In industrialized countries, where basic needs are better met and household saturation is in high demand, primary demand is not increasing and growth potential is increasingly driven by creative innovation, the role of marketing is becoming increasingly important for firm development.

We are forced to state the still insufficient development of social responsibility of domestic business. There are elementary problematic, and in some cases corrupt, management issues related to the financing of social activities of companies, charitable events that they support. The domestic institutional marketing environment has not yet been fully formed, which would encourage modern entrepreneurs to increase the social responsibility of their activities and the still low level of management responsibility.

Socially responsible actions of any subject can be divided into three parts. The first group of “basic degree” consists of those that are conditioned and are a reaction to the legally established norms and rules. It is mandatory for everyone in a state governed by the rule of law. Legislatively established norms and rules cannot be violated in civilized countries.

The second group of “extended degree” consists of those that are the result of rational choice of the subject for the sake of moral and economic benefits that accompany social responsibility.

The third group of “higher degrees” is those that have the nature of voluntary conscious commitments. The second and third groups are characterized by the fulfillment of consciously accepted voluntary commitments aimed at social, economic and environmental development, which show the true dream and the degree of social responsibility of the subject [4].

Satisfaction of high spiritual needs of an individual in business is the understanding of social responsibility as

the use of only such ways to achieve personal or corporate goals that do not harm people, nature, society and should become the highest guideline of social responsibility in the context of mission not just to gain a positive image by its activities the life of society for the better.

In world practice, the level of sustainable social development of companies is calculated by the following key areas of activity within the framework of corporate social responsibility (CSR), namely – economics, environment and social policy. International standards of CSR assessment are specially developed: ISO 26000, AA 1000, SA 8000, OHSAS 18000.

In market economies, there is a need for constant analysis of existing problems in the field quality management of products (services), with one parties, at the state level, applicable laws and regulations, and on the other – at the enterprise level [5].

A harmonious combination is necessary to ensure high quality and competitiveness of products effective system of state regulation in the field of quality assurance of products (services) and social responsibility of business, as well as a high level quality management in enterprises.

The author argues the need to use the term “quality” not only with adjectives bad, good, excellent as recommended by ISO 9000: 2008 series standards, but also unacceptable.

The term “unacceptable quality” should apply to products that do not comply with applicable laws, standards and pose a danger for morals, health, life, human property and the environment. Its production and sale should be prohibited.

Achieving a high position of socially responsible marketing, including their competitive advertising activities, is possible provided that the appropriate level of state regulation of the economy, which takes into account: first of all, the eradication of corruption schemes; distribution of power and its influence on business processes; availability and development of legislative and regulatory documents that ensure the priority orientation of entrepreneurship to socially responsible marketing; introduction of innovative levers, regular financing at the expense of the state deductions of laboratory researches of quality of production; development of public organizations for consumer protection with the support of the state; stimulating social initiatives of business entities; development of effective mechanisms for their implementation on the basis of strict responsibility. Otherwise, the economy and business are doomed to moral and physical degradation and exploitation by socially irresponsible businesses. Ensuring long-term socio-economic efficiency of economic entities and their marketing is possible only if they adhere to high social responsibility.

An integral addition to the ethical system norms and requirements in the field of environmental laws of business is its social and environmental responsibility: motivated and voluntary participation of the company in activities aimed at the rational use of natural resources; saving energy and raw materials in the economic activities of enterprises; secondary use of waste in the production cycle; reduction of negative impact on the environment; prevention of emergencies and emergencies; preservation of natural areas under the protection of world organizations.

According to domestic scientists, socially responsible marketing of business entities is a strict implementation of the requirements of state regulations in the field of social responsibility in the home country and the countries to which their goods and services are exported; inadmissibility of participation in corruption schemes, inadmissibility of committing fraud; inadmissibility of production and sale of products dangerous to property, morals, health, human life, environment and society as a whole, as well as unfair advertising and methods of psychological influence on consumers in order to impose a favorable solution or any purchase; manifestation of socially oriented initiatives [6].

The global economic crisis has forced European Union countries to fight tax evasion. The world's largest offshore zones have been created by European countries. From 1932 to 2014, the Swiss banking system used the law on banking secrecy, and in 2014, as a result of the next global forum on tax policy transparency in Berlin, more than 90 countries undertook to participate in the automatic exchange of information. But some countries (such as Panama) have not signed the treaty.

The most common in the world practice of socially responsible business are the separation of two models (each of which has both advantages and disadvantages) - European (introduction of social responsibility in the strategy of creating added value) and American (which is characterized by minimal government intervention in activity of the enterprise).

The positive aspects of these models include improving the company's image and reputation in the eyes of its own staff and local community, as well as creating favorable conditions for public confidence in the company's communications and favorable coverage of their activities in the media.

A negative aspect of the American model is the perception of companies that invest in charity as money laundering.

The European model is characterized by a high level of taxation of enterprises, which leads to their departure from national markets in the "shadow". Characterizing the Ukrainian business environment, it can be noted that neither European nor American models of social responsibility can be fully applied in Ukraine, as the current stage of development of social responsibility of domestic business is characterized by blurred trends in social

responsibility and lack of support for socially responsible initiatives. enterprises by the state [7].

Recent research suggests that social responsibility is becoming a mandatory requirement for doing business in the United States. Companies that evade it are already losing customers, professionals, business partners and public support.

They perceive CSR as a pragmatic rather than charitable activity, so they use tools: strengthening the company's reputation and image; improving the quality of business management; increasing the investment attractiveness of the company.

The practice of corporate social responsibility in Ukraine has not yet reached the world level and scale (it should be noted once again that in foreign countries social responsibility has been actively developed outside regional interests), but there are all prerequisites for this. Domestic businesses need to learn the tools for their proper implementation: stop saving on socially oriented costs, find ways to overcome the consequences and manifestations of economic crises; learn to take into account the mentality of the country's citizens, as well as socio-political, geographical and national-historical features of the country.

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