

ных средах. Анализ влияния компонентов социального капитала на качество жизни доказал самое большое воздействие социального доверия. Высокие ресурсы социального доверия способствуют восприятию собственной жизни в более положительных категориях, а его дефицит влияет на понижение оценок. Полученные результаты являются подтверждением замеченных в других исследованиях закономерностей, касающихся роли социального доверия в формировании чувства благосостояния в локальных средах.

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CORPORATE SOCIAL RESPONSIBILITY (CSR) AND SOCIAL AUDITIONING – GUARDIANS OF LABOUR CONDITIONS

Due to neoliberal paradigms, having influenced processes of transition of transforming post-Soviet countries, many former mechanisms guarantying labour rights and conditions disappeared, as a result leading to worsening situation of the employees. Women in general and also feminized jobs and branches became one of especially

vulnerable groups in labour market. Polish case of textile industry, ruined after 1989 and transformed into sweat shops might serve as an example of that phenomenon. However, textile production still conducted in Central and Eastern Europe (like Poland, Romania, Bulgaria, etc.) aspired to join global production chains, while peripheral position made workers more exploitation-prone.

Global capitalism offers another tool to secure labour rights and working conditions: CSR (Corporate Social Responsibility), codes of conduct and international ethical standards in textile production, important challenge market competition among companies. On the one hand, ethical standards serve the producers to keep their position in competing global markets and might be used as another Public Relations tool. On the other hand, the standards themselves serve as a tool protecting the workers, not only in Europe, but also in more and more popular Asian locations for the production plants.

Necessary process of controlling and certifying application of certain CSR standards in the plants, included in production chain, resulted in working out methodological standards of social auditioning by independent organizations. Methodology and practice of such auditioning [based on Polish examples] is main subject of that paper, whose author shares her experience as a leader of auditioning team.

Those international non- governmental organizations (NGOs) try to be independent from business pressures. Independent research, conducted according to certain methodology of social auditioning, worked out by those organisations, is a guarantee of independence for both the research process and research organisation.

Social auditioning methodology combines three approaches: social research, financial auditioning and labour conditions study. It uses combined methods of interviews, financial audits and observation (hidden and open). In each case at least half of the research procedure is hidden, but local entrepreneurs, participating in those international production chains, are obliged to cooperate with auditioning team when 'open' part of the research procedure is conducted. They have to provide access to documentation, workers, and working space. Together with complex methodology of the auditioning procedure it is possible to obtain reliable results, used not only to control whether the ethical standards are kept, but also to press onto entrepreneurs to raise quality of working conditions.

This methodology may be compared to other methods of social research engaged into ethical or equality issues, like “equality experiment”, or “anti-discrimination tests” comparing attitude towards various clients or customers in both club-going places and public institutions. It also corresponds with the approach of “shadowing” methodology, or “secret shopper” approach, and is also close to undercover journalism, used by both Guenther Wallraff and Barbara Ehrenreich.

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РОЛЬ ИНСТИТУЦИОННЫХ РЕФОРМ В ПОВЫШЕНИИ ИНВЕСТИЦИОННОЙ АКТИВНОСТИ В ГРУЗИИ

Огромный мировой опыт экономических реформ дал Грузии возможность выбрать наиболее подходящие направления для скорейшего развития экономики страны. Четкими приоритетами стали