

тернету в Росії (32,0) та вдвічі в Китаї (22,3). Ще більший розрив за показниками користування широкомасштабним та мобільним Інтернетом. В Україні лише 3,5 на 100 осіб населення користуються широкомасштабним Інтернетом (проти 23,7 — 41,2 в країнах-лідерах та 6,6 в Росії) та 1,8 особи — мобільним Інтернетом (проти 20,9 — 82,6 в розвинених країнах).

В цілому можна підсумувати, що, відносно доступу та використання ІКТ Україна наближається до передових країн світу, але суттєво відстає за показниками більш якісних послуг, що надаються можливостями сучасних інформаційно-комунікаційних технологій.

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SOCIAL RESPONSIBILITY AS A COMPONENT OF CORPORATE CULTURE

The problem of Corporate Social Responsibility in the context of globalization is very important. This is due primarily to efforts of Ukraine to come nearer to international standards of economic relations. Instability of economic legislation, political skirmish that sharpen relations between the state authorities and their economic partners, regulatory policy uncertainty — it is only the visible part of the problems that businesses must constantly overcome. Organizations are the social entities that operate in a wide social environment, which includes territorial regional and confessional communities, nations and peoples, and the world at large. This provides a responsibility of organizations to social environment, which they contact with. Social responsibility is not determined by regulations.

Building a communication strategy of social responsibility based solely on information about products or services is not effective. It is necessary to define the principles and areas of social activity and develop an effective program of social responsibility.

Social responsibility is one of the key elements of corporate culture. Each company determines its own ethics, by which is understood a set of actions of people who meet the standards of morality, conscience or the order prevailing in the society.

In practice, we meet a lot of deviations from ethical standards. The reasons for unethical behavior are:

- competition;
- desire to achieve goals and fulfill the mission of the organization at any cost;
- unethical behavior of partners;
- ineffective motivation of managers for ethical behavior;
- decrease the value of ethics in the society;
- uncontrollable desire to have high profits;
- conflicts, stress in the organization;
- unsuitable selection and inefficient practice of management styles;
- extremely complicated system of planning and decision making in organizations.

A world experience shows that social responsibility evolves under development of business and society. By 1970 social actions of developed countries remained the prerogative of the state and society. Later, the attention of state and society attracted the social functions of businesses. Since the early 1990's corporate socialization transforms into one of the most important trends in modern social and economic development.

Developed high standards of social protection need further investment and can not be supported solely by state. Business begins to implement new functions that help to prevent growth of problems in social and labor sphere.

In this context, social responsibility is considered as an optimization of social terms of business development and business processes. It dictates precisely the vector of social investment in:

- Own staff — as a contribution to the development of human capital;
- Environment protection;
- Infrastructure of regions where business is located;
- Support of the government and local authorities and constructive opposition, i.e into development of legal state and civil society;
- Support of educational and R&D structures and creating the corporate educational and R&D institutions;
- Support of confession organizations and different directions of art, optimizing the aesthetic components of corporate culture.

One of the brilliant characteristics of successful managers is that they carry out socially responsible policy and convinced: business should participate in solving social and environmental problems. This distinguishes «socially foremost managers» from passive

«managers-practitioners». Though the «managers-practitioners» are forced to implement social responsibility, they believe at the same time that the solution of social problems is predominantly the function of state agencies, and the main function of businesses is a pay off profits (dividends) to owners (shareholders) and taxes to the state. Over half the companies surveyed followed an established position of non-interference the businesses into the social sphere.

Development degree of social responsibility of developed countries is significantly higher than in developing countries and countries in transition. For example, in France there is a law that requires companies to report on the implementation of social responsibility in preserving the environment.

Today's realities show that Ukraine's economy ranks 84 in the Global competitiveness index (for comparison, Estonia — 20, Slovenia — 32, Czech Republic — 38). The main reasons of such situation are outdated philosophy of managers of large enterprises; low level of internally oriented social responsibility; imperfect management and poor culture of administration in most business structures; unfavorable conditions for the development of civilized business; poor level of management in state authorities which generates non-professional decision-making, in particular on taxation matters in the case, when business expresses the active social activity and implements quality systems.

Modern business uses the effective tools of social responsibility to encourage the development of competitiveness. Strong corporations interest in a healthy society, so they try to form full-fledged relationships with the community. Social partnership, namely the long-term investments, creates a good image and reputation of the company. The more transparent reputation of company, the higher is its market value of shares. The main goal of social partnership is to establish a constructive interaction between three forces: government agencies, nonprofit organizations and private businesses.

The example of social activities of enterprises in developed countries shows that consumers are concerned about the quality-price ratio, and also about «humane social face» of the producer. Increasingly, consumers choose socially responsible companies: buying their products, investing money into their shares, associate professional career with them.

Charity and sponsoring projects complement the marketing tools of PR activities (relations with the communities) of any enterprise:

creating more opportunities for advertising, developing a corporate culture, strengthen the reputation of the enterprise and the region where it is located.

In order to increase competitiveness it is necessary to improve simultaneously, quickly and substantially social responsibility mechanisms in many domestic enterprises, organizations, government and local authorities.

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СОЦІАЛЬНА КОМПОНЕНТА МІЖНАРОДНОЇ СТІЙКОСТІ НАЦІОНАЛЬНИХ ЕКОНОМІК

Останнім часом варіативність та ефективність моделей соціальних політик як домінуючих, так і периферійних держав, перестає бути предметом обговорення науковою спільнотою — більш актуальною і жвавою, на жаль, стає полеміка довкола скорочення витрат на соціальну сферу, яка, на думку прагматично налаштованих учених і політиків, конфронтує з економікою та відтягує на себе ресурси розвитку. Зменшення витрат на соціальну сферу прямо пов'язується ними з шляхами виходу зі світової економічної кризи, тоді як дотації банківському сектору розглядаються у якості єдино можливого напрямку її подолання.

Взаємовиключність успішного, безкризового розвитку національних економік і збільшення витрат на утримання соціальної сфери та її інфраструктури є сумнівною тезою, яка вимагає, щонайменше, наукової уваги, якщо не повного спростування і, перш за все — повернення до історії та витоків становлення соціальної сфери.

Незаперечним є той факт, що в основу будь-якої моделі економічного прориву закладався принцип соціального вирівнювання та солідаризму, як її неодмінна компонента. Наприклад, моделі О. Бісмарка, Д. Рузвельта, Ф. де Голля і навіть сучасні — Лі Куань Ю, не випадково передбачали використання коштів на облаштування інфраструктури соціальної сфери та трансфертів: звичайно, саме на цю складову покладалась фун-