

Ihnatenko M.M.

Uman National University of Horticulture

STANDARDS AND THE CONCEPT OF SOCIAL RESPONSIBILITY OF BUSINESS-LEVEL FOOD ENTERPRISES OF UKRAINE

In the article the questions of importance, composition and structure of the social responsibility of business-level food enterprises; defined its standards and the proposed concept of implementation taking into account the European and international experience.

Theoretical significance and practical relevance of study CSR in the agricultural sector of the national economy in Ukraine are aggravated because the domestic economic environment is not passed in necessary steps development that took place in Western society for a long time led to the awareness of the importance of social responsibility philosophy and support poor. Food and agricultural enterprises are exposed to the environment and must respond to its demands, including the socio-economic standards of life.

On the other hand, growing attention of potential investors and business partners to information on the competitiveness of businesses, its business image and reputation, compliance with international quality standards and ethics of business and socio-economic relations. However, most systems creating inefficiencies of domestic institutions market environment actualizes the need for formation national model of enterprises social responsibility in agricultural and food in particular within the threefold difficult organized system «of business - government - society». Satisfying this need against a background of unfavourable social processes - levelling traditional human values (fairness, honesty, integrity, humility, equality before the law, mutual aid, etc.), sound

work ethics and social responsibility, corporate identity crisis and dedication.

Social responsibility of business in the broadest sense is a subsystem of the social responsibility of the general system of social interaction, as well as a means to guarantee the health and social relations that are established by certain entities and guaranteed by certain means in order to maintain respect for human rights. It is a manifestation of the general culture of society, the implementation of its civil interests and regulated by social norms, monitored sanctions. Its essence embodies the elements of the superstructure of society that depend on the level of economic, political and social relations; develops and transforms along with public relations.

Business structures at the level of agricultural and food enterprises in Ukraine have significant theoretical justification and the financial and economic management capacity and the adoption and implementation of national standards and concepts for the development, distribution and improvement of corporate social responsibility. Finalization and adoption of the Concept of national strategy for social responsibility in Ukraine, followed by its implementation will be the real way to include Ukraine in the circle of countries with national policy and tradition of social responsibility. This will accelerate the integration processes in the production, trade, marketing, culture, and national implementation of the European Strategy for Corporate Social Responsibility in 2011-2015. In addition, the overall strategy of socio-economic development «Europe - 2020».