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SOCIAL RESPONSIBILITY AND STRATEGIC BUSINESS INITIATIVES

Corporate social responsibility is of great importance for enterprise management, development of management skills and leadership, as well as for conducting competitive business in an intercultural environment in modern integration conditions. Consistent internationalization of companies requires special management know-how and an innovative approach to management.

Therefore, for modern business it seems innovative to merge social responsibility and strategic management.

First of all, such a decision is rational due to the fact that both corporate social responsibility and strategic management extend to long-term goals. Strategic management achieves the greatest efficiency in stable conditions, as well as social responsibility, and monitors the correct implementation of already found fruitful functional decisions. Strategic decisions include socially responsible ones. The company systematically implements strategic and socially responsible decisions of the company. Strategic management together with social responsibility develops and implements measures, business works for a long time with constant increase of efficiency. This raises the company's competitiveness.

Secondly, for strategic management it is important to identify such moments when the operation of the company according to the decisions made for some reason requires changes. The same tasks are in social responsibility. Otherwise, strategic management together with social responsibility is a great concept of interaction with the environment in the broadest sense. This applies to the company's image, its development, the formation of future success.

Third, the merger of strategic management and social responsibility will improve the scientific approach to company management, as both of these areas explore new developments, tools and methodologies for their use in management practice.

In the case of international cooperation, the merger of strategic management and social responsibility seems even more appropriate.

This is especially true of methodological issues. Scientific background is important for responsible strategic management. Socially responsible strategic management should build its decision-making methodology on an economic basis, namely: economic theory, macroeconomics, microeconomics, marketing, financial analysis, etc., as well as mathematical statistics, probability theory, operations research and game theory. A systematic approach is very helpful in finding effective solutions. In addition, the social sciences are widely used, namely: social psychology, social economics, anthropological sciences.

It should be noted that any foreign company must study the impact of its activities on the environment, for which it also uses the latest methods.

In general, socially responsible strategic management should propose to introduce in the company such basic principles as experimentation, expertise of different levels and directions, process modeling.

The company's activities with socially responsible strategic management are more effective in setting goals and objectives of the company, supporting the relationship between the company and the environment, government, community and society. All this allows the company to achieve its goals faster, be competitive, meet its internal capabilities and allows you to remain receptive to the demands of the external environment.

References

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