

**ALEKSANDRAS STULGINSKIS UNIVERSITY**  
**Business and Rural Development Management Institute**

**INNOVATIONS IN THE DEVELOPMENT  
OF SOCIO-ECONOMIC SYSTEMS: MICROECONOMIC,  
MACROECONOMIC AND MESOECONOMIC LEVELS**

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## **DIFFERENT PRACTICES OF SOCIO-ECONOMIC RESPONSIBILITY OF BUSINESS**

### ***Summary***

*It is paid attention to the basic tools and strategies of social responsibility. It is observed the experience of many foreign companies in the field of social and economic responsibility that made it possible to draw conclusions on the development of various tools. Thus, the most common is philanthropy, charity, community development and research in the field of environmental protection. The attention is also paid to the experience of some newly industrialized countries, which may be useful for Ukrainian today, because of the similarity of economic reforms and transformation. It is showed that in these countries a focus on philanthropy and the environment can be traced. In Brazil, as in Ukraine, there are existed regional differences in development and, as a consequence, the difference in CSR activities based on these differences. Determined that the business in Ukraine needs to develop new forms of social and economic responsibility and expand old except charity events and sponsorship should actively pursue the development of the community in different ways.*

### **Introduction**

Development of Ukraine requires its active participation in many economic, political, legal processes and learning on the experience of developed countries, which can be adapted in our country. In terms of sustainable development, much attention is paid to the development of society, the community, the environment, the construction of the economy, which would have threatened the future of our planet, but rather developed society, the environment and bring this additional income. This is why social responsibility logically fit into this process.

Enterprise Social Responsibility (CSR) or corporate social responsibility (CSR) has a long evolutionary path, which was the first form of philanthropy. Over time, the development of different forms of entrepreneurship, improvement of management theory, marketing, and developing new forms and tools of social responsibility.

At this time actively developing the environmental component of CSR that can be explained by the negative effect that makes the world production, which is why entrepreneurs are beginning to develop an environmentally friendly production of high-quality materials from waste production cycle, from recyclable materials and entrepreneurs actively make contributions research in this area.

Among the economic instruments are: sponsorship, philanthropy, grants, community development, various educational programs, etc. In general, it should be noted that it is difficult to identify the social and economic responsibility because it supposedly underlies environmental (as allocations for measures in this area of research is carried out on an economic basis). But socio-economic background has for its contributions not only money, that is an economic component, but also develop their own business to improve the welfare of employees, its owners and society in particular.

Important in this is that the socioeconomic has two sides: both social and economic. All economic carries social, scientists long ago proved that without the development of a social enterprise, there is no growth of the economic component. This was the subject of numerous works as managers and psychologists. Conversely, if there is no economic development, there are just no sources of financing social. That is a closed system, where each party acts as a donor and recipient.

Studying the experience of companies with social responsibility can be useful for Ukrainian businessmen and the state as a result of the implementation by active businessmen.

### **Part 1. Realization of socio-economic responsibility of business: theoretical review**

Through a definition of Muhammad Zahid with co-authors who describe social and economic sustainability in the next way:

The social sustainability addresses the relationship between firm and society. It investigates firms' impacts on society where it operates. It accounts for labour practices, quality of work, human rights, individuals of the society and product responsibility. It has an obligation to maintain a positive relationship between firm and its stakeholders.

The economic sustainability deals with economic and financial sustainability of the firm. The core agenda of CS is to maintain environmental and social sustainability without compromising firms' economic sustainability. The economic sustainability stresses upon the survival of the firm in the long run. Moreover, it also advocates firms' better and sustainable financial performance [1].

It can be concluded that the social and economic responsibility – is a combining of social responsibility with economic levers, which means economic development of the company to support both its employees and of the environment.

Scientist Perry Goldschein notes seven best practices of corporate social responsibility (CSR). He calls them strategies, which are the following:

**1) Set Measurable Goals:** Return on investment has always been a difficult thing to measure. In order to accomplish this in CSR policy, Goldschein suggests implementing small changes close to home, such as improving employee policies that decrease turnover and improve recruitment. Simple steps, like minimizing waste and resource use are changes that can be developed into a memorable story about how sustainability efforts support of company's overall corporate strategy.

**2) Stakeholder Engagement:** Leaving their stakeholders out of the loop is one of the top mistakes companies make when trying to jump on the green/socially responsible bandwagon. In order for the company to articulate its values, missions, strategy, and implementation in the creation of its CSR plan, it is important for everyone to be on the same page. Stakeholders can help by partaking in the regulatory approvals process, improving relationships proactively, or solving CSR roadblocks and potential crises. Include stakeholders from the start of the consultation process and sidestep moving forward with developments, in which they would otherwise have little influence over or information about.

**3) Sustainability Issues Mapping:** This approach uses interactive maps to help prioritize and narrow down key issues, saving the company's time and money during the initial research stage. For instance, Sir Geoffrey Chandler, founder and chair of Amnesty International UK, praises sustainability issues mapping as "a most stimulating approach. It brings together things which ought to go together, but too frequently don't."

**4) Sustainability Management Systems (SMS):** Developing a framework to ensure that environmental, social, and economic concerns are considered in tandem throughout of organization's decision-making processes. Start by identifying and prioritizing sustainability aspects and impacts. Take it one step further by looking at legal requirements related to these impacts and evaluate company's current compliance. Collaborating with an environmental consultant can help during this process. Next, it is necessary to outline company's goals and objectives. Finally, educate and train employees on using the SMS, and also periodically run audits to ensure that it is carried out in the most effective manner possible.

**5) Lifecycle Assessment:** Product design is critical. Gone are the days where the immediate product the only thing that matters, without any given thought to its afterlife. A cradle-to-cradle approach exhibits company's creativity and innovation and can, consequently, improve bottom line. Whether it is re-using of product or designing it in a manner that will keep it out of the landfill, build customer rapport and brand loyalty by taking the pressure off the disposal process for products.

**6) Sustainability/CSR Reporting:** CSR reporting has increased in popularity over the past few years, due to increasing government regulations as well as self-regulation by forward-thinking companies. It is important that consumer base has easy access to the latest and greatest efforts, in a way that does not minimize what firm is doing. A simple and environmentally-friendly way to do this is to post CSR reports on website.

**7) Sustainability Branding:** Transparency is the key in sustainability branding [2].

Of course all of them are not socio-economic, but occupies the whole aspects of company's social responsibility. At the same time, every of it depends on an economic situation in the company and its socio-economic responsibility plan.

Other variants of being socio-economic responsible are the following:

Voluntary Hazard Elimination. Companies involved with social responsibility often take action to voluntarily eliminate production practices that could cause harm for the public, regardless of whether they are required by law. For example, a

business could institute a hazard control program that includes steps to protect the public from exposure to hazardous substances through education and awareness. A plant that uses chemicals could implement a safety inspection checklist to guide staff in best practices when handling potentially dangerous substances and materials. A business that makes excessive noise and vibration could analyze the effects its work has on the environment by surveying local residents. The information received could be used to adjust activities and develop soundproofing to lessen public exposure to noise pollution.

**Community Development.** Companies, businesses and corporations concerned with social responsibility align with appropriate institutions to create a better environment to live and work. For example, a corporation or business may set up a foundation to assist in learning or education for the public. This action will be viewed as an asset to all of the communities that it serves, while developing a positive public profile.

**Philanthropy.** Businesses involved in philanthropy make monetary contributions that provide aid to local charitable, educational and health-related organizations to assist under-served or impoverished communities. This action can assist people in acquiring marketable skills to reduce poverty, provide education and help the environment. For example, the Bill and Melinda Gates Foundation focuses on global initiatives for education, agriculture and health issues, donating computers to schools and funding work on vaccines to prevent polio and HIV/AIDS.

**Creating Shared Value.** Corporate responsibility interests are often referred to as creating shared value or CSV, which is based upon the connection between corporate success and social well-being. Since a business needs a productive workforce to function, health and education are key components to that equation. Profitable and successful businesses must thrive so that society may develop and survive. An example of how CSV works could be a company-sponsored contest involving a project to improve the management and access of water used by a farming community, to foster public health.

**Social Education and Awareness.** Companies that engage in socially responsible investing use positioning to exert pressure on businesses to adopt socially responsible behaviour themselves. To do this, they use media and Internet distribution to expose the potentially harmful activities of organizations. This creates an educational dialogue for the public by developing social community awareness. This kind of collective activism can be affective in reaching social education and awareness goals. Integrating a social awareness strategy into the business model can also aid companies in monitoring active compliance with ethical business standards and applicable laws [3].

Thus, we see that the social and economic responsibility of business can be realized in several ways: it is sponsorship and philanthropy (the first form of social responsibility), and development of employees or the community in general, formation of common values in the conducting of business. The list is long, but basically it will be the underlying social and economic responsibility – a



responsibility to the citizens (including employees) for the development of the economic situation and the use of economic instruments for their welfare.

## **Part 2. International practical examples of modern realization of socio-economic responsibility of the company, its historical formation**

Further research will consider how socio-economic responsibility for world regions was developing in historical perspective.

In the United States, the concept of CSR as it is practiced today began to develop in the 1970s in response to large scale societal changes such as the rise of the civil rights movement, the rise of consumerism (protection of consumers from exploitation) and growing anti-war sentiment. This values shift has been identified by the World Values Survey as a part of a broad-based values shift that began after the World War II among westernized societies. As these societies successfully overcame material challenges in the aftermath of war, such as provision of jobs and housing, they moved gradually to embrace post-materialist values, in which personal expression, individual freedom and satisfaction of higher-order societal needs prevail. CSR in the USA arose as a business expression of this values shift, embraced initially by a handful of influential and vocal entrepreneurs with an almost religious zeal. Businesses such as Ben and Jerry's (now owned by Unilever) and Stonyfield Farm (now owned by Danone) had a disproportionate influence on business policy debate. By "selling out" to multinational corporations, they have attempted (possibly successfully) to mainstream CSR into business practice.

In the United Kingdom, the zeal of early "CSR-niks" was tempered by the view that CSR would be useful to business if it could deliver business benefits. A strategic view of CSR is thus more prevalent among UK-based firms. The UK-based organisation Business in the Community (BITC) was established in 1982 in response to perceived failures of business against a backdrop of rising unemployment and urban rioting and attempts to integrate considerations of societal impacts into business strategy.

In Europe, environmental considerations prevailed and the concept of sustainability may be expressed more than the concept of CSR. For example, environmental disclosures in company reporting are more prevalent than references to ethics.

In Japan, CSR has traditionally been expressed primarily through benefits to employees and environmental reporting. In India, leading CSR companies such as Tata Steel view extensive social investment as a core part of business strategy.

In Australia, we see evidence of all of these approaches to CSR, although the strategic view as practiced in the UK, combined with attention to the concept of sustainability, is most prevalent among CSR leaders. A strong stakeholder orientation is evident in successive reports of the Annual Review of the State of CSR in Australia [4].

Table 1

### Practical examples of realization of socio-economic responsibility

№	Company name	Instruments of CSR	Main activity	Industry	Region
1.	Google	<ol style="list-style-type: none"> <li>1. Social investments;</li> <li>2. Scientists' researcher in environmental sphere.</li> </ol>	<p>Google Green is a corporate effort to use resources efficiently and support renewable power. But recycling and turning off the lights does more for Google than lower costs. Investments in these efforts have real-world effects on the bottom line. Google has seen an overall drop in power requirements for their data centers by an average of 50 percent. These savings can then be redirected to other areas of the business or to investors.</p>	Multinational technology company	USA
2.	Xerox	<ol style="list-style-type: none"> <li>1. Donation.</li> <li>2. Supporting programs.</li> <li>3. Community development.</li> </ol>	<p>The printing giant has multiple programs for donating and supporting programs for social responsibility. Their Community Involvement Program encourages it by directly involving employees. Since 1974, more than half a million Xerox employees have participated in the program. In 2013 alone, Xerox earmarked more than \$1.3 million to facilitate 13,000 employees to participate in community-focused causes. The return for Xerox comes not only in community recognition, but also in the commitment employees feel when causes they care for are supported by their employers.</p>	Document services	USA
3.	Target	<ol style="list-style-type: none"> <li>1. Volunteers programs.</li> <li>2. Philanthropy.</li> <li>3. Educational grants.</li> </ol>	<p>Since 1946, Target has been committing more and more effort and assets toward local and environmental support for the communities in which they have stores. Over the past several years, the company's efforts from growing sustainable practices to educational grants have amounted to 5 percent of its profit going to local communities. In the area of education alone, Target has donated more than \$875 million since 2010.</p>	Retail	USA

Continuation of Table 1

4.	Starbucks	<ol style="list-style-type: none"> <li>1. Ethics principles.</li> <li>2. Sustainable production.</li> </ol>	<p>Starbucks ranked as Fortune Magazine's fifth most socially responsible company in 2012. There are a number of good reasons for the high ranking. The company looks for better ways to develop sustainable production of its coffee. It has set in place some guidelines it calls C.A.F.E Practices, ensuring environmental leadership, economic accountability, and product quality. Starbucks also supports Ethos Water, which provides clean water to more than a billion people.</p>	Coffee shop	USA
5.	Disney	<ol style="list-style-type: none"> <li>1. Philanthropy.</li> <li>2. Environment development.</li> </ol>	<p>The Walt Disney Company largely focuses on a few areas of social responsibility, namely community, the environment, and volunteerism. Disney has been a major provider of aid after natural disasters, such as the 2010 earthquake in Haiti. The company also takes an interest in protecting the environment, giving proceeds from nature films to plant trees in the rain forest and protect thousands of acres of coral reef.</p>	Mass media entertainment	USA
6.	NuSkin	<ol style="list-style-type: none"> <li>1. Community development.</li> <li>2. Donation.</li> </ol>	<p>One of the company's major initiatives is called Nourish the Children. The program was started in 2002 and allows company sales leaders, employees, and customers to donate nutrient-rich meals to needy children. In March 2014, NuSkin announced that it had surpassed 350 million donated meals. The company also operates the Force For Good Foundation, which works to offer children relief from illiteracy, disease, and poverty.</p>	Multilevel marketing	USA
7.	Microsoft	<ol style="list-style-type: none"> <li>1. Fundraising activity.</li> <li>2. Community development.</li> </ol>	<p><b>Microsoft</b> is another major company that takes great effort in giving back. The company was even named the best at Corporate Social Responsibility by the Reputation Institute. One way Microsoft is helping out is through its annual Employee Giving Campaign, where employees attend fundraising events for non-profit organizations. The campaign has been held every year since 1983 and has raised more than \$1 billion in contributions to more than 31,000 organizations.</p>	<p>Computer software Computer hardware Consumer electronics Digital distribution</p>	USA

Continuation of Table 1

8.	<b>TOMS Shoes</b>	1. Charity.	The entire company was founded on the idea of giving back. For every pair of shoes sold, another pair is donated to a child in need. More than 10 million pairs of shoes have been donated, and that charitable effort has now extended to vision care for kids.	Retail	USA
9.	<b>Accessibility Partners</b>	1. Community development	Accessibility Partners works with private and public IT manufacturing companies, federal agencies and other organizations to test and review products that make information technology accessible to individuals with a variety of disabilities. More than 70 percent of the company's employees have disabilities themselves, so the company promotes disability advocacy in all of its operations.	Accessibility consulting	USA
10.	<b>Altered Seasons</b>	1. Charity.	<b>Altered Seasons</b> – Kelly Reddington founded his eco-friendly candle company Altered Seasons in 2003 at age 14 with the help of his mother. For every candle sold, Altered Seasons provides a meal to an American in need through Feeding America.	Retail	USA
11.	<b>Children Inspire Design</b>	1. Eco-friendly education.	This company sells goods to promote environmental education for children.	Retail	Mexico
12.	<b>Cole and Parker</b>	1. Community development.	Through its partnership with microfinance organization Kiva, Cole and Parker donates proceeds from every sock sale to a fund that is used to provide small loans for entrepreneurs in developing countries.	Retail	Canada
13.	<b>Do Good Buy Us</b>	1. Charity. 2. Community development.	The mission of this company is to sell “goods that do good”. This e-commerce website is dedicated to changing consumerism by selling products made by organizations that support social causes. Additionally, 50 percent of the company's proceeds go toward fighting poverty, hunger, disease and other global issues.	Retail	

Continuation of Table 1

14.	<b>Fashion Project</b>	1. Donation.	A “re-commerce” platform that allows consumers to donate and shop for second-hand clothes, offers people the opportunity to make a tangible difference with their donations and purchases. Founded in 2012 by entrepreneurs Anna Palmer and Christine Rizk, this company gives up to 55 percent of the net profits from every item sold to the donor's charity of choice.	Retail	USA
15.	<b>Gift of Happiness</b>	1. Charity.	Donates 5 percent of every purchase to the listed charity of the customer's choice. But what makes this cause-centric marketplace truly unique is its transparent follow-through: Every charity has a "progress bar," and customers can check back to see how much closer their favourite causes are to reaching their funding goals.	Charity foundation	Thailand
16.	<b>Headbands of Hope</b>	1. Donation.	Helps children with life-threatening illnesses. Headbands of Hope sells made-in-the-U.S. headbands and donates a dollar of each sale to childhood cancer research through the St. Baldrick's Foundation.	Retail	USA
17.	<b>HERO farm</b>	1. Social marketing.	It is a social mission-focused marketing and design agency whose philosophy is “Do great work for good people”. The founders made the decision to work with socially responsible companies after realizing how beneficial and impactful advertising can be when a company has an admirable mission. HERO farm also does at least one pro bono campaign per year for a non-profit organization.	Marketing and design agency	
18.	<b>Image Outfitters</b>	1. Donation.	Since its launch in 1998, promotional products manufacturer Image Outfitters has made annual donations to local charities. Its proprietary platform is iShare, 10 is a unique charitable donations program doing great things for any company’s community. iShare helps companies make their marketing dollars work more effectively in the communities where they do business.	Consulting	USA

19.	<b>Molson Coors Canada</b>	<ol style="list-style-type: none"> <li>1. Community development.</li> <li>2. Educational programs.</li> </ol>	Molson Coors invests more in responsible drinking education than on alcohol-cantered events. Molson reaches out to the community to find ways to spread the message of responsible drinking, putting money behind the TaxiGuy program (for those who've had one too many) and covering the cost of free public transit on New Year's Eve.	Beverages	Canada
20.	<b>Tyson Foods</b>	<ol style="list-style-type: none"> <li>1. Community development.</li> <li>2. Charity.</li> </ol>	Tyson has committed its brand to efforts to relieve and ultimately end childhood hunger, and in the past few years been integrating social media into its hunger relief efforts. Tyson connected with the Social Media Club and began a string of extraordinarily smart and effective efforts to enlist the community.	Food processing	USA
21.	<b>Haagen-Dazs</b>	<ol style="list-style-type: none"> <li>1. Scientific research.</li> <li>2. Environment protection.</li> </ol>	Honeybees are disappearing at an alarming rate – and that is bad news for the global food chain. The company is donating a portion of proceeds from its Haagen-Dazs honeybee brand to research on the topic, and it launched a modest Twitcause campaign through the #HelpHoneyBees hashtag, raising \$7,000 in two days.	Retail	USA
22.	<b>Greenopolis</b>	<ol style="list-style-type: none"> <li>1. Community development.</li> </ol>	Greenopolis was developed to serve as an educational tool to teach people how to be more environmentally sound as they go about their daily lives. The goals for the web site are summed up in its tagline: “Learn. Act. Reward. Together.” Greenopolis was created by, and is wholly owned by, Waste Management Recycle America.	Education	USA
23.	<b>Juntos Shoes</b>	<ol style="list-style-type: none"> <li>1. Donating.</li> </ol>	This ethically conscious fashion startup designed a shoe inspired by traditional Ecuadorean canvas shoes. For each pair sold, Juntos Shoes donates a supply-filled backpack to an at-risk Ecuadorean child to help him or her participate more fully and effectively in school.	Retail	Ecuador
24.	<b>Krochet Kids</b>	<ol style="list-style-type: none"> <li>1. Charity.</li> <li>2. Community development.</li> </ol>	The company earned its non-profit status in 2008, and today, Krochet Kids is helping more than 150 Ugandans and Peruvians make a fair wage through the sale of crocheted goods.	Retail	USA

[5; 6; 7; 8]

Very often the idea of “good corporate citizens” can seem like a concept that is completely removed from our day-to-day realities. Sure, mega-corporations can have volunteer programs or philanthropic arms that focus on big-picture issues, but that seems so highbrow.

Now we will observe specific examples of socio-economic responsibilities of international companies (Table 1).

For these companies and many others, business is not all about the bottom line. They make strides to be a caring part of the community and help out those who live in less fortunate circumstances. They are companies that know how important Corporate Social Responsibility can be for others.

Having examined examples of companies in the area of social responsibility, we can make some conclusions:

First, companies are increasingly turning to social responsibility, and forms and tools that they use are both old and new. Thus, in addition to philanthropy, sponsorship and philanthropy, companies are increasingly dealing with the protection of the environment, community development, conducting educational programs and more. That is they are aimed at the socio-economic and socio-environmental responsibility.

Secondly, as we see from the table, most companies – American, but that does not mean that they are only the most socially responsible. Many companies – multinational and operate worldwide. So to draw any conclusions about what US companies are more socially responsible would be incorrect.

### **Part 3. Malaysian and Brazilian experience of CSR practice**

The experience of countries that belong to the group of newly industrialized countries may be useful for Ukrainian today because they are at the stage of economic reform, major changes and actively implement social responsibility practices in their businesses.

In emerging country like Malaysia, CSR practice become increasing where most companies recognize CSR as a business priority [9].

The criteria of CSR in this country is namely health and safety, staff development, quality of life, diversity, employee welfare and effective communication with employees was outline in workplace dimension. Most of the companies have practice health and safety as well as having staff development in their CSR reporting. The lowest criteria disclosed will be employee welfare, which describe staff pension, maternity leave, insurance and others. It is recorded that Sunway Berhad, Gamuda Berhad and IJM Land Berhad acknowledge the importance of human resources in their business. Meanwhile, IOI Property Group has no record in workplace dimension.

Practices by Malaysian Top Property Developers (on Workplace Dimension): Health and safety; Staff development; Quality of life; Diversity; Employee welfare; Effective communication with employees.

Community dimension entails CSR activity, which is how companies are strengthening the local community in which they operate and potentially other communities they have chosen to assist. Researches represent the result of community dimension of CSR practice by Malaysian Top Property Developers. Donation, educational and underprivileged criteria become the significant aspect for property developers. Mah Sing Group practices all items under community dimension including medical research, which not concentrated by other companies.

Examining the material, we can see that the great attention from Malaysian companies is paid to the environmental component than economic. However, we still see significant value and economic.

Also look at examples of social responsibility in another area of Malaysian companies – Investigation of awareness of CSR implementation among construction companies in Malaysia. In literature review, awareness of most Malaysia companies towards CSR was conducted only through philanthropy. However this does not fulfil CSR requirement due to the fact that most companies in Malaysia does not fully understand CSR concept. Based on 30 sets of data collected from the surveys, below are the results about the awareness and implementation of CSR among construction companies in Malaysia (Table 2).

Table 2

**CSR implementation in construction companies in Malaysia**

<b>Company contribution</b>	<b>n</b>	<b>%</b>
Philanthropy	11	36.7
Education Programmes	0	0
Environment sustainability	8	26.7
All	7	23.3
None	4	13.3

[10]

Thus we see that in this area the largest part is on philanthropy as a direct form of socio-economic responsibility of the company, while other forms are not given such attention, such as educational programs.

Now turn to the Brazilian experience, where practices of corporate social responsibility are becoming more common in companies.

According to Griesse, Scharf, Young Brazil has had a positive experience in social and responsibility programs because of its long tradition of philanthropy. This was reflected in a census conducted in 2005 by the Group of Institutes, Foundations and Companies (GIFE), which found that the 101 member companies invested about US \$555 million in philanthropic initiatives that constitute approximately 25% of the money invested by the private sector designated to foundations and non-profit organizations in Brazil.

The importance of philanthropy in Brazilian society can be considered to have derived from the social inequalities that historically characterized the country. Young



believes that in Brazil there are great opportunities that coexist with large inequalities and these problems are rooted in the history of this nation.

Although these philanthropic characteristics are of great relevance in Brazilian society, in the past couple of decades, individual actions have gradually been replaced by a corporate framework of social responsibility that is more formalized. It is intended to implement programs that go beyond short-term social actions, and according to Duarte, Brazil has been the leading country in corporate social responsibility with more than half of the ISO 14.001 environmental certifications in Latin America and even more certifications of the SA 8000 regarding labour issues, more than any other country in America. Also to be highlighted in the case of Brazil is the great importance of the Third Sector as a space favourable to the influence of companies through corporate social responsibility activities.

Brazilian companies are also pioneers among the countries of Latin America in the publication of corporate social responsibility practices in sustainability reports in accordance with the Global Reporting Initiative (GRI). A study by Haslam shows that Brazilian companies could be considered a special case in corporate social responsibility issues now that companies reflect their commitment to CSR and present their reports closer to Canadian standards than to those of Latin America.

As can be observed, the variables reflected correspond to the corporate social responsibility practices of the companies considered in the study: 13 corporate social responsibility practices refer to social aspects, 10 refer to product responsibility, 11 – to environmental aspects, and 11 – to socially responsible actions of the company towards the community.

It can thus be observed that the variables corresponding to environmental practices are closer to those companies located in the northern geographical area of Brazil, while the variables representing social practices and practices with the community are closer to companies located in the south and north-eastern geographical area of the country. It can also be highlighted that variables related to product responsibility correspond to companies conducting business in the southeast of the country.

The north-eastern region has one of the most serious social situations of the country due to the population density in some areas and to the crisis in some of the traditional sectors, such as sugar cane for the production of alcohol and cacao; the cyclical problem of drought, and its extension. This situation entails complex social issues that may explain why companies operating in the north-eastern part of Brazil are more concerned with social practices towards the community [11].

The experience of these countries may be very useful for Ukraine, but not in all. As an example, in Malaysia, there are developing more philanthropy or development is aimed at the development of staff, but still insufficient rapidly. Brazil's experience shows how social responsibility varies depending on the region, which is also important for Ukraine, because the economic, social and environmental situation in our country differs by region.

## Conclusion

Summarizing the above, we note that the socio-economic responsibility is a responsibility of the company to employees, owners, customers, competitors, community and state through economic measures aimed at economic development of the company and others to improve welfare. The tools of socio-economic responsibilities may include: philanthropy, sponsorship, grants, charity, community development, educational programs and more. Now we can meet all of these tools in the activities of international companies are actively giving effect to them. There are companies that are based on great mother-company and founded especially for charitable or similar activities. To explore the experience of companies in our article we presented some of them. For Ukraine, the experience of the NIC group, which is also actively developing its CSR, could become useful.

Thus, at Ukrainian enterprises one can find examples of social responsibility, but they are more related legal aspects, but also there are individual insurance and provision of soft loans. But this is not a common practice; that is why we should introduce new forms and expand the use of the multitude of them that is already existed. It is very useful for our present to community development as their employees and society in general. This can be carried out in the form of training programs to teach economic literacy, defend their rights and interests protection, concluding of corporate insurance contracts for staff, granting material, compensation, etc. But all these measures are an urgent issue for the Ukrainian today, as businesses try to compete with foreign companies and integrate into the global market.

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