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THE POTENTIAL OF CORPORATE SOCIAL RESPONSIBILITY IN THE COMPETITIVENESS MANAGING SYSTEM OF AN ENTERPRISE

Summary

In modern economic conditions social responsibility is the key strategic direction of the formation of competitive advantages of a company. Nowadays CRS is the company's reaction to global market requirements and the concentration of consumer attention around environmental and social problems of the country. A socially responsible company has advantages that make it more competitive, among them a better business reputation, higher business value and consumer confidence, priority in obtaining of investment resources, comprehensive support from local authorities etc. The analysis of competitiveness ratings had shown that Ukraine significantly lags behind the world's leading economies. It requires finding of the new competitive advantages for Ukrainian enterprises, one of which is social responsibility. In contrast to Ukrainian enterprises, especially small and medium-sized businesses, where CSR practices are not widespread, social responsibility in foreign companies' activities is not only a strict formulation of their corporate strategy, but also fully correlates with the priorities and objectives of the Sustainable Development Goals. The article highlights practical aspects of corporate social responsibility based on the use of the CSR pyramid, research ratings and situational analysis of the experience of socially targeted activities of McDonald's and Starbucks. What the analyzed companies have in common is an exclusive social mission, a developed plan and measures of corporate social responsibility, which are implemented at all four levels of the CSR pyramid, which allows Ukrainian companies to use their experience. However, in contrast to Western corporations, the economic component of social responsibility remains the best in Ukrainian realities, and the development of an ethical component as a basis hampers the manifestation of a shadow approach to doing business. Based on the study of social responsibility of the world's leading restaurant chains, the pyramid of social responsibility for domestic restaurants (for example, coffee shops) has been proposed. The mechanism of forming the competitive advantage through the development of socially-componential activities for restaurant enterprises had substantiated in the article. That ensures the acquisition of socially value of enterprises, which will increase its competitiveness.

Keywords: corporate social responsibility (CSR), competitive advantage, potential of social responsibility, CSR pyramid, competitiveness.

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