

UDC 005.35

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**CLASSIFICATION OF IMPACT MEASUREMENTS OF SOCIAL
RESPONSIBILITY IN BUSINESS ON ECONOMIC PROCESSES IN
AGRICULTURAL AND FOOD SPHERE**

Setting the problem. Social responsibility of business is a leverage that characterizes the potential transformation of social problems in additional business value through the implementation of its patent components and capabilities to increase of the market value in business. Thus, social responsibility of business describes a qualitatively new level and functional reporting mechanism of agricultural food sector by enterprises before the congregation both within the formalist, legally effective institutions and outside them, certifying vigorous debate in the scientific community and initiative attention to this process by the majority of domestic agricultural enterprises, even in crisis situations of the agrarian economy development in Ukraine.

Considering the social importance of responsibility of agricultural business this problem acquires the special actuality in the context of the strategic development of agricultural and food sphere.

Analysis of recent research and publications. The mechanisms of influence of social responsibility in the context of sustainable development of the national agricultural economy in current conditions reflected in the writings of famous scientists. Among them are: Andriychuk V.H., Nepochatenko O.O., Mytyay O.V., Chyrva O.H., Kryukova I.O., Shabatura T.S., Hryshova I.Yu., Lupenko Yu.O., Malik M.Y., Mazurenko V.P., Savchenko I. H, Khamidova A.M., Vorobey V.A., Vorona O.I. [1-10].

However, it has not yet been formed a scientific classification of measurements and factors of influencing social responsibility of business on economic processes in the agricultural food sphere.

Setting the objective. The aim of the article is to develop the authoring classification of factors and impact measurements of social responsibility in business on economic processes in agricultural and food sphere.

The main material of the research. The study of world experience, the implementation of effective mechanisms according existing processes of practical applying social responsibility of the domestic business on the social and economic effects of agricultural and food development in Ukraine allowed the development of multi-criteria classification system measurements and factors influencing the processes of agricultural and food sphere by the following features (Fig. 1).

There are features by the scale of influence: general and state, regional, local, point.

Measurements of the impact of social responsibility in business at the state level appear in the first place, the effectiveness of government programs for economic and social development, viability of strategic long-term programs, where provided not only economic development and natural resources potential, but the development of human resources, labor markets and protecting environment and raising the standard of living in depressed rural areas.

Social responsibility of business is scientifically defined in the economic literature [1-4] as the main principle in the interaction between the state, business and society, which includes, first of all, participation in social programs of the state as a whole.

However, only government regulation does not solve most social problems, which in its turn creates an ambiguous situation where the business is used as a tool that allows you to reverse the failures of state institutions of social development.

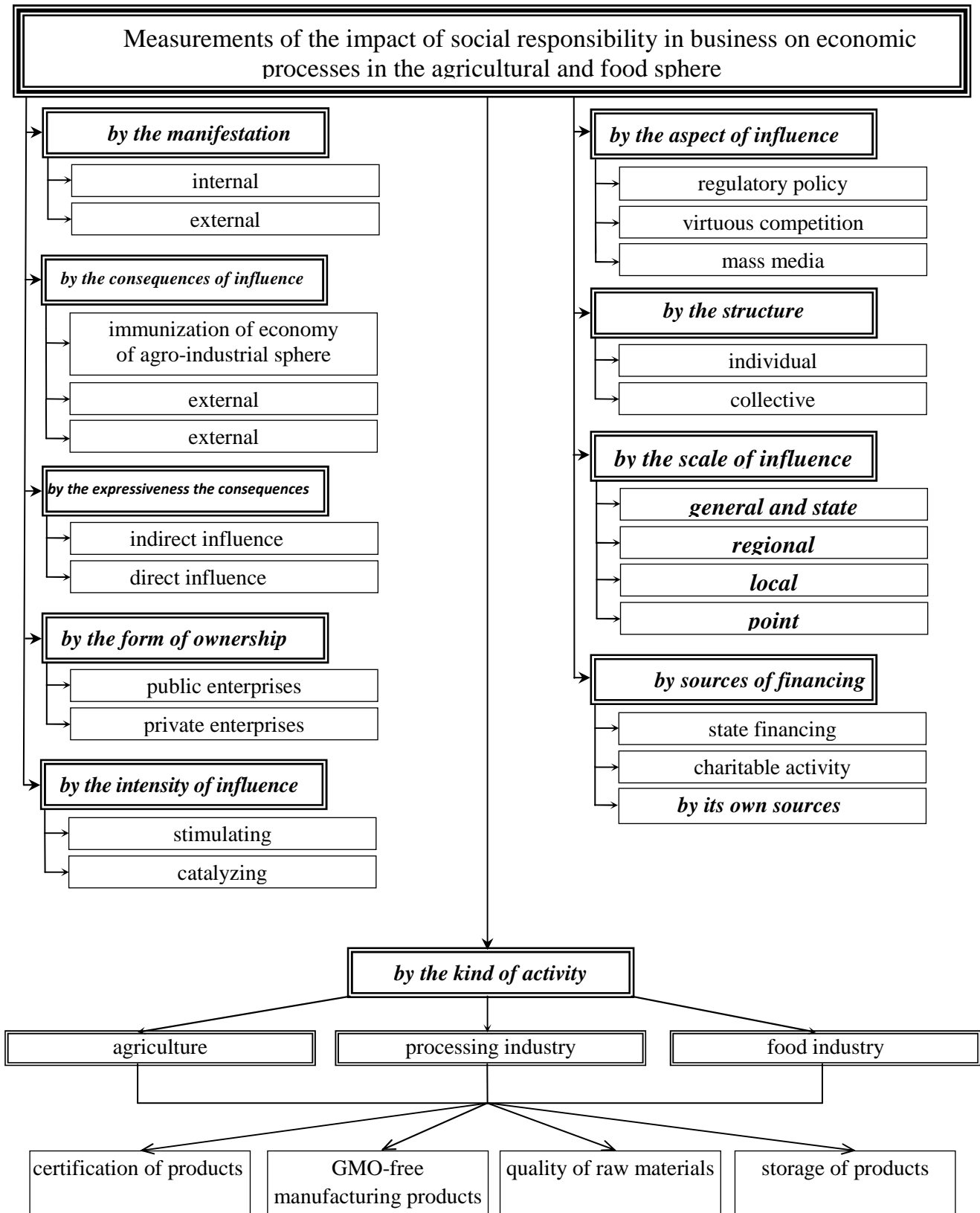


Figure 1. Measurements of the impact of social responsibility in business on economic processes in the agro-industrial sphere

Source: Developed by the author

The current domestic market of social investments is closed to competition and the prospects for its freedom are not defined. Further development of business relationships and the state in the aspect of social policy can go by one of three scenarios. First of all, it is the traditional role of business as compulsory filling for budgets of all levels the second scenario is the idealized model of a competitive market for social investments. And the third, more realistic model – business advocates as an equal partner of state and the state, in its turn, is a regulator and guarantor of fair rules on the social investment market.

The regional level of development and implementation of social responsibility of business in the agricultural food sphere caused by the specifics of the social and economic development, climatic conditions, availability of labor and natural resource potential. Different regional specializations of the national economy, the availability of industrial infrastructure, the social and psychological factors, quality of life in the region (for example – Western and Eastern regions of Ukraine, etc.) cause different approaches to solving social problems, but they have to be more resilient and approximate to specific social solutions.

Local level of measures the impact of social responsibility in business operates within the following units of the administrative and territorial structure of the country – the local economic zones development is caused by cluster, innovation, investment and other economic mechanisms. The main tasks of social responsibility in business at this level include, first of all help in solving the zonal social and economic issues: the development of social infrastructure and other community issues, increasing the attractiveness of the economic zone, etc.

The point level of measurement of social responsibility involves socially aware selected behavior of business units within a particular industry, including agricultural food sphere, which is determined by the mentality of the owners, understanding the advantages of socially oriented activity in the future and prestige relevant of business units to civilized standards and principles of protectionism.

Measurements of social responsibility by the environment of the manifestation in the context of internal and external factors can be characterized in the contours of the scope of influence.

Factors that operate at the national level are related to external because they act objectively and develop in the external environment, in relation to the studied region and have its properties of functioning. At the same time, regional, local and point factors are internal and reflect the specific inside the region.

Measurements of influence of social responsibility in business can be determined *by the form of ownership of business entities* in the context of public enterprises and private businesses.

The implementation of social responsibility of business at public enterprises is mainly carried out by the state programs and appropriate funding that is planned and, unlike private enterprises has clear limits and terms and characterized by a certain level of regulation and coercion. Social responsibility of business at private enterprises is aware choice of owners, has integrated nature and depends on the scale of business, financial and economic conditions, the terms of implementation and receiving profits, foreign economic activity, etc. Therefore, in most cases, they are considered as measurements of influence of the point and local level.

The major role in measuring influence of social responsibility of business on economic processes and sustainable development of the agricultural and food sphere belongs to the financial provision. It should be noted that sources of financing social investment also have great importance because its own and borrowed capital are characterized by different costs and potential of attracting resources.

It should be noted that the problem concerns not only the distribution of funding sources on state and by its own revenue business, but also about the high degree of interest for private enterprises in the material and moral encouragement of social behavior in business.

Furthermore, in the present conditions there is a high interest of business in stimulating social investment by the state. The state should develop tools of an independent state assessment, expertise and dialogue with business on the subject that

will stimulate enterprises and demonstrate more concrete results. At the same time, the state must share with business risks that arise in the implementation of corporate social responsibility. It should also be noted that social business investments should not replace social benefits of the state. This notion comes into conflict with the popularization of the idea of social responsibility in business as a source of long-term competitive advantage.

Important role in the financing of social responsibility of business is given to charitable activity. The introduction of the practice of charity must be distinguished between the concept of priority of business support and spheres of society.

The differences are based on the fact that enterprises is not alone in choosing the directions of their socially responsible activities do not develop their own program and choose among proposed at the state level. However, very often business representatives belong to this type of social activity with suspicion and distrust. The reason for this, first of all is that the real expenses on these activities do not achieve the desired effect, because in Ukraine preferences of business as a result of the social activity are in the state of origin, an individual approach to incentives is not formed, etc. The matter is that the availability of social initiatives requires a systematic scientific approach as an element of management culture of renewal society.

According to the consequences of manifestation the measurement of the social responsibility of business is characterized as a direct and indirect influence.

Direct influence is defined in the indicators of economic efficiency: the levels of profitability and market business value. Indirect influence is characterized by general and social, universal effects from social investments that is expressed as the result during a certain time. The part of the economic indicators are the result of social achievements aimed at improving the image, increasing capital of trade marks, improving the investment attractiveness of business, innovation activity, increasing competitiveness and obtaining leadership positions at the agricultural market.

According to the consequences of measurement influence of social responsibility of business is identified with immunization of economy of agricultural and food sphere, development of the demographic sphere.

The impact of social responsibility of business in the demographic sphere is expected in the form of innovative development of depressed territories through cluster economic mechanisms with simultaneous addressing a range of issues of social direction: the development of social infrastructure, assistance to attraction and employment of highly qualified personnel, the development of education and health care, etc.

Destructive demographic processes, the lack of places of employment and low wages, poor development of the network of social facilities jeopardize the preservation and reproduction of the labor potential in the village, the implementation of entrepreneurial initiatives in rural areas. This fact requires the development and implementation of the system state policy to address the most pressing of social and economic problems of the rural population. The importance of this problem is also related to the need of performing its obligations by Ukraine its commitments on the harmonization of applicable law and standards of life quality with EU cooperation which remains one of the priorities of Ukraine's European integration [7].

Most government programs in Ukraine related to the rural development and solving social and economic problems of the rural population, has mostly declarative nature and does not provide the necessary financial resources that complicates and sometimes makes it impossible of their implementation. This is particularly true of the State Targeted program of Ukrainian village development until 2015 [9]. According to the Ministry of Agrarian Policy and Food of Ukraine, in 2013 budget financing of measures of the program was 86.3% from the planned amount. Some important tasks of the program are not implemented due to lack of financing.

Immunitization of economy of agricultural and food sphere provides the output of domestic enterprises of agricultural and food sphere on the international and national level through the increasing of their competitiveness, improving product quality, ensuring food security, innovative development of national economics.

Impact of social responsibility on economic processes in the agricultural and food sphere has different intensity and is characterized by a catalytic (driving) and constraining dimensions.

We must admit that catalytic (driving) measures the impact of social responsibility of business on economic processes is accumulation of scales and quality of investment flows, improving the investment climate and increasing the innovation capacity of the industry, the expansion of integration relations. At the same time, the restraining factors include those that optimize social risks, negative social and institutional phenomena and explosions.

The wide range of directions and aspects of the influence of social responsibility in business on economic development of agricultural and food sphere is examined in the scientific literature, which is primarily measured by augmentation of competitiveness [10].

The state actively promotes the implementation of social responsibility of business in current business practice. One of the effective incentives that encourage enterprises to be socially responsible is legal privileges. It should be noted that today the part of income tax has a number of benefits associated with social activity of enterprises in Ukraine.

Measurements of the influence of social responsibility of business on economic development in the context of individual industries of national economy (food, processing industry and agriculture) occur through the introduction of advanced technology, production of high quality raw materials and organic products without GMOs, improve product storage, its certification, etc.

Preservation of social structure stability in the country needs renovation of model of social partnership, moreover certain inertia of labor relations and expectations of the population are able to complicate the social and economic dynamics.

Conclusions from the study. Generalization and multi-criteria classification of measuring influence of social responsibility in business of agricultural and food sphere by selected features allow to form a methodical tool of the density estimation

of influence, the efficiency of implementation of social programs and recouping of social investments to promote and rising the prestige of social responsibility among the domestic producers, forming multilevel social architecture of agricultural and food sector and opportunities conversion of social problems in a profitable business by implementing leverage of social responsibility of business in agricultural and food sphere.

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Кужель В.В. КЛАСИФІКАЦІЯ ВИМІРІВ ВПЛИВУ СОЦІАЛЬНОЇ ВІДПОВІДАЛЬНОСТІ БІЗНЕСУ НА ЕКОНОМІЧНІ ПРОЦЕСИ АГРОПРОДОВОЛЬЧОЇ СФЕРИ

Мета. Метою дослідження є розробка авторської класифікації факторів та вимірів впливу соціальної відповідальності бізнесу на економічні процеси в агропродовольчій сфері.

Методика дослідження. В результаті дослідження використані методи наукового пошуку: монографічний, узагальнення, аналізу та синтезу, індукції (переходу від знання окремих фактів до знання загального) та дедукції, причинно-наслідкові зв'язки економічних явищ та процесів агропродовольчої сфери під впливом означених факторів соціальної відповідальності бізнесу, що забезпечують в своїй єдності наукове вивчення соціальної відповідальності бізнесу як економічної категорії у багатосторонньому діалектичному зв'язку.

Результати. За результатами узагальнення основних факторів нами визначені основні ознаки класифікації: за аспектами та наслідками впливу, середовищем прояву та структурою, за масштабом впливу та джерелами фінансування, за формою власності та інтенсивністю, за вираженістю наслідків. Зроблені висновки щодо необхідності запровадження ефективних стимулів активізації соціальної відповідальності бізнесу з боку держави з метою поширення та піднесення престижності соціальної відповідальності серед вітчизняних товаровиробників, формування багаторівневої соціальної архітектури агропродовольчої сфери та можливостей конвертації соціальних проблем у прибутковий бізнес за рахунок реалізації важелів соціальної відповідальності бізнесу в агропродовольчій сфері.

Наукова новизна. Науковою новизною є авторський підхід до систематизації та класифікації вимірів та факторів впливу соціальної відповідальності бізнесу на економічний розвиток агропродовольчої сфери, що є методичною основою для всебічної оцінки щільності впливу, аналізу основних напрямів реалізації соціальної відповідальності бізнесу вітчизняними підприємствами.

Практична значущість. Практичне значення розробленої класифікації полягає в удосконаленні розуміння природи соціальної відповідальності, її структурних елементів, зв'язків з економічними проблемами та шляхами їх комплексного вирішення та є базою для подальшої розробки методичного інструментарію для порівняння і оцінки ефективності різних напрямів впровадження соціальної відповідальності бізнесу в агропродовольчій сфері.

Ключові слова: соціальна відповідальність бізнесу, фактори, виміри впливу, класифікація, агропродовольча сфера.

Кужель В.В. КЛАССИФИКАЦИЯ ИЗМЕРЕНИЙ ВЛИЯНИЯ СОЦИАЛЬНОЙ ОТВЕТСТВЕННОСТИ БИЗНЕСА НА ЭКОНОМИЧЕСКИЕ ПРОЦЕССЫ АГРОПРОДОВОЛЬСТВЕННОЙ СФЕРЫ

Целью исследования является разработка авторской классификации факторов и измерений влияния социальной ответственности бизнеса на экономические процессы в агропродовольственной сфере.

Методика исследования. В результате исследования использованы методы научного поиска: монографический, обобщения, анализа и синтеза, индукции (перехода от знания отдельных фактов к знанию общего) и дедукции, причинно-следственные связи экономических явлений и процессов агропродовольственной сферы под влиянием указанных факторов социальной ответственности бизнеса, обеспечивающих в своем единстве научное изучение социальной ответственности бизнеса как экономической категории многостороннем диалектической связи.

Результаты. По результатам обобщения основных факторов нами определены основные признаки классификации: по аспектам и последствиям влияния, средой проявления и структурой, по масштабу влияния и источниками финансирования, по форме собственности и интенсивности, по выраженности последствий. Сделаны выводы о необходимости внедрения эффективных стимулов активизации социальной ответственности бизнеса со стороны государства с целью распространения и подъема престижности социальной ответственности среди отечественных товаропроизводителей, формирование многоуровневой социальной архитектуры агропродовольственной сферы и возможностей конвертации социальных проблем в прибыльный бизнес за счет реализации рычагов социальной ответственности бизнеса в агропродовольственной сфере.

Научная новизна. Научной новизной авторский подход к систематизации и классификации измерений и факторов влияния социальной ответственности бизнеса на экономическое развитие агропродовольственной сферы, является методической основой для всесторонней оценки плотности влияния, анализа основных направлений реализации социальной ответственности бизнеса отечественными предприятиями.

Практическое значение разработанной классификации заключается в усовершенствованные понимание природы социальной ответственности, ее структурных элементов, связей с экономическими проблемами и путями их комплексного решения и является базой для дальнейшей разработки методического инструментария для сравнения и оценки эффективности различных направлений внедрения социальной ответственности бизнеса в агропродовольственной сфере.

Ключевые слова: социальная ответственность бизнеса, факторы, измерения влияния, классификация, агропродовольственная сфера.

Kuzhel V.V. CLASSIFICATION OF IMPACT MEASUREMENTS OF SOCIAL RESPONSIBILITY IN BUSINESS ON ECONOMIC PROCESSES IN AGRICULTURAL AND FOOD SPHERE

Purpose. The aim of the article is to develop the authoring classification of impact factors and measurements of social responsibility in business on economic processes in agricultural and food sphere.

Methodology of research. The methods of scientific research: monographic, generalization, analysis and synthesis, induction were used in this article (the transition from knowledge of certain facts to general knowledge) and deduction, causal relationships of economic phenomena and processes of agricultural and food sphere under the influence of the indicated factors of social responsibility in business that provide the

scientific study of social responsibility of business as an economic category in multilateral dialectical relation in its unity.

Findings. The main features of the classification have been determined by us by the results of generalization of the main factors: by the aspects and impact implications, manifestation and structure, on the scale of influence and sources of funding, form of ownership and intensity, with the expressiveness of the consequences. The conclusions have been made on the need to provide an effective incentives for activating social responsibility of business by the state in order to disseminate and raising the prestige of social responsibility among domestic commodity producers, forming multilevel social architecture of agricultural and food sphere and opportunities to convert social problems into profitable business through the implementation of leverages for social responsibility of business in agricultural and food sphere.

Originality. Scientific novelty of the paper is the authoring approach to the systematization and classification of impact factors and measurements for implementation of social responsibility in business on economic processes in agricultural and food sphere, which is the methodological basis for the comprehensive evaluation of the density of effects, the analysis of the main directions of social responsibility in business by domestic enterprises.

Practical value. The practical significance of developed classification is to improve understanding the nature of social responsibility and its structural elements, connections with economic problems and ways of its complex decision. Practical value is the basis for further development of methodological tools for comparison and evaluating the effectiveness of the various areas for implementation of social responsibility of business in agricultural and food sphere.

Key words: social responsibility of business, factors, impact measurement, classification, agricultural and food sphere.