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**ORGANIZATIONAL MECHANISM OF SOCIAL RESPONSIBILITY
DEVELOPMENT MANAGEMENT IN THE SYSTEM OF AGRICULTURAL
ENTERPRISES MANAGEMENT**

Formation and development of social responsibility of a business becomes the most urgent problem of the modern economics and business behaviour. The aim of the article is to prove the elements of the organizational mechanism of social responsibility development management, which can be integrated into the system of agricultural enterprises management.

General scientific and economic methods were used in the process of the investigation. In particular, the general scientific methods were used to summarize the foreign experience of social responsibility concept integration into the enterprises development strategy. The economic methods were used to form the organizational mechanism of social responsibility development management in the system of agricultural enterprises management.

The experience of the EU Member States in solving the tasks of human capital formation of the society, ecological security, and social support for the low-income groups of the population is investigated in the article.

Ukraine's integration into the world community is connected with the processes of economic globalization and requires compliance of the domestic business with the modern international criteria and standards for socially responsible activity of the enterprises. The agricultural enterprises are the basis for food security of the country and are an important source of budget replenishment, job creation, investments into the social programs of the local community. They influence the environment greatly in the process of their activity.

At present Ukraine is at the initial stage of its own theoretical investigations in business social responsibility, including agricultural enterprises.

Social responsibility leads to an enterprise's new qualitative state, its personnel, as a process of an enterprise's natural development, financial and spiritual production development. The theoretical regulations and practical recommendations as to creation of the organizational mechanism of agricultural enterprises social responsibility which reveals the cyclic and gradual character of the management process are grounded in the article. These regulations can premise the further development of the social responsibility theory of agricultural enterprises.

The scientific novelty is to ground the process of social responsibility development management as an element which is integrated into the system of agricultural enterprises management.

The following stages of the development management mechanism of an enterprise's social responsibility can be singled out: experience analysis of social projects implementation; creation of aims and strategies of social responsibility development; corporate social program formation; social responsibility parameters determination; program implementation arrangement; monitoring, executors control, social programs implementation analysis; evaluation of the final state of an enterprise's social responsibility, solutions elaboration for its further improvement within the development strategy of an enterprise.

The practical significance of the investigation is in the possibility to use the methodical regulations and recommendations as to social development of a business in the system of agricultural enterprises activity management in the formation of the social responsibility development strategy, social programs working out and their implementation arrangement.

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