

## SECTION 3. ECONOMY AND ENTERPRISE MANAGEMENT

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**CONCEPTUAL FRAMEWORK OF THE IMPLEMENTATION OF  
CORPORATE SOCIAL RESPONSIBILITY OF THE FOOD AND  
PROCESSING ENTERPRISES**

The article is devoted to the justification of conceptual framework of implementation of corporate social responsibility (CSR) by food and processing enterprises of the country. Its prospects are justified, based on international experience of CSR business structures.

For further development and significantly expanded reproduction of production and resource potential of processing enterprises Ukraine needed is the introduction of significant changes and the elimination of a large number of problems accompany these processes. No business cannot achieve their goals and be successful without effective management. Growing domestic and international economic environment also requires corrective methods and techniques work.

Thus, in practice, the focus of entrepreneurs and managers often focuses on the need to master the art of forcing others to do the work, manage subordinates to achieve their goals. This could lead to disruption of technology, production of substandard products, sometimes even harmful to humans and the environment. Thus, entrepreneurship is considered socially responsible if it is not violating the laws and norms of moral character and production, increase income, i.e. reaching the planned economic goals.

Modern knowledge economy and information technology is characterized by radical transformation and structural changes in both the global and national dimension.

The development of national business, integration into the world economic system, increased competition poses food processors and many new challenges, including related to corporate social responsibility (CSR). For many of them the development of corporate social responsibility strategy for sustainable development is a conceptual problem, because it is not just about the spontaneous charity and systemic activities, embedded in all business processes.

World practice of CSR reflects not only improve their own reputation, but also profit from increased customer loyalty. Given the definitions, the relevance of this work is the growing role and application of CSR in international and domestic business. Ukrainian agro holdings are increasingly operating in the international market because of the application of CSR has become an integral part of national economic activity of economic agents in food industry.

Better and wider implementation of CSR food processing companies can help create new markets in Ukraine and abroad, to help solve social and environmental problems, improve access businesses with Ukrainian capital in international markets to increase their capitalization and sustainable development of the country as a whole.

The formation and development of the national model of CSR will harmonize the goals of social policy and business objectives and business processes of Ukrainian agri-business environment. Given state

support, inheritance CSR experience of international and domestic companies and business partnership state will become a powerful resource in the development of

corporate social responsibility and food-processing companies to society, the community, socially disadvantaged groups, promote sustainable development.