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METHODOLOGY OF CORPORATE SOCIAL RESPONSIBILITY ANALYSIS OF THE ENTERPRISES

Corporate social responsibility of business is an important element of the modern business strategy of enterprises. It is a program whereby organizations involved in social and environmental activities strive to meet the needs of their employees, local communities, suppliers, customers and other stakeholders in the marketplace. Corporate social responsibility can be useful for changing a company's image. However, in each separate industry, priorities of social responsibility can be distributed differently taking into account industry specifics.

Setting goals in advance will allow managers to be more effective manage labor relations, implementing the principles of corporate social responsibility (CSR) systematically, to identify reserves of improvement in individual spheres of activity. Enterprises recognize the need to complement social goals with business goals, which turn out to be a good incentive for building long-term and mutually beneficial relationships.

The problem of evaluating the effectiveness of CSR comes down to the development of a unified procedure or methodology that determines the effectiveness of social investments [1, p. 52]. The most common methods of evaluating the effectiveness of CSR are those that determine the effectiveness for the company and society as a whole. Companies that adhere to the principles of CSR should consider the following in their activities trends: making profit is not the main business goal, it is achieved through production of high-quality, safe and affordable goods and services under maximum conditions concern for society and the environment.

Some international methods of assessing the corporate social responsibility of companies are presented in Table 1.

Table 1

Methods of analysis of the corporate social responsibility

CSR evaluation methodology	Characteristics of CSR evaluation methodologies
Assessment of Social Return on Investment (SRI)	It is used as a concept for determining and accounting for value, which is created or destroyed as a result of the activity.
The London Benchmark Group method (LBG)	It is used as a matrix that is based on three components: resource contribution, results and created products, long-term impact on society and business.
Bloomberg ESG Index	It encompasses three major issues in risk analysis, aggregated to a global scoring through a weighted geometric mean.
Sustainalytics (ESG Risk Ratings)	It is the sum of unmanaged risk for each of the company's Maintenance Excellence Indexes.
Best Available Charitable Option Index (BACO)	It is defined as the ratio between net costs and social influence.
Robin Hood metrics Foundation	It is carried out in the following directions: profit, health, legal aspects of the company's activities.
Dow Jones Sustainability Index	It is based on an integral assessment of most aspects the company's activities.
FTSE4 Good Index	It measures the effectiveness of companies in environmental, social and governance.
Global RepTrak®100 Index	It is based on an independent diagnosis by consumers, stakeholders, independent experts through an online survey.

Source: [1; 2]

All these methods can be conditionally divided into three groups according to diagnostic indicators, namely: level of capitalization, corporate reputation, component indicators of corporate social responsibility of organizations [2, p. 50]. For example, in calculation Dow Jones Sustainability Indexes and FTSE4 Good – evaluation is carried out index method, and the results are used by stock exchanges for evaluation socially responsible investing. The second group of methods (Global RepTrak®100, etc.) is more subjective, because it is based on questionnaires of the general public of respondents and gives an idea of a certain image of companies in in the eyes of the community. Social analysis liability with the help of indices (Bloomberg ESG Index, Robin Hood metrics, etc.) are carried out by certain components or by their

totality, and include as qualitative evaluation criteria, as well as quantitative ones.

Most scientists say that today that CSR is transformed into ESG (environmental, social, governance stability). There are about 200 ratings and indices of corporate sustainability in the world development, which differ both in terms of thematic coverage and the composition of indicators and criteria. It is in relation to ESG indicators that companies submit their non-financial reporting, the definition of indices and ratings is also increasingly focused on ESG indicators of companies [3, p. 117].

There is an in-depth study on the relationship between CSR and corporate sustainable development ability, revealing the mechanism of CSR affecting corporate sustainable development ability and demonstrating the moderating role of internal control, management capabilities, and accounting information quality in the impact of CSR on corporate sustainable development ability from the perspective of internal corporate governance [4]. Loss of trust investors, customers and other interested parties may be destructive for the long-term sustainability of companies; therefore the importance of proper control and management of this intangible asset is undeniable [5, p. 109]. The priority condition of the social responsibility of the enterprise is implementation of honest business practices in relations with counterparties. This condition provides transparency of business operations, publicity of information from financial and social issues.

Concept of CSR contributes to capitalization growth and strengthening sustainability of business, acts as a means of social positioning and image formation of modern socially oriented company [6, p. 122]. It is the purposeful use of social resources for sustainable development that must influence human consciousness. The guideline should be such that the use of economic and environmental resources is not only related to economic benefits, personal economic interests of individual oligarchic associations, cross-border corporations. The new management paradigm is characterized by the following basic features: an enterprise is viewed as an open system in interaction with its external environment; the main purpose of the activity is to meet the needs of consumers in quality goods and services; there is an increase in the value of intellectual work in the team [7, p. 119].

In addition, it is important to emphasize that the use of resources should be aimed not only at obtaining economic benefits, but also at preserving and restoring the ecological balance. This means taking into account environmental aspects in development and production decisions, as well as the development and implementation of environmentally friendly technologies and production methods.

When implementing socio-economic projects, the innovativeness of the measures becomes important. Obviously, enterprise ambidexterity innovation can provide a suitable enterprise environment and sufficient innovation resources for enterprises to realize digital transformation [8]. Using digitalization opportunities for companies it is important to strive not only for economic results, but also to promote formation society.

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