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SYSTEM OF INDICATORS FOR ASSESSING SOCIAL RESPONSIBILITY OF BUSINESS IN THE TERMS OF GLOBAL CHALLENGES

In the context of constant global challenges and unpredictable changes in the business environment there is a growing requirement in tools to ensure stakeholder loyalty and strengthen the company's positions. One of these tools is the effective implementation of the social responsibility of business.

Compliance, meeting stakeholder expectations, operating according to laws and initiatives, paying taxes fairly, participating in solving socially significant problems, and focusing on achieving the Sustainable Development Goals are important elements of socially responsible business behavior.

From a practical point of view, the development of a methodology for assessing the level of corporate social responsibility at an enterprise is an urgent issue for modern science. It is necessary to take into account a number of conditions, such as the industry of the enterprise, indicators of the economic, social and environmental components for both the internal and external environment, assessments of various stakeholder groups, their interests, and expectation, for assessing the effectiveness of implementing sustainable practices in company's activities.

Despite numerous studies on this topic, there is no unified methodology for assessing business social responsibility, which makes it difficult to rank companies in terms of the success of CSR practices, grading them by their impact on socio-economic processes and the implementation of the Sustainable Development Goals.

In order to assess the social responsibility of business, it is important to choose representative indicators of its economic, environmental and social components. We propose to include the following indicators in the system of indicators for assessing corporate social responsibility.

According to the OECD Guidelines for Multinational Enterprises, companies must adhere to high standards of financial and non-financial reporting, must provide information to society and employees about the possible negative impact of their activities on the environment, and must comply with all legal health and safety standards at the appropriate time [4].

Table 1

Indicators of assessing social responsibility of business

Environment/ Group of indicators	Internal	External
Economic	1. Turnover rate of personnel	1. Timely tax payments
	2. Corruption level and operation of corruption prevention system	2. Quality conformance level of goods and services according to the international standards
	3. Job opportunities growth	3. Efficiency and completeness of settlements with suppliers
Environmental	1. Environmental social assistance expenses to the net profit ratio	1. Compliance with national and international environmental standards and recommendations
	2. Implementation of energy-saving technologies	2. Waste recycling ratio
	3. Implementation of the “green office” policy	3. Development of the environmental culture of the population through the implementation of ecological initiatives
Social	1. Timely identification and meeting social needs of the employees	1. Company expenses for volunteering (as a percentage of total expenses)
2. Availability of social guarantees at the enterprise	2. Availability of the social guarantees	2. Response to issues of the local population concerns
	3. Creating safe working conditions	3. Programs of supporting vulnerable social groups

Source: systematized by author based on [1–3]

Thus, the social responsibility of business shows the degree of its interest in sustainable development of society, and the indicators reflect the qualitative and quantitative dimension of these processes. The assessment should be based on a comprehensive system of indicators that will take into account all 3 components: economic, environmental and social, take into account the interests of different stakeholder groups and reflect the company’s policy on sustainable development.

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