

### *Corporate Social Responsibility in Four Domains*

	Social legitimacy	Public responsibility	Managerial discretion
Economic domain	Produce goods and services, provide jobs, create wealth for shareholders	Price goods and services to reflect true production costs	Produce ecologically sound products, use low-polluting technologies, cut costs with recycling
Legal domain	Obey laws and regulations; do not lobby for or expect privileged positions in public policy	Work for public policies	Take advantage of regulatory requirements to innovate in products or technologies
Ethical domain	Follow fundamental ethical principles (e.g. honesty in product labelling)	Provide full and accurate product use information, to enhance user safety beyond legal requirements	Target product use information to specific markets and promote as a product advantage
Discretionary domain	Return a portion of revenues to the community	Invest the firm's charitable resources in social problems	Choose charitable investments that actually pay off in social problem solving

In Ukraine there are the following shortcomings that essentially restrict the potential of the CRS framework implementation:

Poor corporate culture of Ukrainian commercial sector;

Poor quality and accessibility of social services;

Insufficient local funding of the civil society organisations.

## **INFLUENCE OF MOTOR TRANSPORT ON THE ENVIRONMENT OF KYIV AND WAYS OF ITS IMPROVEMENT**

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Over half-million cars are registered in Kyiv now. The State Traffic Inspection registers 80-100 thousand transit cars every day on the city roads. Automobile traffic in Kyiv generates over 260 thousand tons harmful substances in year, that is more than 100 kgs per capita. Additionally, land and water are polluted by oils, lubricants and wastes from automobile washing; the city territory is cluttered with rubber tyres, storage batteries and metal parts. Utilization of these wastes has not been properly organized yet.

In Kyiv this problem is addressed by the municipal enterprise "Ecotrans", established to implement measures provided in the Kyiv program "Transport Ecology".

Petrol containing 10-20 per cent of various fuel additives is used widely in many countries of the world. One of such additives is fuel ethyl alcohol, that has been

produced in Ukraine since 1999 under the trade mark "high octane and oxid content addition to petrol". The technology and technical specification documents were developed by Ukrainian Research Institute of Alcohol and Biotechnology of Food Products.

The use of fuel ethanol will allow to decrease dependence of Ukraine on import of petroleum fuel, reduce environment pollution and preserve jobs at alcohol factories.

## **BIOLOGICAL TEST OF THE WATER QUALITY OF THE RIVER BYCK FROM THE AREA OF THE MUNICIPALITY OF CHISINAU**

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In the Republic of Moldova the river Byck is considered one of the most polluted, because the hydrographical basin is more dens populated and the river Byck crosses the main industrial centers of Moldova – Calarasi, Straseni, Chisinau etc., from where flow many toxic substances in it. The facts from literature prove that the river Byck polluted with different chemical substances and the municipality of Chisinau devolves the most important role in this process. In the sector of the river in the area of the city, the concentration of some of them more than 50 times /3/. The biodiversity in this sector of the river is changing essentially in diminution from 38 species upstream the city, to 5 species downstream the city/4/.

Through the agency of the biological test of the river is established its toxicity and it is possible to determine the sources of pollution and the most critic sectors where it is really necessary to orientate primordial measure for removing them.

For the fulfillment of this studies served the result of the biological test of 12 tests on water from the river Byck which were collected from 4 stations placed on the stream of the river from the area of the municipality of Chisinau. As a test-object there were taken gamarids (*gammarus gammarus*). These organisms can exist only in clean waters, especially in springs. The gamarids were adapted at the room conditions during a week, being kept up with leaves and enriching, recurrently the water with oxygen. For the witness tests (of control) was used water from tap dischlorated during 7 days. The samples were collected on weekdays (on Wednesday, on Friday) and on a weekend (on Sunday).

From the results of the collected samples it comes out that all organisms from the control test survived during the experiment. But in the test with water of the river from different stations, the organisms began to die after 24 hours.