

FACTORS OF SPREADING OF THE SOCIO-ECOLOGICAL CONCEPT OF THE ENTERPRISE

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Social connections and interactions are becoming more complicated and requirements for all members of society are rising in the process of social development. Companies' actions towards these requirements are predicated on the environmental and social responsibility of enterprises. It is impossible to understand the state of the modern business and the role that it can play under the new conditions without analyzing the changes that have occurred over the past decades. The main factors that have caused fundamental changes in the global economic system, led to the revision of the traditional roles of business and promoted spreading of socio-environmental responsibility include:

1. The acceleration of scientific and technological progress. Achievements in the sphere of information technology significantly affect economic relations. Thanks to them, manufacturers are able to get more information about customers and partners, and thus to cooperate with them more effectively. The scope for operating the information increases dramatically. Information technologies can provide us with information about the capital flow, the conditions of production; allow us to make predictions with high confidence level. Nowadays, mobility and speed of movement of capital constantly mounts, which entails gradual integration of individual countries into the global economic system.

The availability of information, on the one hand, leads to the openness of enterprises, on the other hand, makes them vulnerable to any changes. This necessitates a detailed account of all factors that may affect the operation of the enterprise. According to this, companies must quickly respond to the changes in the social, ecological and economic environment.

2. Increasing role of the company staff. At present, human and social capital play the important role not only in operation and development of the company, but also in growth and competitiveness of the national economy. This process is explained by the fact that the competitiveness of companies depends not only on the price factors, but also on the quality factors of products and services. Staff is now seen as a key strategic resource. In accordance to this, the concept of duties, working area, career and motivation of employees is altering. Under the influence of modern communication technologies and owing to the new forms of employment, traditional views about professional development without the change of speciality in one company are changing.

Involvement, motivation and retention of talented employees are becoming more important, because of the shortage of qualified workforce. Companies may use their positive image (which is formed as a result of nature protection activities and socio-responsible operation) as a key element in the recruiting.

3. The need to harmonize interests of many subjects of ecological and socio-economic relations. In modern world, there is diversification of the interests of enterprise, different segments of society, customers and staff. Enterprise functioning depends on the functioning of a wide range of subjects that affect its operation. But companies have their own means of influence. If we consider the relationship between business and society, the only way to the conflict-free existence is to reconcile the needs of as many influence groups as possible with the interests of the company. The risks of doing business may occur there, where the company contradicts the values and expectations of members of society. Entrepreneurs start to understand that there are areas of common interest of society and business. There might be slight differences in motivation, but on the whole, the unity of pursued interests is evident. In addition to profit maximization and cost reduction, sustainable use of natural resources, optimization of the relationships with the range of stakeholders and, ultimately, long-term development prospects are becoming the goals of each business organization.

5. Environmental instability. Mankind now more often faces the problem of the lack of natural resources. It becomes clear that even the great efforts that are directed by the individual national governments cannot significantly change the situation. The negative external environmental effects of operation of enterprises in most cases affect sides that are not directly related to economic activity. As the most important resources for people now cannot be adequately evaluated, they are used irrationally. Industrial activity destroys resources that are in public ownership.

The consolidated activities of international supranational authorities and international organizations that can influence the formation of new concepts in business worldwide are the real possibility to overcome these problems. This way, political and social organizations can limit the activities of the enterprises in the new conditions, by forcing them to use natural resources rationally and to solve environmental problems.

6. The change of the functions of government and business. The attention also should be paid to the interpenetration of the state and big business functions. This is happening owing to the formation of a large number of multinational corporations and international companies. Large business organizations in some cases have a bigger amount of physical capital, infrastructure, land, finance, information resources than the governments of individual countries, and today they are the most influential players in the international arena.

Thus, socio-ecological responsibility of business in Ukraine and all over the world is inextricably linked to the problems of preservation of the achieved positions and of increasing competition in constantly changing circumstances. Socio-ecological responsibility is linking tightly to the corporate strategy. And success of social and ecological initiatives becomes a key to the future economic achievements.