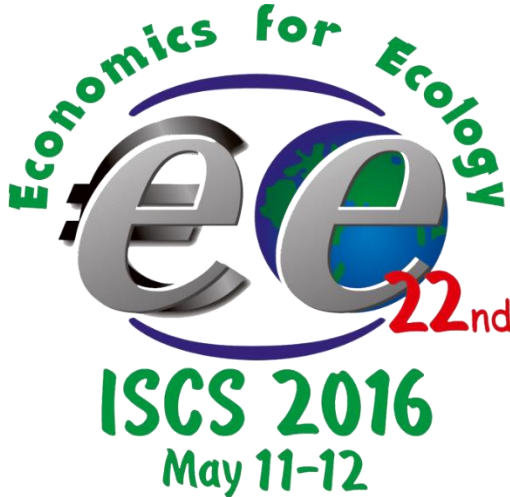


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APPROACHES TO MANAGING CORPORATE SOCIAL AND ENVIRONMENTAL RESPONSIBILITY

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There are several managerial approaches that can be applied for social and environmental responsibility issues: functional, system, process, integrated, administrative, situational, marketing and program approach.

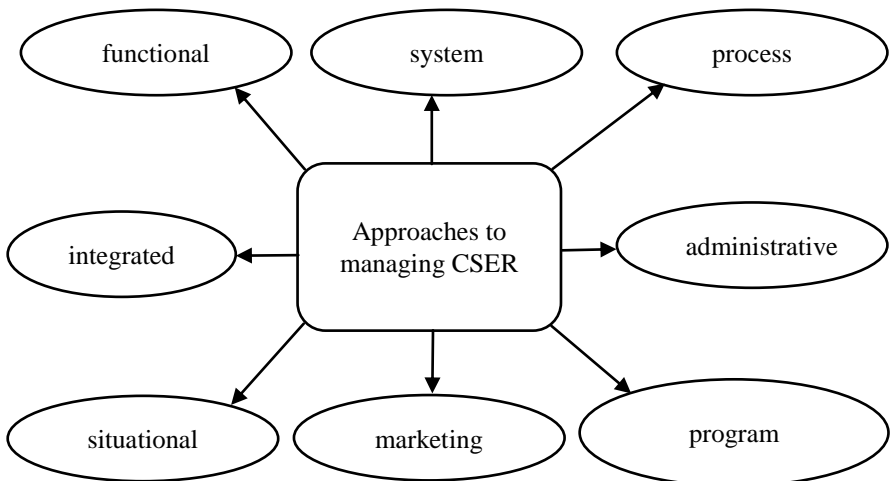


Figure 1 – The main managerial approaches to corporate environmental responsibility

Functional approach to managerial decision-making considers the business firm from the position of its basic function. Social and environmental responsibility functions can be assigned to one or more structural units and they will be responsible not only for creating a report on social and environmental responsibility, but also for its implementation.

System approach involves consideration of the object as a set of interrelated elements (with each other and with the environment). The systems approach can be used for social and environmental responsibility at the enterprise when the enterprise has not only profit as its mission but also principles of sustainable development of a territory its allocated.

The basis of the process approach is the principle of operations regulation consistency. Company processes are, in their essence, a tool for monitoring and coordination of temporal and spatial aspects of the tasks. Here we mean process under complete sequence of logically interrelated necessary for economically significant processing facility [1].

In terms of corporate socio-environmental responsibility, process approach can be applied primarily for improving cleaning systems that dangerous substances. That is the way to change the production process to reduce its negative impact on environment.

Another approach to managerial decision-making including social and environmental responsibility is integration. It aims to strengthen ties between different subsystems and levels of governing.

Administrative approach is one of the most rigid and bureaucratic. It means developing and implementing the rules, norms, regulations to structuring business unit's activities.

The situational approach uses different methods of managerial decision-making depending on the situation. Situational approach can be used to improve the image of the company in the short term. But the most appropriate method is marketing approach.

Marketing approach assumes targeting the consumer and in case of social and environmental responsibility, targeting the stakeholders. The marketing approach to corporate social and environmental responsibility of appears in instruments of social marketing.

And the last one, and the most interesting approach to corporate social and environmental responsibility is program approach. It is based on developing of programs to meet specific goals that are by top clearly defined management of a company. That is the development of such programs that is mostly appropriate for environmental issues. This follows from a nature of such activities: they are usually targeted to solve concrete environmental problems of the territory, but not on carrying out certain works or using funds. In addition, some environmental problems cannot be solved in isolation from another one [2].

Thus, program approach to corporate social and environmental responsibility can be implemented as construction and implementation of programs for social and environmental responsibility of the company.

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GREEN HOUSES AS A WAY FOR GREENING THE ECONOMY¹

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In recent years the deterioration of the environment has become really influence on the quality of life of the population limiting the possibility of social and economic development of countries and regions. In this context, political decisions are needed for greening economic activity, which is defined as the process of creation, development and use of scientific and technical, technological, administrative, legal and socio-economic innovations in the production and consumption sectors [1]. Green economy is recognized as one of the main trends of the XXI century. It integrates environmental and economic interests of countries and regions. One of the main directions of green economy is energy efficiency (EE) activity which helps to save energy resources and therefore to reduce environmental contamination levels.

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