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STIMULATION OF THE BUSINESS SOCIAL RESPONSIBILITY AS A FACTOR IN THE REALIZATION OF THE STATE SOCIAL FUNCTION

In the recent years, the issue of the corporate social responsibility has become extremely important for multinational companies and governments in many countries. In the 70ies and 80ies the public began to learn about the ghost towns, which died along with the enterprises located in them, the polluted rivers, accidents caused by the activities of enterprises. Increasingly, the role of a civilized society responsible to the future generations for the consequences of its activity is gaining in importance.

In Ukraine, socially responsible business is seen as a charity and a mechanism of social investments of the private sector. These functions are considered not as additional ones to the respective role of the state, but as a substitution of the state in the social sphere. Little attention is given so far to the stimulation of businesses to socially responsible behavior. Also, there is a lack of trust of Ukrainian consumers to companies, the low level of their reputation. In our opinion, these negative aspects existing in Ukraine are caused, first of all, by the fact that Ukrainians consider the business social responsibility as some fancy public relations campaign, failing to accept the socially responsible business as one of the most important factors of economic development.

It should also be pointed out that today Ukrainian socially responsible companies do not receive anything more than moral satisfaction. Some of them follow socially responsible behavior based on the shareholders rules, the corporate culture and pressures from the state indicating that corporate social responsibility is an additional burden on their businesses.

Under these circumstances, the role of the state is to create the environment conducive to the development of business. The authorities must realize that the development of social responsibility of businesses will be contributing to the country's socio-economic development as a whole. Under these conditions, it is necessary to conduct a dialogue between the state and the business, leading to the clear understanding of the business contribution into the social sphere and the state preferences given in return.

In addition, the analysis of the international experience shows that the creation of certain financial incentives to carry out socially responsible business activates the business itself.

In Ukraine there are tax privileges for benefactors. They are enshrined in law. Ukrainian enterprises that use innovative technologies and alternative energy sources also receive tax exemptions from the state. However, they are insufficient in the present form.

In our view, it would be expedient to borrow from the experience of other countries and develop the following areas of the state stimulation of the social responsibility: financial support of the environmental policies of companies; provision of state funds to social businesses; refinancing of bank loans for socially active enterprises; stimulation with grants and awards; preferences to socially responsible companies in the form of building permits; preferential allotment of land; introduction of social provisions in the public procurement contracts; preferential treatment in public procurements; partial refunds to the companies that meet the standards of social responsibility; financing of training; tax incentives; benefits from property taxes, VAT and income tax.

Taken together, the proposed incentives could become an important step for Ukraine to solve a number of socio-economic problems and create a socially stable environment for businesses, the state and its citizens, making a socially responsible behavior a standard for the whole society.

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