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CORPORATE SOCIAL RESPONSIBILITY IN HUMAN RESOURCES MANAGEMENT: BIBLIOMETRIC ANALYSIS

Yevheniia Ziabina, Ph.D.
Sumy State University, Ukraine

Despite the large body of research in the field of corporate social responsibility, a detailed study of the relationship between corporate social responsibility and human resource management in a pandemic and the achievement of the strategic Sustainable Development Goals remains unresolved.

The study of corporate social responsibility in the management of labor resources is given active attention by both foreign (Tenytska et al., 2020; Voegtlin et al., 2016) and domestic scientists (Syhyda et al., 2020; Ziabina et al., 2021). Thus, the authors consider the main aspects of the development of corporate social responsibility in the context of the introduction of environmental management in industrial enterprises (Letunovskaya, 2014; Chigrin et al., 2011; Akhundova et al., 2020; Dubina et al., 2020; Sotnyk and Us, 2018; Pimonenko et al. 2017). Researchers are also actively studying the impact of corporate social responsibility on the financial performance of companies (Al-Khonain et al., 2020; Fadyeyeva, 2019; Khadidja et al., 2021; Tommaso et al., 2019).

The bibliometric analysis identified by the authors revealed thirteen clusters, with the cluster "innovation" and the cluster "corporate social responsibility and environmental management" (Bilan et al., 2020) have a strong close relationship, which proves the impossibility of effective implementation of corporate social and environmental responsibility without a well-established innovation system.

The authors of the study (Celma et al., 2012; Husnain et al., 2020) found that corporate social irresponsibility is a powerful factor that negatively affects consumer loyalty and brand value in general, while the scientific community considers the positive impact of corporate social responsibility in human resource management on image, corporate sustainability and the company's reputation (Advantage, 2020; Balaraman, 2017; Sager, 2017). Scholars also consider the theory of effective influence, in the context of globalization processes, measures of corporate social and environmental responsibility in the formation of the company's competitive potential (Hakobyan et al., 2019; Pimonenko, 2011). Many scholars see corporate social responsibility as an integral tool in ensuring sustainable development at both company and national levels (Biewendt et al., 2020; Kurian, 2021; Miller, 2020; Soudi, 2020; Makarenko et al., 2020).

Scopus and Web of Science scientometric databases were used for a more detailed bibliometric analysis of the relationship between corporate social responsibility and human resource management, resulting in the selection of 353 scientific publications on the key topics of corporate social responsibility and human

resource management. Relevant publications date from 2005, in particular, it is necessary to note the growth of publishing activity since 2008.

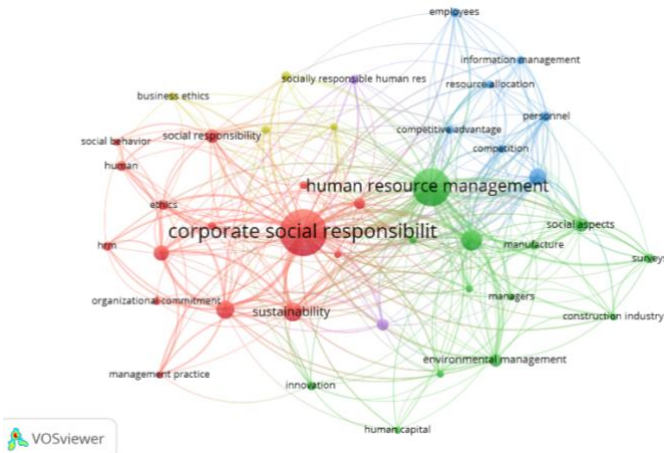


Figure 1. Bibliometric map of the keywords in the investigated articles 2000-2021

The obtained results of bibliometric analysis (Fig. 1) showed high interest in the research field both in Ukraine and in other countries. This dynamic indicates the relevance and need for further research in the study of the essence of corporate social responsibility in human resource management. The presented results of the level of integrated corporate responsibility indicator by regions of Ukraine indicate the need for integrated work of companies and the government as a whole to attract additional investment in the country and regional development through the construction of new innovative enterprises.

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