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UKRAINIAN REALITIES OF FORMATION SOCIALLY RESPONSIBLE ACTIVITIES OF ENTERPRISES

Moving Ukraine on track for sustainable economic development and its integration into European and world community require the introduction of modern practices of interaction between government and business, as well as business and society that would strengthen the mutual responsibility of all participants in public life, to create conditions for further stable development of the state and society based on consideration of the widest possible range of interests. Today, the most industrialized countries of the world spread the concept of corporate social responsibility, or CSR, understood as "a concept whereby companies integrate social and environmental issues in their business operations and in their interaction with stakeholders on a voluntary basis" .

The solution of urgent problems of socially responsible business activity seeks to study the main factors that create conditions for speeding up this process and will reduce the negative impact of the factors that slow down the process.

In view of the extraordinary social and economic benefits, which social responsibility includes, the question of its development belonging to the special attention of the state authorities of the many countries and major international organizations. A manifestation of this attention is the development of standards and socially responsible business efforts to encourage businesses to socially responsible activities.

In most EU countries government programs to support and stimulate CSR designed and function in the different forms. Through these programs, the

state determines the desired behaviour for business, joins the companies of private and public sectors to the joint implementation of socially important tasks, materially stimulate business to socially responsible activities and etc.

Today, enterprises of the Ukraine are not interested in developing of the socially responsible activities and perceive their role more narrowly than foreign companies. His responsibilities they are perceived purely as paying taxes, performance of the established by laws obligations to state and employees.

One of the main factors in the formation of CSR for Ukraine is a focus on international experience, especially the experience of European countries.

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