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THE FORMATION OF STAFF SOCIAL RESPONSIBILITY

An urgent problem to improvement of business reputation and social development of modern society are formation of staff social responsibility. Staff is the leading subject of social processes, but the ways of forming its social responsibility are not investigated.

The scope of research is ways of forming social responsibility staff and there implementation in the enterprise.

The aim of research study is definition the characteristics and development trends in social responsibility of industrial enterprises, and formation system of measures concerning enhance social responsibility on their basis.

Such methods as structural analysis, generalization and classification were used in this paper.

In accordance to the result of the structural analysis were founded that the successful formation of social responsibility in a considerable extent is ensured by the knowledge of general psychological characteristics of the staff, typical cognitive and emotional patterns, understanding the motivation and values of object.

The improvement of professional competence formation in the social responsibility sphere is offered to carry out in accordance with most powerful patterns of behaviour and human development.

In prospect, the received results give the chance to modernize the professional training system in the social responsibility sphere.

The main areas of development of social responsibility are: the formation of a corporate culture on the social values basis; the systemic formation staff's understanding of the ethical aspects of decisions taken; the development of social motives; integration of individual values into the structure of the organization's social values; the formation of a system for supporting socially responsible behaviour; the formation of readiness for taking socially responsible decisions and carrying out socially responsible actions.

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