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MANAGEMENT OF SOCIAL RESPONSIBLE BUSINESS IN AGRICULTURAL ENTERPRISES

Agricultural business today increasingly feels the need to adhere to the basic principles of responsibility, morality, ethics and integrity. Enterprises must be responsible for solving social, economic, and environmental problems, for preserving the environment, and complying with legal norms established in accordance with the goals of sustainable development. Because of this, there is a certain need for the intensive development of social responsibility in agricultural enterprises, which would be aimed, first of all, at the ecologically and socially safe functioning of the agricultural sector and strengthening its level of competitiveness [1].

According to the Concept of implementation of state policy in the sphere of promoting the development of socially responsible business in Ukraine for the period until 2030, such a concept as "socially responsible business" determines a certain responsibility in the behavior of subjects of economic activity exclusively for the impact of their decisions and actions on the public environment and ecology, which: is the basis of sustainable development and ensuring people's well-being; takes into account the interests of business entities and society; is based on current legislation and international norms of conduct; integrated into the functional activity of the business entity. Therefore, the development of SR business is, first of all, an initiative of business entities, which is aimed at maintaining high standards of operational (production) activity, social standards and quality of work with personnel, reducing the harmful impact on the environment; formation and maintenance of trust between the enterprise, the state and society; improving the company's performance and profitability indicators in the long term [1].

CSR principles entered Ukrainian agriculture only when investors from other economic sectors came to Ukraine at the beginning of the 21st century. Investors of agricultural holdings usually implemented a clear model of CSR, which was transferred from their main sectors, but without taking into account those specific features that hide the functioning of enterprises in the agrarian sphere and the specifics of rural areas.

Today, in Ukraine, it is possible to observe an uneven guarantee by the state of the social aspects fulfillment of all that ensure the quality of life of the population. In this regard, the most active part of the society are the entrepreneurs who are forced to start searching for individual methods for solving socio-economic problems in the country. In today's conditions, agrarian business combines a functional set of absolutely all spheres of the agrarian sector, which is designed to provide primary public food needs. In addition to the production of quality products and the provision of quality services, agricultural companies must transfer to themselves some part of additional obligations to society for the performance of various socially important tasks, which are considered in the context of the sustainable development of rural areas.

Over the past decades, the modernization of European agriculture has contributed not only to the acceleration of the growth of food production, but also to environmental and social problems on a number of issues, including: greenhouse gas emissions into the atmosphere, soil quality and loss of biodiversity. The following paradox is observed: a wide range of CSR initiatives, which at the beginning tried to restore the relationship between agriculture and society, provokes various discussions, conflicts, protests, etc.

At the same time, recent trends, including population growth, urbanization, globalization, high rates of increase in population wealth, and changes in consumer diets have led to significant changes in the world food system [2]. According to K. Davis, "the growth of globalization of the market causes a gap between the production and consumption of products; this stops consumers from recognizing that they have been exposed to social and environmental influences that have been reflected in their dietary choices" [3].

In addition to the environmental impact of agriculture, concerns about the social impact of agricultural practices are equally important. Increased awareness of possible public health risks associated with agricultural production and the impact of agricultural practices on animal welfare have become issues of wide public and political debate [4]. At the same time, it is believed that agricultural production must meet not only economic and legal requirements, but also ethical obligations. According to some scientists (J. Bos, A. Smit, J. Schröder) [5], the goal of agriculture is not just the maximization of productivity and profitability, but also the optimization of a more complex range of development of rural areas, production of agricultural products, and provision of positive social and environmental results.

Despite the fact that the increase in the number of agricultural holdings directly affects the reduction of socio-economic motivations that support social responsibility, the scale of such a recession is influenced by local government and politics. Even in those situations when agricultural holdings need few workers, they depend primarily on the rural population in terms of renting their land shares. In regions with shady state-agriholding ties, agroholdings can seize agricultural land, which has a negative socio-economic effect on the development of the rural community.

The social responsibility of agribusiness can be implemented through the practical implementation of the following types of social programs: own programs of organizations; partnership programs of the organization with local and regional state administration bodies; cooperation programs of agribusiness with public organizations and professional associations; programs of informational cooperation with mass media.

The tools for the implementation of social programs should include: charitable donations and sponsorship; voluntary involvement of company employees in social programs; corporate sponsorship; corporate funds; monetary grants; social investments; social marketing.

The development of business in Ukraine and integration into the economic system of the global space pose completely new tasks for national enterprises, which are connected with the activation of various processes in the sphere of Ukrainian

social responsibility. The social direction of business is more effective and has a systemic nature, only if the social responsibility of business is included in the enterprise management strategy.

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