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**TRENDS OF CORPORATE SOCIAL RESPONSIBILITY AS
COMPETITIVENESS FACTOR DEVELOPMENT AND POSSIBILITIES**

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The conducted research of CSR as a competitiveness factor in an economic downturn confirmed the CSR influences on competitiveness through its determinants in an economic downturn.

On the basis of complex empirical research results it can be said that CSR implementation ensures a “license to operate”, i.e. to compete in the market, to compete with major competitors in the business sector, during different periods of the economic (business) cycle for socially responsible companies.

With reference to the model of corporate social responsibility as a competitiveness factor, businesses can assess their realizable socially responsible initiatives and their influenced competitiveness indicators, compared to indicators of their competitors/business partners.

Based on the model, competitiveness indicators of individual sectors, industries and even firms of different countries can be compared. Enterprises’ competitiveness, conditioned by their realizable socially responsible activities, and changes in its indicators time-wise could be assessed by stakeholders, and that should encourage companies to actively declare implemented CSR initiatives.

That would encourage the development of CSR ideas and practice. Business and society are highly related. Socially responsible business has a positive impact on solving relevant public problems and the public interest for responsible business growth. The implementation of social and environmental responsibilities does not reduce the importance of main business responsibility, i.e. economic responsibility, or the significance of the main purpose of businesses, i.e. to aim for profit. A successful and responsible business guarantees the successful development of society. Essentially, CSR is a guarantee of competitive business, competitive society and a competitive State. Severe competition in the market enforces companies to look for new sources of competitiveness. To society, as to companies, looking ahead, CSR initiatives will be more beneficial if the sources for competitiveness are increased. CSR promotes a responsible attitude in business, society and the environment that shows what we are today and what we want to be in the future. Sustainable enterprises mean a sustainable State.

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ВИКОРИСТАННЯ МЕТОДУ СЕКТОРІВ ДЛЯ ОЦІНКИ ПОТЕНЦІАЛУ ПІДПРИЄМСТВА

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У сучасних економічних умовах підприємства все більше акцентують увагу на діагностиці власного потенціалу. Оцінку можливої віддачі від вкладеного капіталу проводять, виходячи з певного рівня використання потенціалу придбаних або наявних ресурсів.

Але не завжди можна з достатньою вірогідністю визначити найвищу віддачу при складній сукупності взаємодіючих елементів, тому що у даному випадку мова йде про врахування їх взаємовпливу, взаємодоповнення та інших подібних якостей.