

MAIN ISSUES, TRENDS AND ADVANTAGES OF CORPORATE SOCIAL RESPONSIBILITY

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Nowadays, companies should emphasize not only on financial value, profits, and revenues but also on social and environmental responsibilities. Corporate social responsibility can refer to any effort to improve a company's ecological and social impact. In our opinion, Corporate social responsibility (CSR) is a management approach in which companies integrate environmental and social issues into their business operations and engage with their stakeholders. CSR programs may begin as a result of pressure from members of the community who want companies to be friendly neighbors. CSR programs can start as a result of external pressure, but internal pressure often encourages these programs to continue.

One could argue that CSR programs should exist for their own sake, but the durability and support of these programs can improve if companies see direct benefits. There's evidence that companies with robust CSR programs benefit from better public relations, happier customers, and improved company profits that will satisfy stakeholders.

Table 1- The change of indicators with CSR programs: [1]

Market value	Increases by up to 6%
Systemic risk	Reduces by up to 4%
The cost of debt	Reduces by 40% or more
Price premium	Increases by up to 20%
Staff turnover rate	Reduces by up to 50%

Based on the results of the research, we can identify the following key issues of CSR:[2]

-environmental pollution

-ecological efficiency

- equal distribution of material and social benefits
- shareholder engagement
- labor standards and working conditions
- employee and community relations
- fairness in society
- gender nondiscrimination
- rights of man and unalienable rights
- efficient management
- anti-corruption measures

In order to highlight the positive impact on the activities, image and brand, we will give an example of how social corporate responsibility works in LEGO:[3]

1. Supporting children affected by crises

To help millions of vulnerable children who were affected by crises, they worked with the LEGO Foundation to initiate an emergency response policy to give support to families in areas of military conflict and disasters.

2. Sustainable materials

The hardest and important mission is to make all main and key LEGO products from sustainable materials by 2030.

3. Eco-Friendly packaging

It's their aim that by 2025 all LEGO packaging will be made from recycled or renewable materials, will be made as efficiently as possible, and will be easily recycled by consumers.

4. In partnership with WWF

The LEGO Group partners with the World Wide Fund for Nature (WWF) as part of their effort to reduce carbon emissions in manufacturing and supply chain operations, and to promote global action on climate change.

5. Responsible Business Principles

They treat everyone involved in making LEGO products fairly, make sure their suppliers and partners share a commitment and ethics to business integrity, and help to minimize the impact on the environment.

More and more facts show that corporate social responsibility is a factor in increasing profitability, the company's image, reducing costs, promoting the company's brand and customer loyalty.

Ukrainian companies that implement PCB can:

- take advantage in engaging investors, clients, business partners and talented employees;
- develop various abilities and powers, including teamwork, technologies, planning and realization, communication, project management;

- create a favourable brand and strong reputation among stakeholders in the company.

References.

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2. What is CSR? Available at: <https://www.unido.org/our-focus/advancing-economic-competitiveness/competitive-trade-capacities-and-corporate-responsibility/corporate-social-responsibility-market-integration/what-csr>
3. <https://www.lego.com/en-us/sustainability>

ОСОБЛИВОСТІ НАДАННЯ VIP-ПОСЛУГ НА ПРИКЛАДІ ГОТЕЛЮ «VIP-ПАРУС»

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Нині індустрія гостинності розвивається стрімкими темпами, й намагається задовольнити всі зростаючі потреби населення і, в результаті, отримати прибуток. Один з найбільш важливих і прибуткових напрямків у діяльності і основа для економічної стабільності кожного готелю – робота з VIP-гостями.

VIP-обслуговування в готелі передбачає індивідуальний підхід до гостя, частину номерів готелю обладнують певним чином для обслуговування клієнтів, які бажають мати більш комфортні умови проживання, широкий спектр додаткових послуг та готових сплатити за них.

VIP-обслуговування надають зазвичай висококомфортбельні готельні заклади. Однак все частіше конкуренцію їм складають інші заклади розміщення, у тому числі й індивідуальні, одним з яких є заклад «VIP-Парус».

Заклад розміщення має назву «VIP-Парус» саме вона і направляє нас на думку, що це дорогий апартамент, з гарним зовнішнім та внутрішнім оздобленням, багатим сервісом, чутким персоналом.