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MODELS OF CORPORATE SOCIAL RESPONSIBILITY IMPACT ON MICRO-LEVEL COMPETITIVENESS EVALUATION

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There are models such as “CSR impact model” (Weber, 2008), “The influence of CSR on competitiveness” (Marin et al., 2012), “Factors influencing the increased competitiveness of SMEs” (Turyakira, 2012) “Links between competitiveness and CSR” (Stankevičė & Rukaitė, 2013), have been analysed. Accomplished analysis has allowed fundamental principles to separate which it is purposeful to entertain in evaluating CSR as a competitiveness factor (Table 1).

Table 1 – CSR impact on competitiveness structural models principles applicable to the evaluation of corporate social responsibility as a competitiveness factor

Authors	Model	Structural models principles applicable to the evaluation of corporate social responsibility as a competitiveness factor
Weber (2008)	CSR impact model	Evaluation of CSR impact on competitiveness evaluation is systematic process. Identification of specific enterprise’s competitiveness indicators
Marin et al. (2012)	The influence of CSR on competitiveness	Methodological reasoning of CSR elements and its constituents grouping Identification of specific enterprise’s competitiveness factors
Turyakira (2012)	Factors influencing the increased competitiveness of SMEs	Methodological reasoning of CSR factors grouping Identification of specific enterprise’s competitiveness determinants
Stankevičė & Rukaitė (2013)	Links between competitiveness and CSR	Methodological reasoning of CSR elements grouping Identification of specific enterprise’s competitiveness factors and its indicators

Accomplished analysis of the models proved that evaluation of CSR as a competitiveness factor is a quite complex phenomenon. In the scientific literature proposed models have different methodologies of CSR elements and competitiveness factors selection and integration to a common evaluation system, but their analysis has allowed the following models peculiarities to be excluded, which would be applied to the evaluation of CSR as a competitiveness factor in an economic downturn: realizable strategy, size of enterprise and industry in which it operates, influence on the choice of realizable CSR initiatives; CSR elements, i.e.

environmental, social and economic responsibilities, are relative, but their constituents' implementation differently affects the competitiveness of an enterprise; there is not enough to describe the influence of corporate social responsibility by evaluating the individual CSR elements impact on competitiveness, the impact of all elements are in need of analysis.

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АНАЛІТИЧНЕ ЗАБЕЗПЕЧЕННЯ УПРАВЛІННЯ ФІНАНСОВОЮ СТІЙКІСТЮ ПІДПРИЄМСТВА

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В сучасних умовах невизначеності розвитку економіки України особливо важливого значення набуває проблема управління фінансовою стійкістю підприємств.