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## **CORPORATE SOCIAL RESPONSIBILITY OF BUSINESS: EVALUATION CRITERIA AND MEANS OF FORMATION**

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The article deals with the essence, the means of formation and assessment' criteria of business social responsibility and other economic system's actors was studied. In the terms of market's super volatility, emergency of external factors and frequently global financial and economic crises involvement, the social responsibility issue, as a special resource of business acquired scientific and practical significance.

**Keywords:** social responsibility; harmonization and equilibration of economic and social interests; limits of social irresponsibility; mechanisms in the formation of social responsibilities; regularity of interrelation of business efficiency and its social responsibility.

### **INTRODUCTION**

In this scientific article, the relevance of the topic is dictated by the actual state of Russian economy and mainly the prospects for its further sustainable development that is impossible without the social responsibility of all actors of the economic system. The history of the national economy development as well as the situation in many countries, where civil conflicts, wars, revolutions in all colors and shades occur, shows that social irresponsibility of business groups, mainly big business, government authorities at all levels, the policy of some civil institutions hurt state, business and society. Ensuring further gradual development of national economy requires a scientifically proved program focusing on the formation of corporate social responsibility (CSR) of all economic actors.

The previous study of corporate social responsibility in the scientific literature, periodicals and media attracts more and more attention. Substantially, it appears as the description and disapproval of increasing incidents of social irresponsibility at big monopolies, government officials and top managers. To a lesser extent but more frequently, cases dealing with business leaders acting as sponsors, charity providers are described. However, the systematic approach to identify the essence of corporate social responsibility and the scientific study assessing the scope and effectiveness of this type of activity are not elaborated. Of the variety of CSR definitions it should be distinguished different understanding by the researchers of the following matters: a) the causes of examined phenomenon; b) the motives of its development; c) the forms and extent of its appearance in different historical and economic conditions and periods; d) missions and final goals of development; d) socio-economic efficiency.

The modern world science, summarizing the history of this phenomenon since its interpretation by H. Bowen (1953), defines corporate social responsibility as "a voluntary contribution of business to the society development, social, economic and environmental spheres those are directly related to the main activity, however, those are beyond the specific legal minimum". According to H. Bowen, social responsibility of a businessman involves "the implementation of that policy, the adoption of those decisions or following

that course which would be desirable from the standpoint of the goals and values of society” [1, p.6]. Another American author – J. MacGuire clarifies CSR content, “The corporation has not only economic and legal obligations but also has a certain responsibility to the society that exists beyond them” [2, p.144].

According to the World Bank Institute, the social responsibility reads in two ways:

– as a set of policies and actions related to key stakeholders, values and fulfilling the requirements of law, as well as taking into account the interests of people, communities and the environment;

– as the business focus on the sustainable development.

In its documents, the European Commission bases on a broader definition: “Inherently, corporate social responsibility is the concept that reflects the voluntary decision of the company to participate in the improvement of the society and environment [3, p.77].

S. Seth wrote about the prevalence of social norms, values and expectations at the meaning of CSR noting the administrative nature of the investigated phenomenon. Trying to reconcile economic and social responsibility of business, he notes that CSR “involves redefining corporate behavior at the level corresponding to the prevailing social norms, values and expectations” [4, p.62].

The general in these points of view on CSR is the recognition of its voluntary nature meaning a new attitude of the institutional environment “business – state” completing the administrative and legal ties.

In the studies of Western scholars, the essence of CSR means changing the relationship of business and government, in the maturity of the business community, its awareness of the importance of social objectives and values.

In the scientific publications of Russian scholars, the view is dominated that the CSR is a necessary measure of the state economic policy that seeks “to shift a part of social responsibilities from the state to the private sector. This is due to overmuch burden of social expenditures in the state budget. For instance, Frolova E.A. states that “... in Russia this trend is due to the fundamental impossibility of the state to fulfill its social obligations laid down in the Constitution. The reasons for this are a vast amount including the inefficiency of the state social support system as a distributor and a subsidiary type of budget is not enough for the realization of social goals, the inefficiency of the tax system to warrant the desire to conceal the tax base, etc.” [5, p. 57-60].

The social responsibility of business, according to S. Kalashnikova, became “the basis of the socially oriented economy and is a self-limitation of the enterprise freedom in order to achieve social peace creating favorable conditions for attracting investment and increase the motivation of work” [6, p. 45].

Generalizing this approach to CSR, Frolova E.A. designates: “Thus, in fact, in most cases, the relationship between business and government follows the principle of the implicit contract with the natural negative consequences in increasing interdependence of subjects, corruption and lobbyism. Business is forced to compromise since its existence in the territory, directly or indirectly depends on the “goodwill” of the executive and legislative authorities” [5, p. 57].

Certainly, special attention should be paid to moral and ethical approach to the identification of the essence of CSR. Entrepreneurs (business) consider the charity as the motion of the soul, the manifestation of human qualities but not the obligation which carries sanctions in case of default. “The moral, ethical (value) attitudes of businessmen also contribute to charity, the examples of this are the construction of churches, the assistance to orphanages, disabled people, medicine, education, culture (homecoming paintings by famous artists, Faberge eggs, etc.)” [5, p. 58]. This position is shared by representatives of the various authorities [7, p. 38], [8, p. 35-36].

In the well-known treatise on management, Mescon M.H., Albert M., Hedouri F. define CSR as “a certain level of the voluntary response to the social problems from the organization” [9, p. 144].

In some works of Russian scholars of the new time, CSR is defined as new business philosophy, almost the renunciation of its main goal – profit earning. “Socially responsible business can be defined as an economic activity which aims to receive not only the profit (income) but to achieve economic and social impact of this activity. It characterizes new business philosophy as a system of fundamentally new economic relations of society [10, p. 108-111]. According to Western scholars, this way in the future, we all will meet a happy resolution of the currently existing contradictions. “Around 2040 – 2050s, most of the world will merge into a single confederation, its political map and structure will be something like the European Union and the United States. Due to this, the crises will be able to seriously reduce the sharpness ... (that) will reduce the severity of many conflicts and allow individual cultures develop freely” [11].

Let us pay attention to the nature of CSR in mentioned interpretations: “voluntarily”, “consciously”, “forced”, “moral”, “ethical”, “new philosophy”.

In our judgment, to define the essence of CSR is impossible ignoring the main goal of any business – making and increasing profit. It is this that determines the emergence of the social responsibility of the employer to the employee. The first is *economically forced* (and not by the goodness of the soul, first of all) to pay the latter the salary that is sufficient for the reproduction of labor power. The more developed and complicated production, the greater the business expense *should be* for preparing the labour power for the upbringing and education of the young generation. Formation of the cultural, moral and ethical, moral human values is an integral part of the unavoidable expense of both the state and business.

The increase and significance of scientific and technological progress, the transformation to a new level of technological structures demands business *necessitates* to spend on the formation of intellectual capital. Intellectual capital constitutes an additional, most powerful capital of the modern business. The competitiveness of the company cannot be provided without it for a longer period. The origin of the formation of scale and intellectual capital growth is in the education system.

Investing in education, science, technology, invention represents a forced and must become *conscious need* and necessity of socially responsible business.

Setting the essence of CSR without the main interest of business – profit making – is impossible if only because in the absence of profits or dangerously low profitability, the entrepreneur does not dare to spend money to charity. The risk of the bankruptcy in this

case means for the entrepreneur his social irresponsibility towards employees, partners and the state. Growth in incomes and profit are directly correlated with the raise of corporate social responsibility. This implies that *the rate of profit, profitability, amount of incomes, first of all, determine the essential “lower” and “upper” bounds of the social responsibility*. But it is not only that CSR extent is measured by.

The levels of the development in the civil society, its social, political and technological culture are directly related to the relevant business actors. Development of the capitalist society with its developed market relations always co-evolves with the level of corporate social responsibility. This relationship becomes one of the conditions for the social stability in the society. The huge corporate social responsibility becomes a new effective institute of the economic progress in the country – “a condition for the effective functioning of the welfare state”, according to G. Seleznyova [7, p. 34].

The confirmation of certain aspects of our point of view on CSR can be found at a number of authors. “The aim of a socially responsible business – indicates K.S. Khachatryan – is the development of the human capital in terms of the quality of its knowledge as the only condition for the development of techno-intensive and information industries” [10, p.109].

An American economist K. Devis sub-divides CSR effect into short- and long-termed, i.e. appearing in the longer term. He writes, “... some of the socially responsible business decisions ... can be explained as representing a good opportunity of long-termed economic effects for the company” [12, p. 70].

The social responsibility of business is transformed into a vital factor of the competition in the economy of developed countries. Consequently, CSR can be understood and evaluated only as an evolving, dynamic phenomenon. Such responsibility of corporation partners can and should be generated, nurtured, educated and cultivated for a long time at the same time with the development of other production and market relations.

## **RESULTS OF THE RESEARCH**

At all levels of the economy – from national to a separate enterprise – multitude of actors are involved in the economic processes, whose interests are contradictory and mobile unity. The actors of the economic system are the state, civil society, businesses, employers and employees, producers, sellers and buyers and many consumers. The dynamic resolution of contradictions among the actors forms the content of the social and economic policy.

The interests are manifested and realized through the relationship between the actors. At the system of relations among actors interests may be: 1) taken into account and implemented in full; 2) not realized and not suppressed; 3) partially implemented and balanced. The value and implementation measure of the interests among the actors of the economic system determines the quality of the system itself and the state of maturity of actors. The more developed an economic system is as a whole or its individual actors are, the more harmonious and coherent economic interests of each participant of the process are, the more stable and progressive the system is in its development.

A joint, corporative activity of each of the above-mentioned system actors provides the rights, extends the satisfaction of interests. It is on the one hand. But at the same time such activity imposes numerous obligations, responsibilities, on the other hand. The duty and responsibility lead to limited opportunities for the realization of interests and needs. Understanding the essence of corporative relations, striving to achieve a balance of interests characterize the level of corporate culture and a high degree of corporate responsibility.

The question of the responsibility of the parties holds much significance in the relationship between the state and civil society. No less relevant importance of this issue is in the relationship between the management of enterprises and labor collectives. Here, productive and social responsibility are interconnected and determine the success of the enterprise running as a single organism. An employer, who is concerned only with obtaining high productive and financial results and forgets about the best interests of his employees, is eventually destined to failure in the production. Equally, employees meaning that only activity in obtaining more earnings, not showing the interest in achieving the best collective results, finally will be without work and earnings. This is the essence of corporate responsibility of the parties as the most optimal combination of production and social responsibility, the best way to balance the interests of employers and employees, wagedworkers.

The history of business practice of numerous companies, scientific conclusions and generalizations of scholars is a striking confirmation of the mentioned above trend depending on the efficiency of the production process, the level of maturity of the corporate culture, on the production and social responsibility of the parties for the use of industrial and social resources.

The transactional theory of firms pays the most attention to assessing the benefits of cooperation. The paper A. Alchian and G. Demsetz "Production, Information Costs and Economic Organization" (1972) determines the essence of the company on the basis of the cooperation advantages. The joint use of any resource in the team can achieve better final results than its use alone. Developing this methodology, W. Meckling and M. Jensen identified the firm as "a network of contracts" (1976). According to the transactional theory, the problem of the functioning of the firm refers to the problem of choosing the optimal contract form for maximum savings on transaction costs. The problem aims the development of such contracts that are best adapted to each specific transaction. Despite the multiplicity of approaches, their significant differences, the transactional theory identifies several common characteristics of a product company. This is the existence of a complex network of contracts, long-term nature of the relationship, the functioning of a unified "team", the administrative mechanism of coordination, the most profitable investment specific assets.

Within separate enterprises, parties in the contract are the owners, managers, organizers of production and employees. Their responsibility for the fulfillment of contractual obligations is established by the contract terms, governed by the law, legislative bodies and controlled by the state. The enforcement mechanism of corporate and industrial responsibility is known and operates effectively. However, in the corporative unit, there are objectively necessary social relations, many of which are not

amenable to the formal regulation. The social life of the company is diverse. The harmony of social and labour relations, collective solidarity, common interests, mutual support, and commitment to more fully satisfy the needs of corporate members should be among them. The social firm resource is of the same importance for the success of the company as any other production resources. All involved participants should share the social responsibility for the effective use of social resources.

The category of “social responsibility” is a relatively new concept. In Great Economic Dictionary, it is defined as following: “The social responsibility is everyone's responsibility within the overall aggregate liability of persons” [13, p. 667].

In brief, this means the responsibility of each member of corporate association for the general obligations of the company.

Interests of participants of the economic process are quite diverse and contradictory. A. Smith called interest as the “invisible hand of the market”. However, the common approach to the system of interests is not sufficient for a scientific understanding of the behavior of each actor of the market relations. It is necessary to subdivide them in more detailed subordinary relationship.

The main dominant interest can be considered as the interest in the form of benefits implemented by the business. It is determined by the size of the resulting revenue and profit as a part of this income in excess of the entrepreneur costs. The relative value of the ratio of income and expenses, as we know, is the rate of profit. The entrepreneur-capitalist behavior, depending on the rate of profit, is brightly in-journalistic style expressed by an author as following: “The capital is afraid of the lack of profit or too small profit the same way as the nature fears a vacuum. But if there is sufficient available income, the capital becomes bold ... at 300 percent there is no crime for which it would not dare, even under the risk of gallows” [14, p. 35, 36].

In order to make a profit, the entrepreneur must comply with a number of terms, the absence of which does not allow to have any income at all or in a desired amount. Any kind of activity requires resources. Therefore, the nature of relations with suppliers of resources directly affects the success of the enterprise. Suppliers of resources (labour, raw materials, credits, etc.) accordingly act employees, suppliers of materials and energy, financial and credit institutions. Stable, good, trusting and responsible relationship among them is a productive and social resource of the entrepreneur. It is equally important for business to maintain stable, good relations with the buyers of its products. This also manifested its interest, the implementation of which determines the coverage and range of responsible entrepreneurs to their “partners” in the business and market. The latter, in our opinion, constitutes the main features of the business image, the prestige of the entrepreneur in the market environment, its reputation in the community. There were times of business development when the word was valued more than gold, more expensive than any receipts and a paper contract. To lose the reputation as a reliable partner meant to become an outcast in the business world and lose own business. Tragically, not only individual entrepreneurs have lost a valuable resource in the modern history of the business world – business reputation, but also individual governments allow themselves apparent fraud, cover up the theft other people's resources (Turkey), refuse to pay billions

in debt (Ukraine), without a doubt, such governments lose their reputation and cause great damage to the national interests of their people.

The interest in preserving and improving the environment takes a special place in the interests of the public system, government and business. The world around us – aquatic and air, soil, forest, wildlife – all precious goods belong to both past and future generations of people. However, only the current generation of people has the responsibility for the safety and balance of the whole of the world. Since the greatest damage to the environment causing human economic activities, the business is primarily responsible for the safety and melioration of natural conditions. This is its natural and social responsibility, and it should be manifested through the resuscitation of natural resources and compensation at the inevitably caused damage. All these relate to the forms of manifestation of social responsibility.

The damage to cultural and historical aura of the society sometimes caused by the business should not be excluded from the registry of social responsibility forms. Among them, we can note the destruction of monuments of culture, architecture, nature reserves in the construction of new buildings. Additionally, we can include the loss, damage, sale abroad of the most valuable paintings, icons, sculptures. On the contrary, the activities of a businessman on the preservation of historical monuments, acquisition and return home the most valuable works of the national culture, art always raise the prestige of the entrepreneur, elevate his social status, strengthen business confidence in the business community.

Thus, the social responsibility of the business to the civil society, government, partners extends from regulatory obligations set forth by the law to the moral and ethical principles, existing rules, attitudes, traditions formed and perceived by the public consciousness of the civil society. Finally, the implementation of social responsibility corresponds to the interests of business, contributes to its success and prosperity and deserves the support and respect in the business community and people.

Experienced and provident entrepreneurs form their program and carry out economic policies in response to the execution of social responsibility measures realizing the long-term business impact of interdependence and social responsibility. Avoiding the conflict of contradictions with the society, state, nature and partners, we can guarantee sustainable development of the business. All of the mentioned above constitute the intellectual capital of the enterprise, the accumulation of which requires a lot of effort and time.

The interests reflect the relationship between two parties, at least. Similarly, any liability including social can be certainly mutual, and at least two-sided. The business is socially responsible to the state, civil society and partners. The government should have the social responsibility to the business. It manifests in the state support of business, its protection ensuring necessary conditions of functioning, etc. The state bureaucracy, procrastination and extortion only weaken the business. Civil society *is responsible* to maintaining the business environment, the formation of social tolerance towards businessmen, fair recognition of their success. Envy, persecution and oppression of successful businessmen are unacceptable in the society. The media creating public opinion and awareness in the civil society also should have the social responsibility to the business.

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The staff, employees and trade unions, expressing their interests, are also active actors of the social responsibility system. Decent wages, timely payment of salary, provision of work, taking care of its employees are a major manifestation of corporate social responsibility. The mirror image of this responsibility should be diligent, productive work, innovation and prudent attitude to enterprise resources from employees.

Refusing the social responsibility of the parties mentioned above is invalid or not feasible in practice. In any case, the long-term social responsibility can be achieved as a mutual phenomenon covering all actors of economic life. History has shown many times what is social injustice, lack of responsibility of the parties. The chaos, conflict, civil wars and revolutions – that is a logical outcome of a long non-recognition of interests and social irresponsibility. A long-term, increasingly negative effect of social irresponsibility of business, government, civil society and individual citizens is expressed in such manifestations in the country.

What ways, measures to avoid such devastating for business, government and society of the results of social irresponsibility exist? What to do?

First of all, it is necessary to study and definitely know the needs and interests of all actors of the country's economic system. They change and at every new situation cannot remain unchanged as well as change their feasibility. The social responsibility means considering and following the changes in conditions in the new environment. For example, when a general crisis or recession residents' needs cannot remain at the same level as they had been at the successful pre-crisis period. The severity of the crisis should be equally borne by the opportunities in all economic entities. Then the system will be more stable and more successful in overcoming the difficulties of the crisis.

At the proper social responsibility, knowing the needs and interests of the parties the terms of the contract without compromising the integrity of its content can be reviewed. The system will maintain its resistance till the next conditions change. That is, as is now often said, “you need learn to negotiate” to look for compromise and conditions for the further cooperation. The ability to negotiate is the most important art of economic policy.

Thus, the corporate social responsibility is a system of socio-economic relations among the economic actors (businesses, government, and members of civil society institutions) on the mutual interests of harmonization in order to ensure sustainable development of the society and the surrounding environment. CSR develops and improves mutual evolutionary with all actors of the community. Highly CSR system is an extending value of intellectual capital, the role and importance of which are amplified in the modern world.

In Russia, CSR develops in the direction of the integration of social activity into the company's strategy. However, this process requires activation. Business survey conducted by a group of scholars in 2015 showed that CSR, called by businessmen, is directed to 10 key stakeholders. The percentage of the total number of stakeholders in the responses is given in table 1.

Table 1

The main stakeholders called by businessmen in response to the question of CSR

№.	Main stakeholders	Number of answers in % to the total
1	Government	7,1
2	Employees of the company	21,4
3	Consumers	25,0
4	Business Owners	1,8
5	Local residents and future generations – through ecological security of business	8,9
6	Locals as the beneficiaries (except ecology)	8,9
7	Children, youth, educational institutions	8,9
8	City, people in a whole as actors of cultural values	3,6
9	Recipients of charity	10,7
10	Professional associations	3,6

Source: [15, p. 2604]

Researchers noted: “The more experienced entrepreneur answers to our questions, the more social responsibility he shows in his business” [15, p. 2605]. The latter evidences of the level of CSR depending on the maturity of the entire business community.

Improving the efficiency of business corporate social responsibility depends on the perfection of the legal system and law enforcement system. Legal responsibility is not identified with social responsibility but also inseparable from the latter. The concretization of the legal responsibilities of the parties, the adoption of the necessary power of legislation, regulations, orders and instructions – it is a social responsibility of the state and its organs.

The antipode of social responsibility can be called social irresponsibility. Socially irresponsible is the behavior of the actor of the social system or the type of its activity causing damage to the interests of other participants in the corporate association and threatening the integrity and stability of the system as it is.

The contrast comparison of manifestations of the social responsibility of actors and their social irresponsibility allow more precisely delineate the bound of the social responsibility, the size and limits of its measurement.

Socially irresponsible behavior of the actor or socially irresponsible policy is a system of measures or actions, the consequences of which causes damage to the stability of society, the oppression of the interests of some actors in favor of the others, the crisis of the national economy or business failures.

Manifestations of social irresponsibility are extremely diverse and variable. As for the part of the business to be considered socially irresponsible:

- long delay in wages or decrease in its unjustified payments;
- wasteful use of financial, material, technical, intellectual, natural and other resources;
- ignoring the system anti-crisis policy of the company;

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– any action leading to the breach of the national interests of the state and civil society;

– actions that are criminal in nature, and causing moral and ethical, cultural damage to the society.

State, public administration and **officials**, the tasks of which are monitoring and enforcement of the social responsibility by all actors of economic and other activities, often allow the manifestation of the social irresponsibility. It is manifested in the following forms:

– oppressive, irrational tax policies which results in the reduction of activity from the business and public;

– the assumption of limiting social gap in the amount of income of the richest and the poorest segments of the population;

– corruption, unbridled bureaucracy and formalism in the actions of the state apparatus at all levels;

– the lack of effectiveness of social protection of the disabled, children, beggars and homeless;

– any kind of public policy ignoring national interests or leading to their infringement;

– the absence or inefficiency of the system of state influence on the institutions that shape the public consciousness, the dominant mentality of the citizens of the society.

Policies that generate nationalism, inter-religious intolerance, political and social instability, chaos;

– disregard for the use of natural resources that result in an imbalance in the ecological environment.

Defining the social responsibility of government, business entrepreneurs, influential social institutions, we should not forget, above all, any responsibility depends on the personality characteristics of the person, his upbringing. All the virtues and vices of human nature are formed in childhood. The family and the school determine the child's social values creating the beginning of a young person citizenship. It is impossible to overestimate the importance of the family and school education in the consolidated social responsibility of the civil society, government and business. The family behavior is socially irresponsible if the child has not brought such traits as diligence, respect for elders and people of another nationality, faith and religion. Love for their small and great motherland should occupy a dominant position in the child's feelings comparing to the charms of foreign travels. Our own options should become nearer and dearer than anything foreign. The words from the song: “We do not need the Turkish shore and Africa either” must enter into a strong consciousness of the younger generation from the reasoning and beliefs of parents, school teachers as an indisputable fact. Beauty of other countries may take a secondary position in the perceptions of new generation.

The social responsibility for the formation of the child's feelings of compassion, indifference to the troubles and joys of others, curiosity, love to nature, animals and vegetation is the duty of the family and school. The beauty of the soul of the younger generation can only be formed as part of the harmony and beauty of the world around us and vice versa.

Among the troubles of the modern society we can see alcoholism, drug addiction, crime, terrorism. No one will convince us of the opposite but the origin of these troubles lies in family education, indifference the people around us. Only the family, relatives, neighbours and immediate surroundings conceal (count “support”) the development of these defects. Others even turn this disaster into a source of own revenues. Finally, the price paid for the social irresponsibility comes to all of us: the state, entrepreneurs, society.

Socially irresponsible actions of people are sneering above the monument to the heroes who sacrificed their lives during the wars of liberation. Unfortunately, there are a lot of examples in modern Ukraine and Poland. In its anti-social nature, they are not different from the Taliban savagery destroying the Buddha monuments in Afghanistan of thousands years old.

In the same number of social irresponsibility, the behavior of citizens, mocked the religious feelings of people, offending human dignity, centuries-old traditions of the population. Only the society possesses the most effective measures for the protection of the holy places, as well as the places of worship, churches from abuse wherever it comes from. The limit of this social irresponsibility is not unlimited patience of the people.

For recent twenty years Russia has made significant positive changes in the social, political and economic status. The people formed a sense of pride in their country. There is a growing national consciousness, solidarity and confidence in the future. Significantly strengthened the defense capability of the state. The scientific and technical potential has increased. The country has been recognized as one of the leading countries in the international community. Russia confidently overcomes food and technological dependence.

In the globalizing world market, an actually growing competitor objectively irritates other leaders. In this market the largest INCs and TNCs of the USA and Europe felt comfortably for a long time. The colonialist policy of “divide and rule” has changed only in the forms. It has become more sophisticated, professional and tough. Aggressive wars for markets and resources have become hybrid, and the motives and reasons – more cynical. The reason for any intervention in the affairs of others can always be found in the system of contradictions of actors in the society. It remains only to “warm up” and amplify these differences motivating disaffected and “unfair” offended. So even small dollar social efforts “dynamite” of any country can be ready for the destabilization of one or two years at the “virtual Internet puffing”, through the media. Only a strong civil society with the socially responsible policy of the state, business, public is able to withstand any ongoing efforts to remove Russia from the global market arena battles.

Consequently, the extreme edge, the “red line” of social irresponsibility of the state (government), business, civil society, their institutions and individuals in the country is to create instability, chaos, conflict, demoralizing foreign intervention, civil war. The whole “bouquet” of the mentioned above negative consequences – the inevitable result of the social irresponsibility.

**CONCLUSIONS**

1. The effective system of monitoring and mutual monitoring of economic actors and society over the implementation of cultural, legal, civil, ethical standards of social responsibility of business, government, citizens, society and their institutions is necessary.

2. The scientific development concept of the mechanism of motivation of economic entities to comply with social responsibility program and its phased implementation into the economic, political, environmental and social policies is essential.

3. Teaching social responsibility in the civil society and business must be included in all forms of education as a compulsory training of social science disciplines.

4. The media as one of the leading institutions of the society, shaping the public consciousness, should take an active part in shaping the social responsibility of citizens, business and government structures.

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