

Corporate social responsibility in the Ukrainian business practice

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ABSTRACT. In the article there was outlined the role of the corporate social responsibility (CSR) in the formation of a new approach to the companies' activity assessment in the Ukrainian business environment. There has been given qualitative and quantitative analysis, determined the principle developments of the present period of formation, establishment and development of the domestic CSR model in Ukraine. There was made an evolutionary research analysis in the sphere of CSR in Ukraine and laid out the results of the author's research of domestic business practice of CSR which allow to specify the main tendencies of its development and application in the formation of the framework constituent structure of the national CSR model.

KEY WORDS: corporate social responsibility (CSR), charitable activity, charitable foundation, social investments, social security, social partnership, code of the corporate management, moral corporate code, national leading, industrial safety, altruism, image of the company, corporate culture, corporate volunteering, expert help, social marketing, material assistance, inter-sector partnership.

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