

**THE INFLUENCE OF SOCIAL RESPONSIBILITY ON THE QUALITY OF
LIFE IMPROVEMENT AS A SIGNIFICANT ELEMENT OF
MANAGEMENT OF SUSTAINABLE DEVELOPMENT OF
COOPERATIVES: UKRAINIAN AND FOREIGN EXPERIENCE**

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Abstract

The paper describes the special conditions for the functioning of modern cooperatives, as well as the need to provide favorable conditions for their further sustainable development. At the same time, it is pointed out that it is necessary to take into account the interests of all the participating parties and, accordingly, their social responsibility. A methodical approach to assessing the impact of the social responsibility of cooperatives on the quality of life of the population is proposed. It is not only based on the calculation of the three-component indicator of cooperative participation in solving population problems (economic, social and environmental components), but also takes into account the four levels of their responsibility (complete irresponsibility, too little participation, moderate participation, high social responsibility) and identifies the main obstacles (economic, social and organizational ones) that interfere with sustainable development. The calculated values of the integrated indicator of the effect of cooperatives on the quality of life of the population in Ukraine and Nigeria did not reach the normative level, which indicates a low level of social responsibility in these both countries. The main circumstances that prevent the development of the quality of life of the population are highlighted, namely: the lack of infrastructure, the lack of human resources, the inability to properly support the cooperative movement at the national level, political instability, adverse climatic conditions, the marginalization of the rural population, frequent outbreaks of epidemics that completely destroy existing agricultural zones. Summarizing the above, the authors highlighted key points that hamper the successful implementation of social programs of cooperatives in both Ukraine and Nigeria: lack / shortage of monetary resources; insufficient level of competence of managers who are poorly versed in the advantages and specificity of socially responsible behavior; shortage of temporary resources necessary for the development and implementation of social programs; personal characteristics of the cooperative founder; partial awareness of cooperatives in urgent social needs; the reluctance of the media to comprehensively and systematically cover the social initiatives of entrepreneurs. In turn, the following factors contribute to the social activity of cooperatives: high motivation of cooperative members; active participation in the organization and realization of social projects.

Keywords: *integral index, cooperative, sustainable development, social responsibility, quality of life of the population*

1. Introduction

At the present stage of economic development, the external environment is characterized by variability and a crisis state, and the problem of the sustainable functioning of socioeconomic systems not only has not lost its significance, but has also acquired new aspects in its development. Sustainability and ability of any economic entity to be highly efficient and dynamic one is an important condition for the stable development of enterprises and stabilization of the socio-economic situation in the state.

Given the current conditions in which modern enterprises, including cooperatives, are forced to work, it is necessary to take into account the interests of absolutely all parties and, accordingly, to promote their active interaction. In addition, such a multi-faceted concept as “social responsibility” (SR) is an integral part of the sustainable development of cooperatives as a whole. The study of the theoretical and practical aspects of such cooperation directly affects the improvement of the living standards of the population; therefore, in this context, there is no doubt that this scientific research is rather relevant.

2. The investigating degree of the current problem, the aim of the research

The degree of study of the theoretical aspects of the quality of life of the population and the main issues of its influence on the processes of economic activity of cooperatives, the formation and development of a cooperative format of social responsibility indicates that foreign and Ukrainian scientists pay due attention to this issue. The discourse of the selected issues is presented by such foreign and domestic scientists, as: Koval' L. [1], Alkhasov S. [2], Titaiev V. [3], Moldavan L. [4], Jacoby N. [6], Libanova E., Hladun A., Lisohor L., Kovtun N. [9], Lihonenko L. [10], Ratushniak T. [11], Havrylova T. [12], Dell M. [13], Bai S., Cherven I. [15] and others. However, despite such an active study of the problem, some of its aspects concerning mechanisms for raising the level and quality of life of the population by enterprises are still not sufficiently illuminated. In particular, it is necessary to directly assess the capacity of enterprises to influence the quality of life of the population. In connection with the fragmentation and isolation of some scientific research, we can strongly assume that at the moment there is no fundamental study of the problems of coherent communication between business entities and the main indicators of the standard of living of the population. This explains the relevance and practical value of the given study. First of all, for this purpose it is necessary to calculate the integrated coefficient, which is a comprehensive assessment of the contribution of entrepreneurship to the economic, social and environmental components of the quality of life in general.

Being a successful model for the realization of social relations, the cooperative movement does not only help to increase the material potential of the society as a whole, but also creates favorable conditions for the manifestation of the personal talents of each individual. This movement is an important component of the development of society. In turn, the society expects from cooperatives an active participation in public life, along with high indicators of economic development. Most often representatives of the society are aware of the limited social vector of cooperatives' activity, which, in fact, is the priority of creating social responsibility [1-5]. The well-known economist

Jacoby N. believes that: “Entrepreneurship only then realizes its full potential in improving the quality of life of the population, when the state government creates a market for social goods and services expected by society” [6, p. 34].

Consequently, the social sphere is a priori socially significant, because the main results of its functioning (volume, quality of work and services provided to people) directly affect the quality of life of the population, which can be understood as a specific set of certain characteristics that determine the achieved level of social, material, physical and spiritual wealth of the country’s population. In Ukraine and Nigeria, the factors that affect the achievement of this welfare are related to the investments in natural wealth.

Considering the present stage of the development of the society, it is necessary to state that the economy is developing according to the consumer scenario of events, within the framework of which the negative attitudes are inherent, when any efforts are not exerted to achieve specific goals. The consequence of such a threatening fact is that many socially significant projects of the national level do not only give the expected effect, but also generate inflationary and corruption processes.

The existing concept of social responsibility is not new for the international business community. It is regulated by the ISO 26000:2010 “Guidance on Social Responsibility” [7], which was published in 2010. This International Standard provides a clear and detailed definition of the term “social responsibility” to prevent misunderstanding: “responsibility of an organization for the impacts of its decisions and activities on society and the environment, through transparent and ethical behavior that:

- contributes to sustainable development, including health and welfare of society;
- takes into account the expectations of stakeholders, but at the same time it is integrated throughout the organization, in particular the cooperative one;
- is in compliance with applicable law”.

In order to adequately assess the business potential of any cooperative, it is necessary to be guided by the statement, according to which social responsibility directly affects the living standards of the population. According to most experts, the financial aspect should be taken into account in this matter; however, practical experience shows that social responsibility depends on a number of factors. The concept of “quality of life”, being interdisciplinary and multidimensional one, concerns many spheres of society’s life, therefore it is not easy for researchers to take into account absolutely all its manifestations and functional potential that affect statistical data on cooperatives’ efforts to improve the quality of life of the population.

The participation of co-operators is also conditioned by subjective factors (for example, interest in the rational use of natural resources). As a rule, top-management representatives pay enough attention to their employees (their material encouragement in the case of achieving high results in work, promoting recovery-oriented practice or solving personal problems), eventually get employees ready to work with full efficiency. In this context, the economic component still plays a decisive role.

Thus, the level of welfare of the population greatly depends on how active is the financial and

economic contribution of the cooperative in a certain territory. For example, creating new jobs contributes to social responsibility. At the same time, it is rather difficult to thoroughly analyze the impact of business structures on the quality of life of the population, since data on the results of such activities (in particular, data on charity participation) are not always published in open access, or are provided in fragmentary form only. However, it is quite possible to track the mechanisms and directions by which it is implemented.

Issues of the influence of cooperatives and their sustainable development on the quality of life of the population, namely on the development of its economic, ecological and social components, remain fragmented. As the improvement of the quality of life of the population is interconnected and dependent on the social activities of cooperatives, the latter require a waiver of a narrow approach to issues of social responsibility, and the transition to the formation of a multi-level system of assessment of social responsibility.

The aim of the research is to establish a connection between the influence of factors of economic, social and environmental nature on the level of society development, as a result, the quality of life of the population.

3. Methods and materials applied

Obviously, social responsibility is manifested in the socio-economic and environmental sphere. Accordingly, each of its components can be characterized using the indicators necessary to analyze the efforts or losses of enterprises in each specific direction. Methods for assessing the level of social orientation of actions of economic entities, including cooperatives ones, at different levels of management, have been developed by many scientists (Libanova E. [8], Kovtun N. [9], Lihonenko L. [10], Ratushniak T. [11] and many others). Based on the results of the study of these issues, methodological approaches to assessing the impact of enterprises on the quality of life of the population were proposed by authors. We believe, that these ones are able to determine exactly how socially responsible the modern business society is and how socially necessary is its activity.

It is necessary to start the process of assessing the impact of enterprises on the quality of life of the population by calculating the complex indicator CI_{SR} , which can be determined by formula (1):

$$CI_{SR} = C_E \times C_S \times C_L \quad (1)$$

This indicator is three-component, it represents an integrated assessment that characterizes the contribution of enterprises to the social, economic and environmental spheres of life. Conditionally, it can be represented as follows:

- C_E – the economic component of social responsibility is a constant that characterizes those changes that relate to the material well-being of the population;
- C_S – the social component of social responsibility is a constant that indicates the transformations taking place in the social sphere;
- C_L – environmental component, which indicates the changes that led to a change in living conditions of people.

In order to correctly calculate the integrated indicator, it is necessary to carry out a phased calculation of all the coefficients for each individual component. As a result of the calculations, it will be possible to define which factors have determined the influence of enterprises on the quality of life of the population as a whole (See Figure 1).

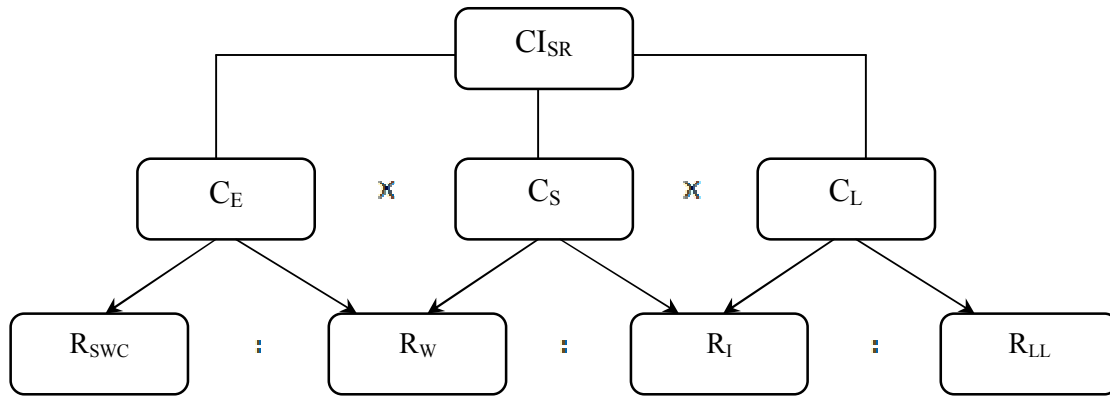


Figure 1. Factor model of the effect of the cooperative development on the quality of life of the population

The principle of calculating the coefficients is based, most likely, on the comparison of the growth rates of such leading indicators (%), as:

- R_I – per capita income;
- R_{LL} – expenses necessary to ensure the expected level of life;
- R_{SWC} – workplaces with safe working conditions;
- R_W – availability of workplaces.

In this context, we consider it appropriate to note that in the income system a large share belongs to wages. Accordingly, this income item is growing more intensively than, for example, the costs of providing a level of vital activity, namely, for the treatment and required rehabilitation, as well as for the purchase of clothes, food products, and payment of utilities and services, etc. This means that the population could spend more money on self-development, rest and education needs. In our opinion, the optimal ratio of the above indicators can be represented as follows:

$$\frac{R_I}{R_{LL}} > 1 \quad (2)$$

In turn, the social contribution of cooperatives to raising living standards indicates that the growth in the availability of jobs and the dynamics of growth in per capita income have equaled among themselves. At the same time, the level of availability of jobs is contrasted with the unemployment rate. Despite this, it is calculated as the share of the unemployed, which accounts for the total number of economically active population.

Undoubtedly, the growth of incomes of the population plays an extremely important role in the formation and development of a number of socio-economic factors affecting the life of the society, however, the employment of the population is socially conditioned, therefore the rate of reduction

of unemployment should be active. This, in our opinion, will lead to a modification of the social structure of the population. The correlation of these indicators can be represented as follows:

$$\frac{R_w}{R_l} > 1 \quad (3)$$

The issue of preserving the security of the environment, along with problems of employment and increasing incomes of the population, is very important, but business entities will only be able to positively influence their decision when they set themselves the goal of reducing the number of jobs with harmful working conditions that are dangerous for the life and health of workers. The absence of a hazard and harm factor is transformed into a regressive circumstance, due to which the working conditions will improve significantly. Accordingly, the number of safe workplaces should grow more intensively than their level of availability.

The specific of the above indicators is revealed by the following formula:

$$\frac{R_{SWC}}{R_w} > 1 \quad (4)$$

So, the coherent dependence of all these criteria corresponds to this inequality:

$$R_{SWC} > R_w > R_l > R_{LL} \quad (5).$$

4. Results obtained and discussions

We note that the value $CI_{SR} > 1$ characterizes the manifestations of social responsibility, and a generalized estimate of the effect of cooperatives is calculated taking into account four levels of such influence on the quality of life of the population (See Table 1).

Table 1. Indicators of the level of the cooperative's impact on the quality of life of the population

Three-component integrated indicator, CI_{SR}	The degree of influence of the cooperative on the quality of life of the population
$CI_{SR} [- -]$	The influence of the cooperative on the quality of life of the population is not traced, while social irresponsibility prevails.
$CI_{SR} [- - +]$	The influence of the cooperative is not sufficiently appreciable, social responsibility is too low.
$CI_{SR} [- + +]$	The effect of the cooperative is moderate, social responsibility is insignificant
$CI_{SR} [+ + +]$	The role of the cooperative is significant, social responsibility indicators are high

If the optimal level is found, then the component is estimated by the “+” sign. If the value is less than 1, then the sign “-” will indicate the discrepancy of the optimum.

On the basis of the obtained official statistics, presented in Table 2 and Table 3, we propose to

analyze the influence of cooperatives on the quality of life in Ukraine and Nigeria, guided by the proposed methodology.

Table 2. Statistics of changes in working conditions in Ukraine and Nigeria in 2012-2015

Country	Specific weight of the number of employees working in hazardous and dangerous conditions,%				Absence of dangerous and hazardous working conditions			
	2012	2013	2014	2015	2012	2013	2014	2015
Ukraine	23,2	24,2	25,5	26,9	0,768	0,758	0,745	0,731
Nigeria	25,3	24,0	27,2	26,9	0,589	0,519	0,515	0,508

Table 3. Annual growth rates of key indicators in Ukraine and Nigeria in 2012-2015
[developed by authors]

Indicators	The growth rate (in percent to the previous year)					
	Ukraine			Nigeria		
	2013/ 2012	2014/ 2013	2015/ 2014	2013/ 2012	2014/ 2013	2015/ 2014
R _{SWC} , jobs with safe working conditions	98,7	98,3	98,1	91,2	91,6	91,3
R _W , accessibility of workplaces	96,5	75,1	112,8	89,8	86,3	85,8
R _I , per capita income	118,6	113,8	111,0	99,4	94,6	90,2
R _{LL} , expenses necessary to ensure the level of life	122,4	106,3	117,7	103,2	96,8	97,3
C _E , economic component of social responsibility	0,97	1,07	0,94	0,95	0,99	0,97
C _S , social component of social responsibility	0,81	0,66	1,02	0,23	0,16	0,21
C _L , ecological component of social responsibility	1,02	1,31	0,87	0,99	1,05	0,74
CI _{SR} , three-component integrated indicator	0,806	0,925	0,834	0,216	0,166	0,151

According to the relevant data, a graph that clearly demonstrates the specific effects of cooperatives on the quality of life of the population of Ukraine was built (See Figure 2).

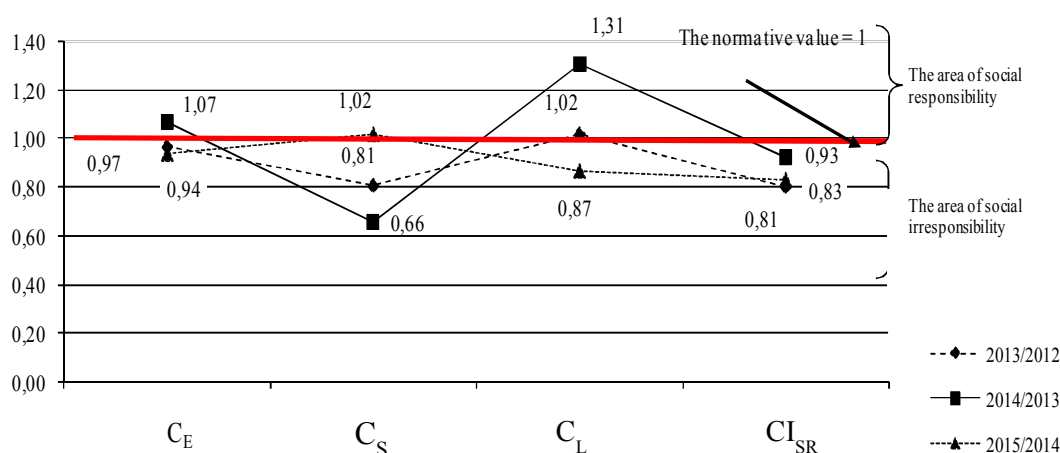


Figure 2. Evaluation of the impact of cooperatives on the quality of life of the population in Ukraine in 2012-2015

A graph showing the characteristics of the impact on the quality of life of the population of Nigeria is represented in Figure 3.

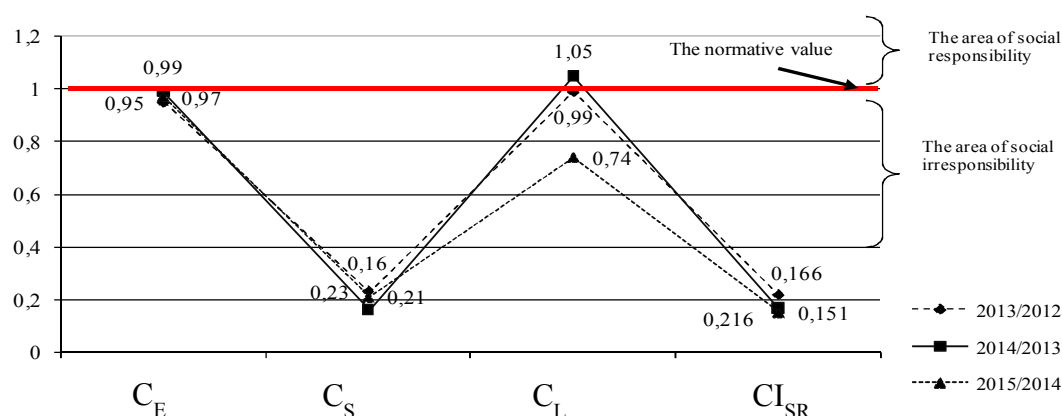


Figure 3. Evaluation of the impact of cooperatives on the quality of life of the population in Nigeria in 2012-2015

The horizontal bold line in Figure 2 and Figure 3 reflects a single level, according to which social measures are taken, the results of which can be interpreted as socially responsible or socially irresponsible ones.

Further, the analysis of growth dynamics of each component of the integrated indicator for each country is considered in more detail.

Thus, the economic component of the social responsibility of Ukraine for the period under study had undulating dynamics. For example, in 2013 there was a moderate advantage of the growth rates of incomes over the indicators of the increase in expenditures necessary to ensure the level of vital activity of the population. In connection with the rise in the cost of goods and services, this trend has dramatically changed in 2015. Simultaneously, these transformations have led to a significant reduction in spending on recreation and self-development. Despite the long-term growth dynamics, the ratio of growth rates of these indicators was less in 2014 compared to 2012. Given this, we must note the deterioration of the material well-being of Ukrainian citizens, when the available conditions are far from their real expectations which leads to a decrease in the overall standard of living.

With regard to the social component of the integrated indicator of social responsibility of Ukraine, we consider it expedient to emphasize that as a result of mass unemployment and a reduction in the availability of jobs, it has become too low, which ultimately testifies to increased tension in society and the prevalence of social irresponsibility of enterprises. This problem escalated in 2013, at the same time, per capita income grew by 13,8%. However, it touched first of all those groups of the population, who up to this point belonged to the category of financially secure population. For 20% of employees who at that time received high wages, more than half of the funds from the labor remuneration fund (50,3%) were used, while only 5% of this fund was spent on other employees with a minimum payment [12].

Ecology, as is known, directly affects the state of the territories, health and life expectancy of the population. The environmental factor, in turn, also affects all areas of human life, and in the future will only strengthen its position. The received analytical data testify that in questions of social responsibility of both Ukraine, and Nigeria and protection of the environment, there have been tangible positive changes that could very soon change the current situation in the near future. However, it would be unfair to say that such transformations are caused by the improvement of working conditions (it would have to be done from the very beginning of the investigation). In fact, they were preceded by a significant reduction in available jobs against the backdrop of a constant number of vacancies with safe working conditions. Consequently, the formation of ecological consciousness is only taking place on paper, which can not be regarded as a full-fledged positive phenomenon.

It is known that the peculiarities of the functioning of agricultural cooperatives directly affect the socio-economic development of the state. The more prominent is the role of the agrarian sphere in the context of sustainable development of the national economy, along with a low level of labor productivity, the poorer the country actually is. Thus, for example, Nigeria is inherent in the agrarian type of economic structure; therefore this country directly depends on the “survivability” of agriculture. However, the social responsibility of the vast majority of cooperatives in Nigeria is not discussed. At the same time, the level of per capita income is so low that people are not provided with adequate basic foodstuffs, due to which the phenomenon of famine in the country acquires the scale of a mass disaster.

According to official data, from 1990 to 2014, many countries in Africa (and Nigeria, in particular), where the family-farming format of farming predominates, failed to achieve a decline in the number of the poor by 5%, and the increase in value added per capita did not exceed 25%. These figures are well below those reached by Angola, Benin, Gabon, Mali and Ethiopia – countries that are actively fighting hunger [13]. During the same period of time, agricultural labor productivity in these countries increased by 69%, while in Nigeria, too low productivity rates did not only fail to achieve a 5% minimum number of hungry people, but also caused an increase from 10,7% for the period 1990-1992, up to 13,3% during 2014-2015.

Moreover, the level of backwardness of West African countries in the social and economic context from the post-industrial economies, which have passed to the informational principle of the social system, can only increase in the future [13].

So, according to the above, it can be argued that improving the quality of life of the population is the overriding goal of all civilized progressive countries, therefore, the government is obliged to create favorable conditions for the safe, long life of people and their material well-being, thus ensuring the socio-economic and environmental stability of the countries, in overall.

In this regard, further study of the quality of life issues of the population of both countries, as well as the development and testing of a set of effective measures aimed at improving this indicator, is undoubtedly extremely topical. Projects of this level should be not only socially oriented, but also contribute to the formation of the responsibility of enterprises, as well as a high level of quality of life of the population and the emergence of the necessary social and economic standards of well-being.

A detailed analysis of the experience of conducting a socially responsible cooperative of both countries makes it possible to identify, along with the opportunities to influence the improvement of the quality of life of the population, those factors that impede positive social and economic transformations. Thus, Table 4 shows us the socio-economic and organizational circumstances that favorably / unfavorably affect the process of improving the quality of life, that is, they perform the function of potential opportunities or specific barriers.

Table 4. Specificity of the cooperative’s influence on the quality of life of the population in Ukraine and Nigeria [systematized by authors on the basis of the sources: 10; 11, 13, 14, 15]

Favorable factors	Unfavorable factors
Socio-economic circumstances	
1. Availability of sufficient financial resources. 2. High motivation to implement social projects and programs of different levels. 3. The readiness to invest in socially significant projects.	1. Lack of the necessary amount of monetary resources and the system for the promotion of social responsibility. 2. Low level of competence regarding the prospects and ways to implement social initiatives. 3. High poverty rates among the population, inefficient social infrastructure, the magnitude of most problems. 4. Unreasonably high expectations of social transformations against the backdrop of low population mobility. 5. Negatively stereotypical perception of the activities of public organizations, which act as intermediaries between business and those who need its support. 6. Insufficient media coverage of social achievements of enterprises.
Organizational circumstances	
1. The existence of a regulatory international system of generally accepted social standards. 2. The existence of ethics of conducting cooperative activity. 3. Systematic improvement of the principles of social partnership.	1. Pressure on business by officials to allocate resources to specific programs. 2. Inaccessibility of information on the economic aspects of interaction of state power and the cooperative movement. 3. Lack of effective regulatory and legal framework. 4. The predominance of morally outdated management principles (i.e., bureaucracy, subjectivism, authoritarianism in decision-making processes).

5. Conclusions

The number of circumstances unfavorable for the implementation of social initiatives by cooperatives is substantially greater than favorable factors. Its representatives, not having enough funds, are interested in issues of their own existence, ignoring problems of a social nature. In order to gain recognition from the public and to circumvent competitors in a rapidly growing competitive environment, a significant number of cooperatives declare pseudo-social initiatives. However, in fact, they are not interested in raising the standard of living of population and strive to survive any way they can in the face of tough competition. Experts argue in favor of socially conditioned behavior of entrepreneurs and note that the larger the production activity of the cooperative is, the greater the social investment should be.

Summarizing the above, the authors have highlighted key points that hamper the successful

implementation of social programs of cooperatives in both Ukraine and Nigeria: lack / shortage of monetary resources; insufficient level of competence of managers who are poorly versed in the advantages and specificity of socially responsible behavior; shortage of temporary resources necessary for the development and implementation of social programs; personal characteristics of the cooperative founder; partial awareness of cooperatives in urgent social needs; the reluctance of the media to comprehensively and systematically cover the social initiatives of entrepreneurs.

In turn, the following factors are elements contributing to the social activity of cooperatives: high motivation of cooperative members; their active participation in the organization and conduct of social projects.

The above-mentioned favorable opportunities, as well as the barriers that arise on the way to the successful implementation of the principles of social responsibility, will allow the country's government to use the necessary financial and organizational resources in the current conditions of the development of social and economic relations. Therefore, the cooperatives will be able to develop their own vision of social responsibility that can improve the quality of life of the population as a whole.

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Rezumat

În această lucrare sunt descrise condițiile speciale de funcționare a cooperativelor moderne, precum și necesitatea de a oferi condiții favorabile pentru dezvoltarea durabilă ulterioară a acestora. În același timp, se subliniază faptul că este necesar să se țină cont de interesele tuturor părților participante și, în consecință, de responsabilitatea socială a acestora. Se propune o abordare metodică privind evaluarea impactului responsabilității sociale a cooperativelor asupra calității vieții populației. Această abordare nu se bazează doar pe calculul indicatorului tri-component al participării cooperatiste în rezolvarea problemelor populației (componentele economice, sociale și de mediu), dar ia în considerare și cele patru niveluri de responsabilitate a cooperativelor (iresponsabilitate completă, participare prea mică, participare moderată, responsabilitate socială ridicată) și identifică obstacolele principale (economice, sociale și organizaționale) care interferează cu dezvoltarea durabilă. Valorile calculate ale indicatorului integrat al efectului cooperativelor asupra calității vieții populației din Ucraina și Nigeria nu au atins nivelul normativ, ceea ce indică un nivel scăzut de responsabilitate socială în aceste două țări. În lucrare sunt evidențiate principalele circumstanțe care împiedică dezvoltarea calității vieții populației, și anume: lipsa infrastructurii, lipsa resurselor umane, incapacitatea de a susține în mod corespunzător mișcarea cooperatistă la nivel național, instabilitatea politică, condițiile climatice nefavorabile, marginalizarea populației rurale, izbucniri frecvente de epidemii care distrug complet zonele agricole existente. Rezumând cele de mai sus, autorii au evidențiat punctele-cheie, care împiedică implementarea cu succes a programelor sociale ale cooperativelor din Ucraina și Nigeria: lipsa/insuficiența resurselor monetare; nivelul insuficient de competență al managerilor care nu cunosc prea bine avantajele și specificul comportamentului social responsabil; lipsa resurselor temporare necesare pentru dezvoltarea și implementarea programelor sociale; caracteristicile personale ale fondatorului cooperativei; conștientizarea parțială de către cooperative a nevoilor sociale urgente; reticența mass-media în reflectarea cuprinzătoare și sistematică a inițiativa sociale ale antreprenorilor. La rândul lor, următorii factori contribuie la activitatea socială a cooperativelor: motivația ridicată a membrilor cooperativelor; participarea activă la organizarea și realizarea proiectelor sociale.

Cuvinte-cheie: indice integral, cooperative (cooperatist), dezvoltarea durabilă, responsabilitatea socială, calitatea vieții populației

Аннотация

В статье охарактеризованы особые условия функционирования современных кооперативов, необходимость обеспечения условий их устойчивого развития. В то же время, отмечено необходимость учета интересов всех сторон участников и, соответственно их социальной ответственности. Предложен методический подход к оценке влияния социальной ответственности кооперативов на качество жизни населения, основанный на расчете трехкомпонентного показателя соучастия кооператива в решении проблем населения (экономическая, социальная и экологическая компонента), который учитывает четыре уровня ответственности (полная безответственность; слабое участие; умеренное участие; высокая социальная ответственность) и выявляет основные препятствия (экономические, социальные и организационные), которые мешают устойчивому развитию. Рассчитанные значения интегрированного показателя влияния кооперативов на качество жизни населения, как в Украине, так и Нигерии не достигло нормативного значения, что свидетельствует о низком уровне социальной ответственности в обеих странах. Выделены основные обстоятельства, которые препятствуют развитию качества жизни населения, а именно: отсутствие инфраструктуры, дефицит кадрового потенциала, невозможность должным образом поддерживать кооперативное движение на общенациональном уровне, политическая нестабильность, неблагоприятные климатические условия, маргинализация сельского населения, частые вспышки эпидемий, которые разрушают сельскохозяйственные зоны. Резюмируя вышеизложенное, выделены ключевые моменты, которые препятствуют успешной реализации социальных программ кооперативов, как в Украине, так и Нигерии: отсутствие / недостаток денежных ресурсов; недостаточный уровень компетенции руководителей, плохо разбирающихся в преимуществах и специфике социально-ответственного поведения; дефицит временных ресурсов, необходимых для разработки и реализации социальных программ; личностные характеристики учредителя; частичная осведомленность кооперативов в актуальных социальных нуждах; нежелание СМИ всесторонне и систематически освещать социальные инициативы предпринимателей. В свою очередь, факторами, способствующими социальной активности кооперативов является следующие обстоятельства: высокая мотивация участников кооператива; активное участие в организации и проведении социальных проектов.

Ключевые слова: интегральный показатель, кооператив, устойчивое развитие, социальная ответственность, качество жизни населения

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