

MODERN TRENDS OF CORPORATE SOCIAL RESPONSIBILITY

The problems of introduction of corporate social responsibility of a bank establishment are investigated in this article. The external social responsibility of the bank is determined here, which includes: sponsorship and charity; participation in state, region and municipality environmental programs; interaction with local authorities; responsibility to society, government, investors, customers, population, competitors and others. The content of the corporate environmental policy is disclosed, including the use of different types of environmental audits, "green supply", involving employees to the environmental initiatives. The level of social responsibility of the bank is determined by using sociological research of questionnaires bank customers. The priority values of bank are shown, that provide steady development of society, grant of high-quality calculation services, operative decision of financial questions of assistance to professional development of employees.

Keywords: environmental responsibility, social responsibility, social reporting, social programs, stakeholders.

Problem in general and its connection with important scientific and practical tasks. In modern conditions of economic institutions Corporate Social Responsibility (hereinafter CSR) is a key element of a stable and sustainable development organizations. CSR is one of the effective mechanisms of investment attractiveness, competitiveness, loyalty society and mandatory component of the strategy of organizations that care about their reputation. JI guidelines are an important component of a stable democratic society and integral part of the leading organizations of the world. Today, to lead successful activity, banks had to be law-abiding taxpayer, to provide adequate salaries on time and pay dividends to shareholders. The society expects of them proactive and voluntary contribution to the solution of many social and economic problems. Because modern social security and social protection of the population depends not only on effective functioning of the state system of public support, but also from the activities of banks in this area.

Results of research and publications in which a solution. Research problems implementing CSR in banking institutions devoted to the works of both foreign national scientists. Among them are J. Bowen, A. Kotler, Porter, M. Fridman, R. Olson, M. A. Sulyma, and others. The Ukrainian researchers pay attention to this issue: Vodnytska N., A. Grishnova A. Grinenko [2] S. Goncharov, S. Hyryk A. Kolot [4], R. Kolyshko [6] S. Mocherny, S. Miller, H., Y. Popov, E. Snizhko, V. Stelmakh, Z. Skrynnik, Vladimir Ukrainian, A. Fedoseyev and others. The study of social responsibility in scientific space have a different focus, while about CSR banks have significantly limited.

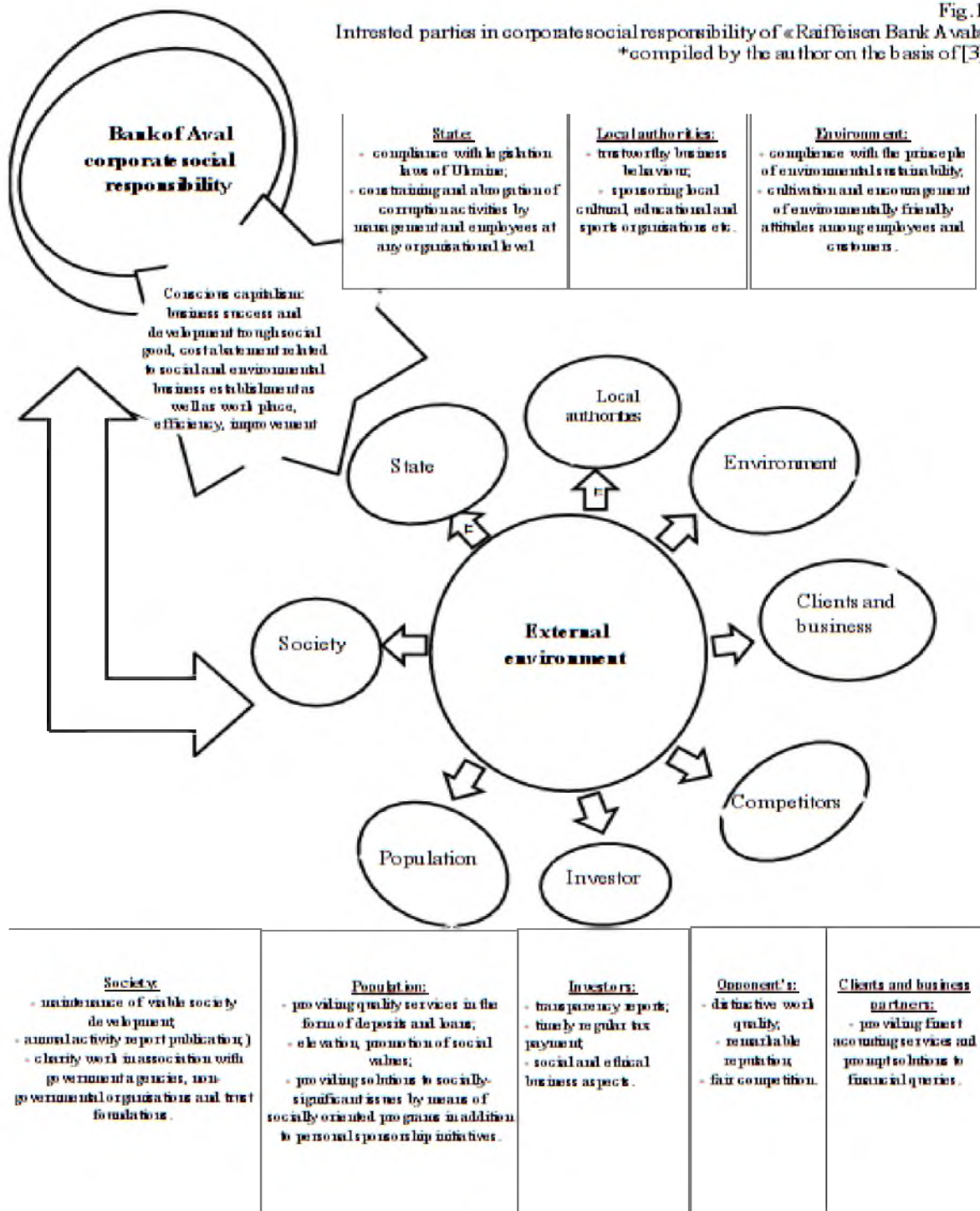
The main material research. Each organization has its social mission, which lays the principles of corporate social responsibility. A striking example of this is "Raiffeisen Bank Aval" «Raiffeisen Bank Aval» one of the leading banks Ukraine, which plays a key role in ensuring sustainable development, is a leader in quality of service and one of the most profitable banks in Ukraine according to the 2014.

Social responsibility PJSC "Raiffeisen Bank Aval" manifested through its reliability; transparent business; providing high quality services; decent jobs with proper working conditions; adherence to the principles of environmental responsibility; providing charity and sponsorship. Socially-responsible bank doing business is characterized by good faith, fair competition and transparent financial reporting. This bank provides to society; health and safety conditions of employees; provides high quality services; prevents acts of corruption management and has a very high reputation.

External social responsibility of the bank (Fig.1) includes:

- Sponsorship and charity;
- Participation in environmental programs, state, region, municipality;
- Interaction with local authorities;

Fig.1
 Interested parties in corporate social responsibility of «Raiffeisen Bank Aval»
 *compiled by the author on the basis of [3]



- Responsibility to society, government, investors, customers, the public, competitors and others.

The Bank adheres to the terms of current legislation of Ukraine gives priority conducting socially responsible business. The Bank operates on the principles of fair business, which is based on the principles of mutual respect, rinvopravstva, partnership and active cooperation. To improve the social values and maintain adequate economic level, working with the government, sponsoring local, cultural, educational, sports organizations and others.

Raiffeisen Bank Aval is the largest foreign investment in Ukraine. Investment property is used not only for the provision of services and administrative purposes, but in order to profit from the provision of its lease or to increase in value. However, performs data operations within the law, providing transparent financial reporting and timely paying taxes.

During the reporting year were priority projects in support of agribusiness, trade finance and energy efficiency. Raiffeisen Bank Aval was the first and remains the only bank in Ukraine, which is involved in the

program UKEEP European Bank for Reconstruction and Development.

The main components of environmental responsibility of the bank are:

1. Corporate Environmental Policy, which is that every year complements the system of environmental principles and standards. The bank conducts open an active environmental policy and all employees adhere to environmental legislation.

2. Environmental audit - investigation of basic resources functioning of the organization, consumption and obtain conclusions about the impact of the organization on the environment. The bank used different types of environmental audits, including: Compliance audit - audit for compliance of environmental regulations and environmental policy; Issues audit - an audit problem, describing how the organization affects the global environmental problems; Health and safety audit - evaluation of the safety of workers at employment and possible cases of negative influence different groups of factors on health; Site audit - evaluation of the environmental situation of a territory; Corporate audit - «corporate audit», which includes examining the environmental policy of the organization, its main production and technological processes [6].

3. Involving employees in environmental initiatives. Management believes effective environmental policy can be provided that every employee concerned environmental issues and trying to contribute to their solution.

4. «Green Supply» provides services not harmful to the environment.

Conducting patriotic tolok «Believe in yourself! We believe in Ukraine!» To landscaping city parks, orphanages, kindergartens, homes of veterans, playgrounds and more. Such collective action for environmental protection work was conducted in April and May 2014 in almost all regions of Ukraine, where he works Raiffeisen Bank Aval. They covered thousands of bank employees, whose enthusiasm made these combined work in real feast of corporate volunteering. Thus, the workers visited the Head Office Bank House Veterans scene them. Natalia Uzhviy (Pusha Voditsa, Kyiv), which combined a charity event for tenants with collective cleaning up the surrounding area. A regional bank's employees streamlined dozens of urban parks and gardens, playgrounds, orphanages areas.

Cultivation environmental behavior among employees and customers, economical consumption of natural resources, energy, responsible attitude to waste management and so on. As an example, a bank using energy saving lamps, two-sided printing on sheets of paper, continuously urged to save water, turn off unnecessary lights, use environmentally friendly modes of transport, to try to reduce the number of trips using vehicles that emit harmful waste. And customers are offered, where appropriate, to dispense with printing receipts when using ATMs. The environmental component of the sustainable development of society Raiffeisen Bank Aval pay special attention, because it is - the culture and philosophy of Raiffeisen Group.

Volunteering Bank in 2014 was aimed at providing comprehensive assistance to the public in hard times of military action on the territory of Ukraine. Volunteering bank employees demonstrated fundraising to help the fighters ATO who were at the forefront in hospitals. In voluntary employees of all departments of the bank transferred part of their salaries to support the Ukrainian army [7].

The results of the charity provided in the form of regular reports on charity and sponsorship; information posted on the bank's website and annual reports; documentary reporting of actions and measures in compliance with the principles of CSR; Publication on Internet sites in the corporate media; Documentary accompaniment of shares related to fundraising; public honorable distinctions, certificates or diplomas; bonuses for active participation in socially important events and more. At the event also have special awards for most active employees, which will award the public to promote active employees.

Corporate social responsibility of banks is manifested in their responsible attitude to their own products (services), consumers, employees, shareholders and partners. Active social position of the bank is in harmonious coexistence, cooperation and constant dialogue with representatives of the commercial sector and society, government, stakeholders to facilitate effective decision acute economic, social, humanitarian and environmental problems. To more reasonable to analyze this issue, we conducted a sociological study using questionnaires. To determine the level of social responsibility was selected clients of Raiffeisen Bank Aval.

The survey involved 160 bank customers, selected by quota sampling. Notably, 47.6% of clients said

that Raiffeisen Bank Aval carries out social responsibility at a high level, 43.3% - on average, 9.1% low (Fig. 2).

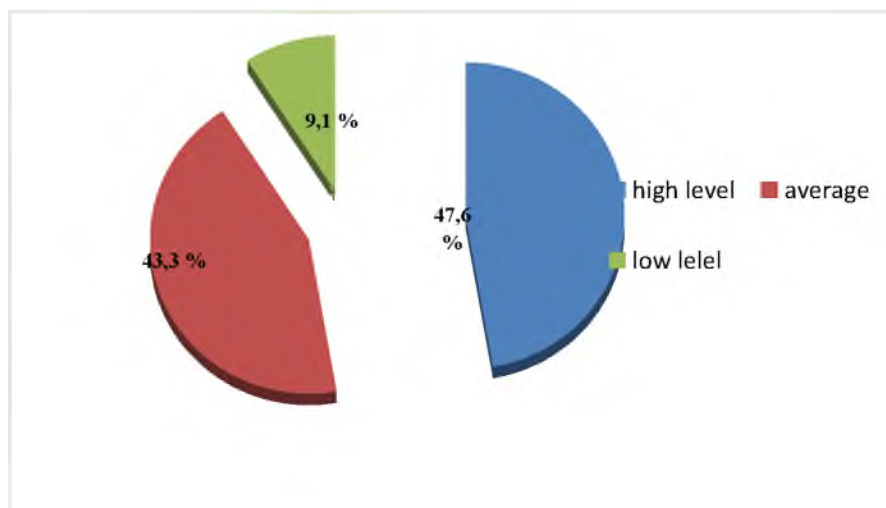


Fig. 2. The social responsibility of the bank *

*Note. Displaying the results of sociological study authors

We conducted a poll among bank clients has shown that social programs that create Raiffeisen Bank Aval enhance the productivity and motivation, providing a high level of social responsibility.

Studies Hyryk A. C, conducted in six banks to enhance banking activities based on CSR calculated parameters: impact of CSR programs banking institutions; CSR program performance information; level of information on support programs CSR. According to the author, Raiffeisen Bank Aval information policy the level of CSR programs and fully communicated to stakeholders; Information has the highest level of representation CSR programs (6.61 points out of 10) and a high general level of CSR programs (6.1 points out of 10) [1, p. 17]. The bank is doing everything to be the best employer for its employees, following the principles of justice. Today introduced new approaches to business management, improved processes focused on efficiency of communication.

Conclusions. The priority values of the bank is to ensure the sustainable development of society, providing high-quality settlement services, prompt resolution of financial issues promoting professional development of employees. Implementing CSR in its operations, the bank not only has a positive reputation by implementing various programs to support the local population, but also get an opportunity to maximize profits, increase investment bank increase deposit and credit portfolios.

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