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**SOCIAL RESPONSIBILITY OF BUSINESS
AS FACTOR OF SOCIETY SOCIALIZATION**

In Ukraine, the main task of social development is to strengthen the foundations of the legal, economic, social state and the development of civil society. For the development of social relations, it is important to form the parity of the interests of business, the state and society, which are solved through the introduction of a mechanism of social responsibility, one of which is the key policy of a social state, where social responsibility is important in solving urgent issues and partnerships [3].

An important problem is the lack of proper development of civilized social relations between business, government and society; therefore, social systems need to be improved to match needs of society, which determines the relevance of this publication.

The analysis of recent research and publications, reveals the models of social responsibility, which emphasize the differences between cultural paradigms, they have historically originated in developed countries. The peculiarities of relations between the state and business are also studied.

The study of many aspects of corporate social responsibility is devoted to a large number of works by foreign and domestic scientists: H. Bowen, M. Siegel, F. Kotler, E. Carnegie, T. Wilson, K. Davis, A. Carroll, C. Derkach, O. Ohrimenko, T. Ivanova, T. Smovzhenko, A. Kuznetsova, A. Kolot, A. Rotovsky, O. Lazorenko, V. Vorobey, R. Kolyshko, O. M. Sklyar, IO Zverkovich, Yu Begma, O. Vinnikov, I. Komarnitskogo and other scientists. However, not all issues of socially responsible business are sufficiently explored, and therefore require proper scientific research.

According to the research in the area of socially responsible business conducted by UMG-Research International in Ukraine in early 2007 showed that 64 % of respondents surveyed understood «social responsibility» as the responsibility of business to society [4].

Scientists distinguish four models of social responsibility: American, European, Japanese, and British. The models of social responsibility have the following features: the role of the state, the legislative framework, key players in social responsibility, and the mechanism of interaction between the main participants.

The American model is the most liberalized in the social policy of the state, aimed at the social protection of those who have no other income despite social benefits, as well as the American model of social responsibility provides maximum corporate autonomy in determining their social contribution. Responsible social activities and charitable corporations are stimulated by appropriate tax privileges, which are established at the legislative level. In addition to charity, an important area of social responsibility of American corporations is environmental protection measures [1].

Typically, social responsibility in Europe is viewed as one of the mechanisms of increasing competitiveness and, at the same time, as a good means of raising the standard of citizens' living, the European model also has the features of business social responsibility, because it promotes sustainable development, including the health and welfare of society, takes into account expectations stakeholders, is in line with current legislation and international standards of conduct, integrated into the organization's activities and practiced in its relations.

Largely, the European model of social responsibility focuses on three areas of social initiatives: economy, employment and environmental protection [2].

By comparing these two models, it was observed that the American model is profitable, while the European one focuses on the responsibility of employees and local communities [1].

Researchers also highlight the Japanese model of social responsiveness, as the most characteristic feature of it is the active role of the state. Because the state has long been involved in strategic business planning, the Japanese approach to social responsibility is partly reminiscent of the European one, because the role of the state

is also very influential. At the same time, Japanese business focuses on internal programs more than European does.

The corporate responsibility of the corporation in Japan is strongly supported by the country's cultural traditions, but involves social and business cohesion at the company level and cohesion at the industrial group level. Business management is geared to profit, and is based on the correct perception of being, society, the world around, awareness of its responsibility to society and the desire for progress of civilization in general [1].

Capitalist country Japan was the first in the world to develop so-called management with a «human face». The country's poor natural resources traditionally cultivate the principle of «Our wealth – human resources», according to which the conditions for the most effective use of them are created. The most common areas of social responsibility for employees include life-long housing, housing assistance, family dynasties incentives, specialist education, financial assistance for children, and then their education, generous benefits, corporate pensions [1].

Thus, the main features of the Japanese system of social responsibility are concepts that are not found in the American model, in particular: collective decision-making, responsibility to employees, and social responsibility of management, etc. It is these features of the Japanese model that distinguish them among others, since they allow the citizen to function independently, but as an active member of society, it is this social significance of the Japanese in the processes of economic development and economic reproduction that serves as a powerful factor in socialization in society.

Consequently, the characteristic of social business responsibility in most countries of the world is voluntary; Integration into the company's business strategy; systematic; the benefit to all stakeholders (employees, consumers, etc., as well as for the enterprise itself); contribution to the process of sustainable development. The signs listed become factors of society socialization, and influence on the development of personality.

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CONCEPTUAL FRAMEWORK OF INVESTMENT POLICY

In modern economic literature, a large number of research results of certain aspects of the enterprise's economic policy are presented. Above mentioned problems are almost all well-known economists, including M. Oklander, A. Nikiforov, V. Pastukhov, S. Mocherny, N. Havkalova, Y. Putyatin, M. Rummyantsev, G. Tian, S. Bezkorovayna, V. Koriniev, V. Kevorkov, S. Leontiev and others. Significant contributions to solving the problem of investment policy formation and investment management have been made by such well-known scientists as I. O. Blank, T. V. Mayorova, D. M. Chervanov, V. V. Sheremet, O. M. Yastremskaya and others. But in the fundamental work of these scientists there is no single point of view regarding the definition of «investment policy of an enterprise» and the methods of its formation.

The investment activity of the enterprise is an objective process that is subject to a certain logic that develops in accordance with its regularities and plays an important role in the development of the enterprise. Note that the investment process begins with the definition of the investment policy and investment strategy of the enterprise. In order to investigate more closely and more precisely the investment policy, the main categorical notions such as «strategy» and «politics» should be determined.

The Tables 1 and 2 systematize the current views of specialists in terms of concepts-investment policy of the enterprise and the investment strategy of the enterprise [1].

After analyzing the definition of investment policy and investment strategy of the enterprise, we can draw some conclusions and generalizations. Thus, the investment policy of an enterprise is a system of well-formulated principles that do not depend on time, under the influence of which all managerial decisions on the introduction of