Summary

Subject matter: Corporate social responsibility of a modern organization: theory and practice of realization (on the example of the firm “Denta”, ltd.).

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Topicality of the research: Modern market economy actualizes the problem of social responsibility of business, as the companies’ appeal today depends not only on the quality of goods and services they bring to the consumer market but also to a considerable degree on corporate social responsibility which characterizes each organization as “a citizen” of a modern society. This type of responsibility must be expressed in a number of the main principles of management of organizations and fact as one of the key factors of effectiveness.

Objective of the research: is to offer some ways of the improvement in CSR in a modern organization (on the example of “Denta”).

Tasks: 1. to reveal the essence and main approaches to corporate social responsibility; 2. to describe the types and forms of corporate social responsibility; 3. to highlight the peculiar features of CSR of modern Russian business; 4. to analyze the world experience of the realization of CSR of business; 5. to propose the directions of the improvement in CSR in “Denta”.

Theoretical and practical significance of the research: is the generalization and systematization of the materials on CSR that can be subsequently used for the realization of profound research work, and its practical significance is the possibility of its results to be used for the improvement in the practice of CSR.

Results of the research: the external CSR is not realized by the firms; its directions of work are not elaborated;

- the firm provides good sanitary-hygiene conditions, safety work control;
- the firm regularly provides the upgrading of its employees;
-medical insurance;
-life and disability insurance;
-transparent wages;
-social budget is not available;
-ethical code is not spelt out.

**Recommendations:** on the improvement in CSR:

1. annual charity football matches;
2. Organization of “Good deeds day” twice a year;
3. Purchasing of mini-souvenirs with the firm’s symbol as gifts for children under 14 on the day of the completion of their treatment;
4. creation of the additional pension security system;
5. Extensive support of maternity and childhood;
6. Realization of health-improvement programs;
7. Creation of the program of financial support of the employees in critical situations;
8. Creation of the firm’s ethical code.