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CORPORATE SOCIAL RESPONSIBILITY - ETHICAL COMMITMENT TO THE CONSUMER, THE ENVIRONMENT, THE SOCIETY

Relevance. Organizations' social responsibility in the market is manifested through the quality of the services they provide, consumer information, care for their health, safety and the integration of environmental requirements into the activities of the organizations. Employees are one of the key stakeholders, and their approach is one way of exposing the organization's CSR issues. From the point of view of organizations' economic responsibility, it is important to strive for competitiveness of goods and services, efficient management and economical use of resources (Carden and Boyd, 2011, etc.). Ethical social sphere emphasizes honest cooperation with stakeholders, taking into account public expectations and customer information. Pedersen (2010), Homburg et al. (2013), Segal (2011) discuss topical issues of social responsibility that define an organization's relationship with its stakeholders in pursuit of organizational customer loyalty and trust and socio-economic justice in the community. In the field of environment protection, the integration of environmental protection legislation into the activities of the company, reduction of pollution, improvement of operational activities, continuous monitoring, anticipation and implementation of necessary changes is important (Delmas et al. 2013, Claydon (2009), Valdes-Vasquez (2011), Fleming (2017), Allen (2016), Shin (2015), etc. A survey of CSR in the market was conducted in small and medium-sized enterprises. 175 respondents participated in the research.

Research aim. Assess the social responsibility of organizations towards consumers, the environment and the community in terms of employees.

Research methods. Analysis of scientific literature, questionnaire survey.

Research results and conclusions. Responsibility in the market for the quality of services provided was assessed on the basis of the following statements: at

my workplace there is paid great attention to quality of service (production), effort is made to deliver on our promises to our customers, quality of services declared within the organization does not differ from reality, product quality control system exists in the workplace, consumer complaints are being investigated and the findings improve quality, and not only the legislation is used in customer relations, but generally accepted morals are rated only moderately. Responsibility in the market according to consumer information, caring about their health and safety has been assessed by employees to what extent these statements correspond to the reality: organizations provide detailed product information; I enjoy the services and products of my organization; my organization is concerned with the health of consumers when providing services, products; there has been no evidence that the services (products) provided by my workplace have been detrimental to the welfare of consumers and my organization does not manipulate consumer confidence. From the employees' point of view, the investigated organizations have a higher than average level of responsibility. The lack of responsibility is reflected in the fact that employees disagree that organizations do not manipulate consumer confidence. Promoting environmental protection is important in terms of market responsibility.

Responsibility in the market is defined by these statements: the organization uses technologies that comply with organic standards; organizes environmental initiatives; uses only tools and technologies that reduce the negative impact on the environment; the organization takes care of the ecologic education of its employees, the organization takes care of all waste to be recycled, the waste is sorted, and green ideas are encouraged financially in the workplace. Having assessed the respondents' attitudes towards meeting environmental requirements, it could be indicated that the surveyed organizations have a medium level of responsibility, while employees indicate that organizations do not financially promote green ideas or contribute to the organization of environmental initiatives. Based on the results obtained there was ascertained higher than average level of social responsibility of organizations in the market, therefore, in the case under review, the activities of organizations in the context of applying social responsibility principles should be improved according to all categories defining social responsibility in the market.

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