

## SOCIAL RESPONSIBILITY OF BUSINESS AND ITS CHARACTERISTICS

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**Relevance of the research.** In modern society entrepreneurs form one of the most progressive and active layers, which particularly emphasizes their role in the gradual evolution social-economic, socio-political, civil forms. It is also important that the modern entrepreneur is one of the most active subjects of formation, becoming and protection of democratic elements of the civil worldview.

**Research methods.** In the course of the study of this problem the following methods of scientific research were used: dialectical, abstract-logic, monographic and other.

**Research results.** 1. The social responsibility of business lies in the fact that enterprising individuals bear the burden of responsibility for the formation of certain moral-ethical and socio-cultural types of behavior, activity, personal activity. The main moral principles defining the conceptual foundation for business are respect for human dignity and responsibility, the pursuit of duty and honesty, justice and legitimacy, the promotion of public good and environmental consciousness. Entrepreneurship is also based on moral categories such as nobility, reliability, openness, honesty and solidarity. 2. Components creating the structure of civil worldview of entrepreneurs can be recognized: the value of human life, personal sovereignty, environmental consciousness, compliance with universal moral norms, rights and freedoms, respect for the law and law-abiding, self-development in educational activities, professional self-perfection, life optimism, the need for beneficence. There are many such principles, and not all of them are derived from entrepreneurial activity. In developed capitalist countries with well-established entrepreneurial rules, the satisfaction of personal interests is possible as long as it benefits society. 3. Ukrainian business is still far from civilized. Among other things, this is demonstrated by the lack of corporate social responsibility, which exists in countries with developed market economies. There, social responsibility is a moral and ethical component of business, which is carried out voluntarily, without compulsion, and provides for open, fair competition, social and ecological labeling of products. On the other hand, the quick enrichment of transnational corporations, in particular, makes them ignore the moral norms of doing business.

**Conclusions.** Social responsibility of a modern type of entrepreneur should become not just a legislatively normative phenomenon, but a deeply personal philosophical basis of economic, industrial, commercial and socio-cultural activity. Social activity, formation and development of human capital are key characteristics of the type of thinking and action of a modern entrepreneur.

**Key words:** business social responsibility, responsibility, production, personality.

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