

через необходимые способы координации, согласования и упорядочения совместных действий субъектов. Данный процесс характеризуется появлением специальных процедур и операций с недвижимостью, попадающих в сферу деятельности особых институтов и институционально организованных субъектов.

**Ключевые слова:** рынок недвижимости, институты, институциональная инфраструктура, неинституционализм, инвесторы, риэлторы, девелоперы.

**Kostyantyn Pavlov. The Impact of Competitive Relations to Regional Real Estate Markets in Terms of Institutional Support.** In the article the research of institutional support regional real estate markets in a competitive and determined their subjects according to the criteria of distribution are analyzed factors influence the institutional support of the regional real estate markets, the ways of their regulation.

This institutional support played an important role in the existence of regional real estate markets. Institutional support for regional real estate markets is structuring its economic processes, the relationship between them is within certain institutions guaranteeing order and subordination of the whole system of market relations. The very interaction between institutional segments is needed by means of coordination, harmonization and streamlining of joint action. This process is characterized by the special procedures and real estate transactions that fall within the scope of the special institutions and organized institutional entities.

**Key words:** real estate market, institutions, institutional infrastructure, neoinstitutionalism, investors, realtors, developers.

УДК 005.35:658.871/.878

**Olena Strishenez** – Doctor of Economics, professor, head of department of Environmental Economics and economic theory of Lesya Ukrainka Eastern European National University;  
**Maria Myhalchuk** – an undergraduate of 5 course of the specialty «Economy» of Lesya Ukrainka Eastern European National University

### **Social-economic Responsibility Companies by use of Natural Resources**

The article examines the formal definition of the social and economic responsibility, which implies the duty of management to make decisions and take actions that improve the use of natural resources and the interests of both society and the organization.

All companies are accountable to the state for compliance with current legislation regarding industrial activity. This primarily concerns ensuring that quality parameters of products with existing standards and certificates, pricing policy – the rules of competition titles and others.

**Key words:** social and economic responsibility, economic responsibility, social responsibility, enterprise, economics, natural resources, organization.

**Formulation of Scientific Problem and its Significance.** Globalization impacts on contemporary economic systems necessitate finding ways of production that would be useful and safe for human consumption. The quality of products is one of the main factors affecting the performance improvement households activity. Adjusted complex work of marketing, management and logistics creates favorable conditions for the production of high quality ecologically safe products [3].

The socio-economic life somehow takes place in organizations. With the change of the political system and economic relations have changed in many ways and content organizations. In particular, there were private, joint-stock and other organizations that perform a specific function in society. Another was the structure of the organization as a social institution, the relationship between the different organizational forms, the nature of organizational structures.

Changed and purposeful activity organizations, and especially the nature of the enterprise. Their goal is the most important component of production, the end result of which is profit. In this regard, the role of social change, its educational functions and generally play as a form of social life.

Provide direction in terms of environmental management for sustainable development is a synthesis of theoretical principles of environmental safety and the impact of factors on a micro and macro level, as well as full and timely implementation of its enterprise structure [10].

**Analysis Research this Problem.** In recent years issued a considerable number of works that are quite objectively investigated the problem. These primarily include works: N. N. Alekseeva, Y. A. Afonina, S. P. Baranenko, M. M. Zarubin, V. Ivanov, I. Ilyin, A. I. Prigogine, A. A. Raduhina, C. Raduhina, Y. Radchenko, O. V. Romashov, L. V. Babayev, V. I. Franchuk, Z. O. Chernysheva, S. V. Shcherbyna and others, but unfortunately these publications have left descriptive and does not take into account the depth socio-economic responsibility and its structure in practice.

**The Purpose of the Article,** is to study actual problems of social and economic responsibility of the organization, including enterprise structure, to their own subjects and society as a whole.

**The Main material Research and Study of Scientific Results.** The current ecological situation in Ukraine can be seen as disastrous for a long time destroyed through neglect of the objective laws of development and reproduction of natural-resource complex of Ukraine [11]. In the process of production, investment, financial and other activities an enterprise assumes certain responsibilities. They are caused by applicable law, other regulations, economic contracts and so on. So, the enterprise should be responsible for the proper performance of their functions and duties in accordance with established norms and rules of management. The main activity of the enterprise is production activity, ie manufacturer and marketing. Because it concerns primarily the responsibility of this important sphere.

Enterprises – manufacturers of production of final destination (consumer items) are responsible to the people for its quality according to the Law of Ukraine «On Protection of Consumers' Rights». The law provides for liability for the manufacture and sale of substandard products in such forms as their exchange, the return of money paid for the goods, compensation for losses, etc. [4].

Economic responsibility – a special kind of responsibility. Economic responsibility is essentially a liability in the event of adverse economic consequences of non-compliance with certain obligations, that is, the consequences of which affect the economic interests of certain subjects [5].

The development of Ukrainian economy and its integration into the system of international relations requires setting strict requirements for environmental safety production and its impact on the environment. One of the components of corporate responsibility is environmental responsibility, which provides health care in the workplace, maintaining a healthy habitat workers and their families.

Social conflicts arising around environmental issues related to the activities of economic entities, largely due to lack of adequate information about the company and implemented processes. Therefore, the creation and dissemination of reliable environmental information on the enterprise should be primarily concerned its heads and employees.

As a general rule a violation of law, not of meeting the requirements they entail the application of legal liability. Violation of environmental law, causing damage to the environment also involves the application of legal liability. Legal liability is a major element of legal software environment.

One of the greatest challenges the implementation of environmental liability the enterprise is to maintain a balance between the needs of business and the need to improve the effects of its environmental impact.

The basic principles of environmental responsibility of enterprises should be as follows:

1. Ensuring environmental safety of products and processes of production must be built on the basis of national laws and standards and international environmental standards and requirements of its own standards and regulations and requirements of enterprise customers.

2. Refer to environmental issues as a permanent system of management of economic activity.

3. Careful accounting and classification of sources of environmental impact and the volume of solid and liquid waste, air emissions is a prerequisite for improving environmental protection, planning and implementation of programs and solutions aimed at improving environmental quality and environmental safety products.

4. Application of modern technologies, new scientific developments, knowledge and experience of staff for efficient use of human labor, energy and raw materials, reduction of waste production and consumption in developing and manufacturing products.

5. Every project for new construction, expansion, modernization should not be allowed to implement without a positive conclusion of the state ecological expertise.

6. Educate personnel working in the health of the environment. Hold regular retraining.

7. Continuously improve environmental management system continuously to reduce the environmental impact.

8. Create conditions for open demonstration of environmental responsibility of enterprises by any interested parties.

Experience in implementing the principles of environmental responsibility TNC KPMG from 1996 actively involved in various environmental initiatives. The management of KPMG identified five areas through which the company can have a positive impact on the environment, including:

- Rational use of water;
- Reduce paper consumption;
- The decrease in consumption of traditional energy resources;
- Use of alternative energy sources;
- Optimization of transport;
- Reduction of waste.

The implementation of environmental programs in these areas allows the company to save about US \$ 250,000 annually.

The company McDonald's has chosen three areas for the manifestation of environmental responsibility of their restaurants:

- Increasing energy efficiency;
- Ensuring environmental food packaging and waste reduction;
- «Green design»restaurants.

These measures will allow it to become the greenest of fast foods, resulting in significantly increased number of customers and increased revenues.

Environmentally responsible strive to be not only large corporations but small businesses. According to the research of the Federation of small businesses found that almost 90 % of small business owners in the EU and UK implementing elements of environmental responsibility in its operations are guided by personal convictions, over 50 % do so to reduce the negative impact of its business on the environment. Three-quarters believe that adherence to the principles of environmental responsibility is the norm of doing business in the modern world. About a third of small business owners believe that environmentally oriented business can improve the image of the company and be its effective PR-tool. Along with this, 20 % of small businesses believe that environmentally friendly businesses will raise their credibility in the eyes of the public. That small business owners shift to environmentally responsible activities is voluntary, not under pressure from the authorities or contractors. The main obstacles, according to small business owners is the lack of funds (almost 50 %) and time (over 40 %).

A significant obstacle to the introduction of environmental technologies is bureaucracy, the difficulty of finding environmentally responsible suppliers, shortage of qualified and motivated staff (nearly 30 %).

Factors of success in the context of environmental liability company:

- Reducing negative impact on environment of the company;
- Improving the environmental performance of the world;
- Increased sales volumes, the ability to enter new markets;
- Reduce costs and increase productivity.

The experience of many enterprises shows that social responsibility is highly correlated with income. Of all the manifestations of social responsibility most pronounced (and confirmed by statistics) is the impact of environmental initiatives on the financial performance of companies.

According to the report of the International Finance Corporation to companies working in the markets, dynamically developed and introduced to protect the environment, could reduce costs, increase revenue, and gain other competitive advantages. Introduction to environmental initiatives, or developing their own environmental projects, they were able to establish the image of socially responsible companies to penetrate deeper into the markets. Business representatives also noted the decrease in personnel expenses due to increased staff loyalty and reduce the proportion of absenteeism, reducing the cost of legal services (significantly reduced the number of claims related to violation of environmental norms) and others.

Most Ukrainian companies at best only recognize the legal environmental liability, that organize its activities in accordance with national environmental legislation. However, each year a growing number of

companies whose leadership is aware of the severity of the global environmental crisis and is trying to contribute to the improvement of the environment. The environmental component of social responsibility is one of the key requirements of the Ukrainian companies on the world market. Ukrainian export-oriented companies must produce products that meet European standards, including environmental considerably more stringent than domestic.

No topic in today's society does not cause such controversy, as the theme of social responsibility. Opinions diverge from the decision to censure.

Social responsibility involves some level of voluntary response to the social problems of the business organization, because the dispute about the role of business in society have generated many arguments for and against social responsibility.

There are two approaches to understanding the social responsibility entrepreneurial [2].

First. Entrepreneurship is considered socially responsible if it is not violating the laws and regulations of government regulation, increased profit, ie reaching the planned economic goals.

Second. Businessman in addition to economic responsibility should take into account the human and social aspects of the impact of the business to employees, partners, customers, and also make a positive contribution to the solution of social problems of society in general. That is, the company expects business growth not only high economic performance, but also significant advances in terms of social objectives.

Entrepreneurship should be aimed at achieving income subject to the rules of the game in an open competition without deception and fraud, and to act in areas such as health, the environment, public safety, civil rights, consumer protection and so on. This means that business must be socially responsible. [9].

The case for social responsibility are:

1. Favorable long-term business prospects. Social entrepreneur steps that improve the lives of the local community or eliminate the need for state regulation can be for their own benefit small businesses because of the benefits provided by participation in society. In more prosperous society in social terms more favorable conditions for business activities. Furthermore, even if the short-term costs in connection with social action are high, in the long run they can boost profits because customers, suppliers and the local community formed a more attractive image of the company.

2. Change the needs and expectations of the public. Business-related social expectations have changed dramatically since the middle of last century. To narrow the gap between the new expectations and the actual response of enterprises, their involvement in solving social problems and become an expected and necessary.

3. Availability of resources to assist in solving social problems. As business has considerable human and financial resources, it should pass a portion of the social needs.

The arguments against social responsibility:

1. Violation of the principle of profit maximization. Referrals of resources for social needs reduces the effect of the principle of profit maximization. Enterprise behaves the greatest extent of social responsibility, focusing only on economic interests and social problems leaving public institutions and services, educational institutions and charitable organizations.

2. Expenditures for social involvement. The funds allocated for social needs is the enterprise cost. Ultimately, these costs are transferred to consumers in the form of higher prices. In addition, companies that participate in the competition with firms that do not have social spending, are disadvantaged in competition. As a result of declining sales.

3. Lack of accountability to the public. The market system is well control the economic performance of enterprises and the bad - their social involvement. As long as society does not develop a procedure for direct reporting to him enterprises, the latter will not take part in social activities, for which they do not consider themselves responsible.

Based on the foregoing, we can say that social responsibility – a voluntary contribution to society of social, economic and environmental spheres, aimed at the development and qualitative improvement of data fields. Contribution to the organization directly related to its activities go beyond the statutory minimum and carried out by a complex long-term social programs in priority areas for her.

**Conclusions and Recommendations for Further Research.** Entrepreneurship – this is not just business, this style of management, which is characterized by the principles of innovation, antybyurokratyзма, ongoing initiatives focus on innovation in the production, marketing, distribution and consumption of goods

and services. While the business – a reproductive activity in the organization of production, distribution and sale of goods and services without innovation, no development initiative in innovation processes. This exercise or organization each year of the same production, marketing, distribution or other activities within the approved technologies, standards and rules to meet existing needs.

Currently, there is no theoretical and methodological framework of social responsibility of businesses, which would adequately analyze the processes of formation and functioning, to assess the role of management organizations in these processes. Not elaborated the concept of social responsibility makes it impossible to assess the real impact of the factors that shape it and contribute to its improvement. The problem of increasing social responsibility is to overcome the contradiction between the needs of society and the expected behavior socially significant organizations. Contribute to the solution of problems of knowledge and use of the mechanisms of its formation, including the leaders social responsibility as a necessary attribute management system. Due to the need to improve social responsibility management entities of modern organizations is important to consider that the requirements society organizations to become more personalized. So have problems determining the degree of social responsibility towards society organizations in general, which serves a population and its employees, and the development of corporate social responsibility in relation to all interest groups.

#### *Джерела та література*

1. Борисенко О. М. Социальная ответственность малого предпринимательства : учеб. пособие / О. М. Борисенко. – М. : КЛИСТАР, 2002. – 93 с.
2. Братющенко С. В. Соціальна відповідальність підприємництва (огляд концепцій) / С. В. Братющенко // Актуальні проблеми соціально-економічного розвитку: погляд молодих вчених. – Київ : ІЕОПП СО НАН, 2005. – С. 166–178.
3. Екель Г. В. Перспективи розвитку економіки України: теорія, методологія, практика / Г. В. Екель // Збірник тез доповідей матеріалів XX Міжнародної науково-практичної конференції. – Луцьк : Вежа-Друк, 2015. – С. 65–67.
4. Економіка підприємства : підручник : в 2 т. / за ред. С. Ф. Покропивного. – Київ : Вид-во «Хвиля Прес» ; Донецьк : МП «Поиск» ; Т-во книголюбів, 1999. – 400 с.
5. Зайцев Н. Л. Экономика промышленного предприятия : практикум : учеб. пособие. / Н. Л. Зайцев. – М. : ИНФРА-М, 2000. – 192 с.
6. Зайцев Н. Л. Экономика промышленного предприятия : учебник / Н. Л. Зайцев. – 3-е изд. – М. : ИНФРА-М, 2000. – 358 с.
7. Кураков Л. П. Основа стабільності – гармонізація соціально-економічних відносин / Л. П. Кураков // Регионология. – Саранск, 2004. – № 1. – С. 38–48.
8. Молчанов А. Умови праці та соціальна орієнтація ринкової економіки / А. Молчанов, В. Квартальнова // Российский экономический журнал. – 1993. – № 12. – С. 61–66.
9. Прозоривская К. А. Оценка влияния социальных норм поведения в предпринимательстве на деятельность фирмы : автореф. дис. ... канд. экон. наук. / К. А. Прозоривская ; С.-Петербург. ун-т экономики и финансов. – СПб., 1995. – 18 с
10. Стришенець О. М. Чинники впливу макроекономічного та мікроекономічного характеру на екологічну безпеку підприємств / О. М. Стришенець // Перспективи розвитку економіки України: теорія, методологія, практика : зб. тез і доп. матеріалів XX Міжнар. наук.-практ. конф. – Луцьк : Вежа-Друк, 2015. – С. 38–39.
11. Stris Chenets O. M. Establishing environmental responsibility of business in Ukraine / O. M. Stris Chenets, A. M. Kolosok // Actual Problems of Economics. – № 5 (179). – 2016. – С. 215–221.

**Олена Стришенець, Марія Михальчук. Соціально-економічна відповідальність підприємств за використання природних ресурсів.** У статті розглянуто визначення соціально-економічної відповідальності, яке припускає обов'язок керівництва організації приймати рішення й виконувати дії, що покращують використання природних ресурсів і відповідають інтересам як суспільства, так і самої компанії.

Усі підприємства зобов'язані державою дотримуватися вимог чинного законодавства стосовно виробничої діяльності. Насамперед це стосується забезпечення відповідності параметрів якості продукції вимогам чинних стандартів і сертифікатів, цінової політики — нормам антимонопольних державних актів та ін.

**Ключові слова:** соціально-економічна відповідальність, економічна відповідальність, соціальна відповідальність, підприємство, економіка, природні ресурси, організація.

**Елена Стришенець, Мария Мыхальчук. Социально-экономическая ответственность предприятий за использование природных ресурсов.** В статье определена социально-экономическая ответственность, что

предполагает обязанность руководства организации принимать решения и осуществлять действия, улучшающие использование природных ресурсов, что отвечает интересам как общества, так и самой компании.

Все компании несут ответственность перед государством за соблюдением действующего законодательства в отношении производственной деятельности. В первую очередь, это касается обеспечения того, чтобы показатели качества продукции отвечали существующим стандартам и сертификатам, ценовая политика – правилам конкуренции названий и др.

**Ключевые слова:** социально-экономическая ответственность, экономическая ответственность, социальная ответственность, предприятие, экономика, природные ресурсы, организация.