

**ABOUT SOME ASPECTS OF IMPLEMENTATION OF THE CONCEPT OF SOCIAL RESPONSIBILITIES IN THE DAIRY SUBCOMPLEX OF BELARUS**

**T.N. Lukashevich**

Polesskiy State University, divilyk@mail.ru

The reinforcement of the integration processes in milk sub complex provides the significant expansion of the market relations and interaction with subject, which stimulate the enterprises to use the unique facility, forming on the base of social- responsible behavior. In the works of the foreign authors the development of relations between interacting and interdependent enterprise on the base of the main position of a concept of social - responsible marketing is considered as a principle condition of the achievement of the consensus on the questions of the co-ordinations to activity of the enterprises, coming from the need of the satisfaction of requirements consumers and society. The Powerful companies, having coordinated social – responsible policy, get the additional advantage to dominate on corresponding to grocery market, possibility to define the condition of their operation [1,3].

At the same time, one of the most significant problems of the development of milk sub complex of Belarus is a discrepancy to models of the behavior enterprise new condition of the management dominating competitive relations on cooperation relations, insufficient aspiration of the enterprises of milk sub complex to realize co-ordinate, social responsible actions on the market. Naturally, in these condition wholly lawful stating the question about structured and social transformation milk sub complex of Belarus, releasing social significant production[2].

The use of the concepts of social responsible marketing in the system of the development of milk sub complex requires the development of the structured model of the mechanism of the shaping and realization to social responsibility of the enterprises, which, on our opinion, combines the principles, methods of the estimation the level of social responsibility, as well as provide the feedback with the concerned sides.

In the base of the relations between milk companies and agents it is necessary to place the following principles: responsibility in respect of their own employee; responsibility to companies in relations with

partner; responsibility in respect of consumers; responsibility of companies before society in general; responsibility before region of the presence [4,5,6].

The Belorussian producers of milk products consider the conception of social responsible behavior as strategic base to perspective development, concentrating their attention on different elements of social responsibility. The analysis of the integration classical principles of social responsible marketing in the base of the relations OAO "Savushkin product" with the agents, has allowed to draw a conclusion that company has organized a scale work on realization of the principles of social responsible behavior in relation of their own employee and consumers. However, having studied the degree of the realization of the principle of social responsibility in relation on business partners, society and the region of the presence, we have made the following conclusions:

1) in spite of the declared intentions to inform the public on the activity of the companies by means of corporate site, at the present moment there are no social reports of the company;

2) the access to information on social programs being realized is limited, and that fact indicates the limited nature of the interaction between the company and society;

3) company does not give the information about the size of social investment that confirms about the unsystematic nature of realized social programs;

We recommend OAO "Savushkin product" to conduct the following actions:

1) to continue the realization of a principle to information openness and transparencies of activity, expecting preparation on voluntary base nonfinancial (social) reports to inform public about its activity;

2) to organize monitoring of a level of social responsibility of the enterprise with the following cut-in in the system of the estimation of the leading indexes;

3) to include the information about the size of social investment to companies in annual and financial reporting;

4) to make out a scheme of realization of the social programs and lead systematically clear statistics to his(its) realization.

In Belarus it is necessary to adapt and introduce the international standards of social reporting with provision for specifics of the belarusian conditions. The enterprises of milk sub complex are recommended to take part in the development specified standard, as well as recommendation on introducing the programs to social reporting.

With the aim to realize the model of voluntary certification to social responsibility in practice corresponding to competent bodies must be designed and undertaken complex of the measures, as follows:

- to develop if necessary, the projects legislative, normative-legal acts and/or contribute the additions in existing normative-legal base on the questions of the accreditations and estimations of the correspondence to social-responsibility;

- to define the list of documents required for reception the certificate of accreditations, certificate of the correspondence to and certificate of the competence in the field of social liability, install the periods of their issue and actions, as well as to develop the mechanism of the halt, renewal or cessations of their action;

- to develop and confirm the methods of the estimation to social liability;

- to define the nomenclature of the factors, subjecting to obligatory supervision at acknowledgement of the correspondence to social liability;

- to develop the standard forms of conducting documentation depending on level.

In purpose of the shaping and populating the principle of social responsible behavior of the companies on internal and foreign markets the state organs are offered to direct their own actions in relation to enterprises comprised in the roll, in the following directions:

- in priority order to render the measures of state support, provided by legislation and realizing to account of the facilities of the regional budget;

- assist in shaping the image of social responsible company;

- give the additional facilities from state organs of the service of employment of the population on provision the need of the employer in labor resource (the preliminary selection candidate on declared vacancies, searching for and selection specialist, legal consultancy and others);

- shorten undertaking the annual planned check;

Thereby, social responsible behavior of the enterprises of milk sub complex is found while on stage of the shaping, but the efficient of its development can be possible only in case of realization of the need to integrate to strategies to social liability in strategy of the development of milk sub complex that will positively influence upon development of the branches in medium and long-term prospect.

### *The Literature:*

1. Gizatullin A.V. Corporative management, social responsibility and financial efficiency to companies / A. V. Gizatullin // Russian journal of management. – 2007. – T. 5, 1. – P. 35-66.
2. The Global agreement and social responsible business in Belarus / [compilers: L. Istomina and others.]. – Minsk : YUnipak, 2007. – 115, [2] s.
3. Golovnev V. Social liability of the business - an experience to Russia and West / V. Golovnev. – M.: OOO "Business Russia", 2004. – 95 p.
4. Cochran Philip L. The evolution of corporate social responsibility / Philip L. Cochran // Business Horizons. – 2007. – 50. – P. 449-454.
5. Belsky, V.I. The Economic Mechanism of State Regulation of Agricultural Production: Theory, Methodology, Practice / V.I. Belsky. – Minsk: In-t systems. Research in Agriculture of the National Academy of Sciences of Belarus, 2018. – 265p.
6. Lukashevich, T. N. Justification of the integrational form of the development of the milk subcomplex / T. N. Lukashevich // Economics and banks. – 2012. – No.2. – P. 23-30.