

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ЗАХІДНОУКРАЇНСЬКИЙ НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ
ФАКУЛЬТЕТ ЕКОНОМІКИ ТА УПРАВЛІННЯ**

ЗАТВЕРДЖУЮ

Декан факультету економіки
та управління

 Андрій КОЦУР
« 29 » 08 2025 р.

ЗАТВЕРДЖУЮ

Директор навчально-наукового
інституту новітніх освітніх
технологій

 Святослав ПИТЕЛЬ
« 29 » 08 2025 р.

ЗАТВЕРДЖУЮ

Проректор з науково-педагогічної
роботи

 Віктор
ОСТРОВЕРХОВ
« 29 » 08 2025 р.

РОБОЧА ПРОГРАМА

**з дисципліни «СОЦІАЛЬНА ВІДПОВІДАЛЬНІСТЬ БІЗНЕСУ
(АНГЛ. МОВОЮ)»**

Ступінь вищої освіти – БАКАЛАВР

Галузь знань – 07 УПРАВЛІННЯ ТА АДМІНІСТРУВАННЯ

Спеціальність – 076 ПІДПРИЄМНИЦТВО ТА ТОРГІВЛЯ

Освітньо-професійна програма «ПІДПРИЄМНИЦТВО ТА ТОРГІВЛЯ»

Кафедра підприємництва і торгівлі

Форма навчання	Курс	Семестр	Лекції (год.)	Практ. (год.)	ІРС (год.)	Тренінг (год.)	СРС (год.)	Разом (год.)	Залік (сем.)	Екзамен (сем.)
Денна	III	VI	30	30	4	8	78	150	VI	-
Заочна	III	VI	8	4	—	—	138	150	VI	-

Тернопіль – ЗУНУ
2025

29.08.2025


Робочу програму склала канд. екон. наук, доцент кафедри підприємництва і торгівлі **Смерека Світлана Богданівна**

Робоча програма затверджена на засіданні кафедри підприємництва і торгівлі, протокол № 1 від 26 серпня 2025 р.

Завідувач кафедри,
д-р екон. наук, професор



Ольга СОБКО

Гарант ОП



Оксана БІЛАН

STRUCTURE OF THE WORK PROGRAM OF THE EDUCATIONAL DISCIPLINE «SOCIAL RESPONSIBILITY OF BUSINESS»

1. Description of the discipline

Discipline «Social responsibility of business»	Field of knowledge, specialty	Characteristics of the educational discipline
Number of loans – 5	Field of knowledge 07 Management and administration	Discipline of the selective component of OP
Number of credits modules – 4	Specialty 076 Entrepreneurship and trade	Year of preparation: full-time – 3 part-time – 3 Semester: full-time – IV part-time – IV
Number of content modules – 2	Educational and professional program « Entrepreneurship and trade»	Lectures: full-time – 30 part-time – 8 Practical classes: full-time – 30 part-time – 4
Total number Hours – 150	Degree of higher education - bachelor	Independent work: full-time – 93 part-time – 138 Individual work: full-time - 5 Training: full-time - 6
Weekly hours – 10 of them, the audience is – 4		Type of final control – offset

2.THE PURPOSE AND TASKS OF THE DISCIPLINE

«SOCIAL RESPONSIBILITY OF BUSINESS»

2.1. The purpose of studying the discipline. The purpose of studying the discipline «Social responsibility of business» is the formation of students' basic knowledge of the theory and practice of social responsibility of business and their acquisition of relevant professional competencies that ensure the formation of socially responsible behavior.

2.2. The task of studying the discipline.

The task of studying the discipline «Social responsibility of business» is to master the theoretical foundations of social responsibility by students, to study the factors and conditions that ensure the effective formation and management of social responsibility of business, to acquire basic skills of practical work in the field of development and management of corporate social responsibility.

2.3. The task of studying the discipline.

The task of studying the discipline «Social responsibility of business» is to master the theoretical foundations of social responsibility by students, to study the factors and conditions that ensure the effective formation and management of social responsibility of business, to acquire basic skills of practical work in the field of development and management of corporate social responsibility.

3.EDUCATIONAL DISCIPLINE PROGRAM

Content module 1. Theoretical aspects of ensuring the social responsibility of the enterprise in modern business conditions.

TOPIC 1. Conceptual foundations of the development of social responsibility

The concept of social responsibility of business. History of the development of social responsibility (hereinafter social responsibility – SV). Internal and external environment of social responsibility. Models of social responsibility. Advantages of social responsibility. International initiatives as a factor in the formation and development of social responsibility (UN Global Compact). Domestic experience of social responsibility.

Literature: 2, 3, 5, 6, 20.

TOPIC 2. Social responsibility in the enterprise management system.

Social responsibility as a component of management strategy and a factor in increasing the competitiveness of the enterprise. Stakeholder analysis models. Implementation of social responsibility in company practices and procedures. Possible threats and ways to minimize JI risks. Organization of activities with JI. Ethical codes. Structural divisions and committees of companies in the field of JI. Status, core functions, qualifications, typical responsibilities, professional standards of JI manager in companies.

Literature: 1, 3, 4, 7, 10, 20.

TOPIC 3. Formation of relations between employers and employees on the basis of social responsibility.

Human rights and labor practices as a subject of JI. International human rights standards. Principles of the Global Compact in the field of labor. Decent work as a subject of ST. European standards in the field of labor. Features of the European model of SV. Legislation of Ukraine in the field of labor as the basis of JI in relations with employees. Social dialogue and JI. Best labor practices and indicators of internal JI: domestic and foreign experience. Issues of professional ethics.

Literature: 2, 3, 5, 14, 15, 20.

TOPIC 4. Strategy of socially responsible behavior in the market environment.

Formation of a component of social responsibility in relations with consumers. International initiatives and legislation of Ukraine in the field of consumer rights protection. Product quality (ISO 9000 series standard). Implementation of the main activity of the enterprise in accordance with the concept of JI. Mechanisms for ensuring responsibility in the production sphere. Linkage of financial and non-financial risks. Principles of fair competition. Socially responsible marketing. Ethical behavior of companies in relation to business counterparties. Responsible supply chain management. Responsible attitude towards investors and compliance with the principles of corporate governance.

Literature: 4, 5, 6, 10, 18.

TOPIC 5. Socially responsible business relations with territorial communities.

Historical aspects of community development: from patronage to social investment. Community influence on the work of companies and the responsibility of companies to the population. Developing partnerships with local authorities and the community. Participation of companies in the life of communities. Cooperation of business structures with non-governmental organizations. Peculiarities of ensuring social responsibility of small and medium-sized businesses.

Literature: 2, 3, 4, 5, 6, 7, 18, 20.

Content module 2. Evaluation of the effectiveness of social responsibility in various areas.

TOPIC 6. Environmental aspects of corporate social responsibility

The essence and significance of the responsible attitude of organizations to the environment. International environmental protection documents and environmental management standards (ISO 14000 standard series). Legislation of Ukraine on environmental protection. Preventive approach in solving environmental problems. Programmes for pollution control and environmental protection, conservation of natural resources, compliance with environmental standards, etc. International and Ukrainian experience in implementing the principles of environmental responsibility of organizations.

Literature: 2, 4, 6, 7, 18, 20.

TOPIC 7. Information policy and social reporting

JI's place in corporate information policy. Construction of a communication system with SV. Consultation with stakeholders at various stages of JI strategy development and implementation and feedback mechanism. Resources in the field of social reporting. Corporate social reports: essence, tasks and structure. International Standards for Reporting on Sustainable Development (GRI - Global Reporting Initiative /Global Reporting Initiative). Peculiarities of social reporting of companies in Ukraine.

Literature: 2, 3, 5, 6, 20.

TOPIC 8. Social responsibility of the various actors in social development

Responsible State and sustainable development. International experience of state regulation of SV. Responsible consumption. Consumption culture and its impact on the development of JI. Cooperation between business and education. International standard on social responsibility ISO 26000.

Literature: 2, 3, 4, 5, 6, 7, 18, 20.

TOPIC 9. Evaluation of the effectiveness of social responsibility Indicators of internal JI.

Methods and procedures for evaluating the effectiveness of JI programs. Model «of the London Benchmarking Group» and features of its use. Social audit. Balanced scorecard. Methods of assessing the business reputation of a socially responsible company. Monitoring the effectiveness of the organization's activities in the field of social responsibility.

Literature: 2, 6, 7, 11, 12, 14, 20.

4.THE STRUCTURE OF THE CREDIT CREDIT IN THE DISCIPLINE «SOCIAL RESPONSIBILITY OF BUSINESS»

Full-time education

Topic name	Number of hours					
	Lectures	practice. classes	інд. робота	independent work	Training	current control measures
Content module 1. Theoretical aspects of ensuring the social responsibility of the enterprise in modern business conditions						
Conceptual foundations of the development of social responsibility	4	4	1	8	4	Current survey
Social responsibility in the enterprise management system	2	2		8		
Formation of relations between employers and employees on the basis of social responsibility.	4	4	1	8		
Strategy of socially responsible behavior in the market environment	2	2		10		
Socially responsible business relations with territorial community	4	4		8		
Content module 2. Evaluation of the effectiveness of social responsibility in various areas						
Environmental aspects of corporate social responsibility	2	2	1	10	4	Current survey
Information policy and social reporting	4	4		8		
Social responsibility of the various actors in social development	4	4	1	8		
Evaluation of the effectiveness of social responsibility	4	4		10		
Total	30	30	4	78	8	

part-time education

Topic name	Number of hours		
	Lectures	practice. classes	independent work
Content module 1. Theoretical aspects of ensuring the social responsibility of the enterprise in modern business conditions			
Conceptual foundations of the development of social responsibility	2	2	14
Social responsibility in the enterprise management system			16
Formation of relations between employers and employees on the basis of social responsibility.			16
Strategy of socially responsible behavior in the market environment	2		14
Socially responsible business relations with territorial community			16
Content module 2. Evaluation of the effectiveness of social responsibility in various areas			
Environmental aspects of corporate social responsibility		2	16
Information policy and social reporting	2		16
Social responsibility of the various actors in social development	2		16
Evaluation of the effectiveness of social responsibility			14
Total	8	4	138

5. CLASSES TOPICS OF PRACTICAL

Practical lesson 1. Topic 1. Conceptual foundations of the development of social responsibility. Social responsibility in the enterprise management system.

Discussion questions:

1. The concept of social responsibility of business
2. The history of the development of social responsibility.
3. Internal and external environment of social responsibility.
4. Models of corporate social responsibility.
5. Advantages of corporate social responsibility.
6. International initiatives as a factor in the formation and development of social responsibility (UN Global Compact).
7. Domestic experience of social responsibility.

Literature: 2, 3, 5, 6, 25, 20.

Topic 2. Social responsibility in the enterprise management system.

Discussion questions:

1. Social responsibility as a component of management strategy and a factor in increasing the competitiveness of the enterprise.
2. Implementation of social responsibility in company practices and procedures.
3. Stakeholder analysis models.

4. Possible threats and ways to minimize JI risks.
 5. Organization of CSR activities. Ethical codes.
 6. Status, main functions, qualifications, typical duties, professional standards of the social responsibility manager in companies.
- Literature: 1, 3, 4, 7, 10.

Practical lesson 2. Topic 3. Formation of relations between employers and employees on the basis of social responsibility.

Discussion questions:

1. Human rights and labor practices as a subject of JI.
2. ILO standards and principles of the Global Compact in the field of labor.
3. European standards in the field of labor.
4. Features of the European model of SV.
5. Legislation of Ukraine in the field of labor
6. Social dialogue and JI. Literature: 2, 3, 5, 14, 15, 20.

Practical lesson 3. Topic 4. Strategy of socially responsible behavior in the market environment.

Discussion questions:

1. Formation of CSR in relations with consumers.
 2. Product quality (ISO 9000 standard).
 3. International initiatives and legislation of Ukraine in the field of consumer rights protection.
 4. Linkage of financial and non-financial risks.
 5. Formation of CSR in the company's relations with competitors.
 6. Socially responsible marketing.
- Literature: 4, 5, 6, 10, 18.

Practical lesson 4. Topic 5. Socially responsible business relations with territorial communities.

Discussion questions:

1. Community influence on the work of companies and the responsibility of companies to the population.
 2. Developing partnerships with local authorities and the community.
 3. Participation of companies in the life of communities.
 4. Peculiarities of ensuring social responsibility of small and medium-sized businesses.
- Literature: 2, 3, 4, 5, 6, 7, 18, 20.

Practical lesson 5. Topic 6. Environmental aspects of corporate social responsibility

Discussion questions:

1. The essence and significance of the responsible attitude of enterprises to the environment. International instruments on environmental protection
2. Legislation of Ukraine on environmental protection.
3. Pollution control and environmental protection programs.

4. International and Ukrainian experience in implementing the principles of environmental responsibility of organizations.

Literature: 2, 4, 6, 7, 18.

Practical lesson 6. Topic 7. Information policy and social reporting

Discussion questions:

1. The place of social responsibility in corporate information policy.
2. Building a social responsibility communication system.
3. Corporate social reports: essence, tasks and structure.
4. International Standards for Reporting on Sustainable Development (GRI - Global Reporting Initiative /Global Reporting Initiative).
5. Peculiarities of social reporting of companies in Ukraine.

Literature: 2, 3, 5, 6, 20.

Practical lesson 7. Topic 8. Social responsibility of the various actors in social development

Discussion questions:

1. Responsible State and sustainable development.
2. International experience of state regulation of SV.
3. Responsible consumption. The culture of consumption and its impact on the development of social responsibility.
5. Cooperation between business and education.
6. International standard on social responsibility ISO 26000

Literature: 2, 3, 4, 5, 6, 7, 18, 20.

Practical lesson 8. Topic 9. Evaluation of the effectiveness of social responsibility

Discussion questions:

1. Indicators of internal social responsibility.
2. Methods and procedures for evaluating the effectiveness of social responsibility programs.
3. Model «of the London Benchmarking Group» and features of its use.
4. Social audit.
5. Methods of assessing the business reputation of a socially responsible company.

Literature: 2, 6, 7, 11, 12, 20.

6. TRAINING IN DISCIPLINE

Training – is a planned process of modifying (changing) the relationship, knowledge or behavioral skills of the learner through the acquisition of learning experience in order to achieve effective performance in one type of activity or in a certain field.

The purpose of the training is to generalize the theoretical knowledge, skills and abilities acquired by students during the study of the academic discipline «Social responsibility of business» and their application in practical activities.

TRAINING IN DISCIPLINE

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knowledge or behavioral skills of the learner through the acquisition of learning experience in order to achieve effective performance in one type of activity or in a certain field.

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Topics of reports

1. Social responsibility and ethics of behavior
2. Social marketing
3. Participation of domestic companies in the life of communities
4. Social responsibility of organizations: historical prerequisites
5. Corporate ethics as a way to increase the social qualities of the enterprise
6. Voluntary initiatives in the field of social responsibility
7. Modern trends in the development of social responsibility
8. Personal and social responsibility of the manager
9. Problems of professional ethics
10. Components of social responsibility
11. The problem of responsible consumption
12. The relationship between the organization, the individuals concerned and society
13. Basic principles of social responsibility of the organization
14. Community influence on the work of companies and their social responsibility
15. Gender equality and social responsibility
16. Corporate social responsibility (CSR) – management aspect
17. Guide to implementing social responsibility in the organization
18. UN Guidelines for Consumer Protection
19. Adherence to the principles of social responsibility and involvement of stakeholders
20. Social responsibility of the manager
21. International and national legislation in the field of human and worker rights
22. Information policy and social reporting
23. Environmental aspects of corporate social responsibility

The main result of this task is the formation of a program for the development of social responsibility of business.

Recommended structure of the social responsibility program:

1. Program name. It is formed in the form of a separate slogan or may be part of the corresponding direction of the company's activity. The name of the program should be easy to understand and remember.

2. Program budget. Determines the amount of financing of activities, which may vary within different programs of the same company.

3. The purpose of the program. The goal that is planned to be achieved as a result of the implementation of the social responsibility program is formulated. Depending on the direction of implementation of the program, the corresponding goals are

determined.

4. Tasks of the program. A list of tasks that are planned to be solved during the implementation of the program is being formed. A particular social problem or group of problems to be solved in the implementation of the relevant measures is identified.

5. Extension to stakeholders. A list of interested parties is formed and the prevalence of the JI program on interested parties is investigated.

6. Degree of involvement of company personnel. Activities belonging to the JI programme may be carried out by staff recruited for this purpose, volunteers or their own staff.

7. Results. At the planning stage of the program, the results that must be achieved in the process of its implementation are formulated. The degree of achievement of the planned results upon completion of the implementation of the program or at the relevant stages of its implementation is also determined.

8. Verification and validation (verification and approval). Actions aimed at determining whether certain measures have been carried out and whether the achieved result corresponds to the planned one.

At the final stage, it is necessary to form measures to increase the effectiveness of programs. They are conducted in order to assess the possibility of improving the following programs and effective use of allocated resources.

7.TOPICS OF INDEPENDENT WORK OF STUDENTS

Independent work is the main means of assimilation of the material by the student during the time free from compulsory educational classes without the participation of the teacher, the purpose of which is to ensure systematic knowledge, the ability to use the acquired knowledge to solve practical problems.

	Topic title
1	Social responsibility as a factor of sustainable development
2	Social responsibility of a person, the state and institutions of civil society
3	Office of the Director of Social Affairs
4	Formation of the organization's relations with external stakeholders on the basis of social responsibility.
5	Formation of the organization's relations with external stakeholders on the basis of social responsibility
6	Environmental component of social responsibility: organizational and economic tools of implementation
7	Social partnership as a tool for forming social responsibility
8	Monitoring of corporate social responsibility, social reporting and audit
9	Evaluation of the effectiveness of social responsibility
10	Strategic directions for the development of social responsibility in Ukraine
11	Implementation of social responsibility strategy/policy by different stakeholder groups
12	Responsible attitude towards investors and compliance with the principles of corporate governance.

13	Social responsibility stakeholder matrix
14	International Covenant on Economic, Social and Cultural Rights, International Covenant on Civil and Political Rights, Convention on the Rights of the Child
15	Legislation of Ukraine in the field of labor as the basis of CR in relations with employees
16	Best labor practices and indicators of internal CR: domestic and foreign experience
17	Cooperation of business structures with non-governmental organizations
18	Social investment
19	Building a dialogue between all stakeholder groups on the development and implementation of the concept of social responsibility
20	A preventive approach to solving environmental problems
21	Stakeholder management concept
22	Organizational wealth and «relational» assets

8. Teaching methods

Means of evaluation and methods of demonstrating learning outcomes. In the process of studying the discipline “Social responsibility of business”, the following evaluation methods and methods of demonstrating learning results are used: standardized tests; current survey; credit modular testing and surveys; cross-cutting projects; team projects; analytical reports, essays, essays; calculation and calculation-graphic works; presentations of the results of tasks and research; student presentations and speeches at scientific events; calculation works; rector's control work.

9. Means of evaluation and methods of demonstrating learning outcomes.

In the process of studying the discipline “Social responsibility of business”, the following evaluation methods and methods of demonstrating learning results are used: standardized tests; current survey; credit modular testing and surveys; cross-cutting projects; team projects; analytical reports, essays, essays; calculation and calculation-graphic works; presentations of the results of tasks and research; student presentations and speeches at scientific events; calculation works; rector's control work.

10. Evaluation policy. Policy on deadlines and recasting.

Specific deadlines are set for the performance of individual tasks and the implementation of control measures. Modules are rescheduled with the permission of the faculty directorate if there are valid reasons (for example, sick leave). Policy on academic integrity. The use of printed and electronic sources of information during control events and exams is prohibited. Visiting policy. Attending classes is a must. For objective reasons (for example, quarantine, martial law, illness, foreign internship), training can take place online in agreement with the course leader with the permission of the faculty directorate.

11.Criteria, forms of current and final control.

The final score (on a 100-point scale) in the discipline “Social responsibility of business” is defined as a weighted average value, depending on the specific weight of each component of the credit credit.

Credit module 1. (consists of (survey – 20 %, written work 20 %)	Credit module 2 (consists of (survey – 20 %, written work 20 %)	Credit module 3 (training)	Credit module 4 (independent work) Assessment by report
40 %	40 %	5 %	15 %

Assessment scale

According to the University scale	On a national scale	According to the ECTS scale
90-100	excellent	A (excellent)
85-89	good	B (very good)
75-84		C (good)
65-74	satisfactorily	D (satisfactorily)
60-64		E (enough)
35-59	unsatisfactory	FX (unsatisfactory with re-assembly capability)
1-34		F (unsatisfactory with a compulsory repeat course)

Tools, equipment and software, the use of which involves the academic discipline

	Name	Theme number
	Electronic version of lectures	1-9
	Electronic version of tasks for individual work of students	1-9
	Electronic version of test tasks	1-9

RECOMMENDED SOURCES OF INFORMATION:

Main:

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6. Грішнова О.А. Людський розвиток: Навч. посіб. / О.А. Грішнова. — К.: КНЕУ, 2006.

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8. Петрос О.М. Соціальний діалог як інструмент формування корпоративної соціальної політики: [монографія] / О. М. Петрос. — К.: Центр учбової літератури, 2008. — 152 с.

9. Шавкун І.Г. Філософія менеджменту: [монографія] / І.Г. Шавкун. - Запоріжжя: «ТандемАртСтудия», 2007. – 261 с.

10. Білан О.С. Дослідження особливостей формування програми корпоративної соціальної відповідальності – [Електронний ресурс] / О.С. Білан.- Режим доступу: <http://www.market-infr.od.ua/uk/8-2017>

11. Білан О.С. Формування стратегії корпоративної соціальної відповідальності - [Електронний ресурс] / О.С.Білан. – Режим доступу: <http://economyandsociety.in.ua>

12. Калита П. Сталій розвиток. Корпоративна соціальна відповідальність. Ділова досконалість / П. Калита // Стандартизація, сертифікація, якість. – 2013. - №1. – С.31-36.

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