

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

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THE ASSESSMENT PERSPECTIVES OF BUSINESS SOCIAL INVESTMENT IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT

ПЕРСПЕКТИВИ ОЦІНКИ СОЦІАЛЬНИХ ІНВЕСТИЦІЙ БІЗНЕСУ У КОНТЕКСТІ СТАЛОГО РОЗВИТКУ

Urgency of the research. A modern business positions itself not as a social media load and a society debtor, but as a social investor aimed at obtaining economic results from social activities that is especially important in the transition to sustainable development.

Target setting. The article analyzes the features of existing assessment methods for business social investment (SI) and outlines the prospects for their development.

Actual scientific researches and issues analysis. A significant contribution to the assessment methods for social investment has been done by: D. Baiura, D. Bohynia, J. Weiss, M. Dolishnii, O. Zatieishchykova, A. Carol, E. Libanova, L. Norton, V. Steshenko and others.

Uninvestigated parts of general matters defining. At the same time, the existing methods do not allow us to fully quantify the business social investment at the macroeconomic level.

The research objective. The main article objective is the structural elements systematisation of business social investment in the context of sustainable development, as well as the expansion of the quantitative indexes of SI evaluation.

The statement of basic materials. The implementation of investments, including social (SI), involves obtaining a certain result or effect, which ultimately serves as their purpose. It is difficult to assess the economic effect of the SI, since the result is not often so obvious and may be distant in time. However, during the last years, the scientists of Ukraine and other countries made attempts to develop and improve the social investment assessment methods of entrepreneurship.

Conclusion. In the context of sustainable development, the business social investment is a modern instrument of investment that allows increasing the efficiency of the enterprise using the achievement of high social results, and also satisfying the needs of its partners, customers, and staff to a greater extent.

Keywords: social investment; business; sustainable development.

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Актуальність теми дослідження. Сучасний бізнес позиціонує себе не як носій соціального навантаження і боржник суспільства, а як соціальний інвестор, що націлений на одержання економічних результатів від соціальних заходів, що особливо важливо в умовах переходу до сталого розвитку.

Постановка проблеми. У статті проаналізовано особливості існуючих методик оцінки соціальних інвестицій (СІ) бізнесу та окреслені перспективи їх розвитку.

Аналіз останніх досліджень і публікацій. Істотний внесок щодо методик оцінки соціальних інвестицій підприємництва зробили: Д. Баюра, Д. Богиня, Дж. Вайс, М. Долішній, О. Затеїшичкова, А. Керол, Е. Лібанова, Л. Нортон, В. Стешенко та інші.

Виділення недосліджених частин загальної проблеми. У той же час існуючі методики не дають можливості всебічно кількісно оцінити соціальні інвестиції бізнесу на макроекономічному рівні.

Постановка завдання. Основним завданням статті автори вважають систематизацію структурних елементів соціальних інвестицій бізнесу в контексті сталого розвитку, а також розширення складу кількісних індексів оцінки СІ.

Виклад основного матеріалу. Здійснення інвестицій, у тому числі соціальних, передбачає отримання певного результату або ефекту, що в решті решт і є їхньою метою. Дати оцінку економічного ефекту від СІ складно, адже результат часто не є очевидним та може бути віддаленим у часі. У статті удосконалена методика оцінки СІ підприємництва, що дасть змогу оцінювати ефективність соціальних інвестицій у подальшому.

Висновки. В умовах сталого розвитку соціальне інвестування бізнесу є сучасним інструментом вкладення коштів, що дозволяє за допомогою досягнення високих соціальних результатів підвищити ефективність підприємства, а також більшою мірою задовольняти потреби своїх партнерів, клієнтів і персоналу.

Ключові слова: соціальні інвестиції; бізнес; сталий розвиток.

Urgency of the research. Aggravation of the ecological situation, growth in anthropogenic loads on the natural environment, irrational use of nature lead to that fact that modern economic science and practice should make management decisions on preservation of the environment and rational nature

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use on the basis of sustainable development in order to meet the needs of present and future generations. The concept of sustainable development of society and economy is based on the humanization of social and economic life of society, ensuring effective control over the effectiveness of the use of natural resource potential of the land in the interests of the entire population of the planet, observance of the rights and freedoms of citizens, social protection of the population with a more even distribution of income and capital. At the same time, the principle of long-term sustainable development of civilization serves as a real conceptual basis for forming the conditions for the formation of a business, which positions itself not as a carrier of social burden and debtor of society, but as a social investor, who seeks to obtain economic results from social activities.

Target setting. The article analyzes the features of existing assessment methods for business social investment (SI) and outlines the prospects for their development in the context of sustainable development.

Actual scientific researches and issues analysis. Many scientific works of domestic and foreign scientists, in particular, D. Baiura, S. Bandur, D. Bohynia, H. Herasymenko, M. Dolishnii, O. Zaitieishchykova, T. Zaiats, M. Karlin, Yu. Krasnov, I. Kurylo, V. Kutsenko, E. Libanova, L. Lisohor, O. Makarova, V. Onikiienko, S. Pyrozshkov, U. Sadova, L. Semiv, V. Steshenko, L. Shevchuk and others have been dedicated to the development of theoretical and applied aspects of business SI and methods of their evaluation. The papers of such foreign authors as J. Weiss, D. Windsor, T. Donaldson, A. Carol, R. Caplan, D. Norton have been devoted to the development of theoretical and methodological foundations of these issues.

Uninvestigated parts of general matters defining. However, many aspects of the evaluation business SI are still insufficiently substantiated, in particular, the existing methods do not allow us to fully quantify the business social investment at the macroeconomic level.

The research objective. The main article objective is the structural elements systematisation of business social investment in the context of sustainable development, as well as the improvement of the existing methodology of quantifying assessment for such investment.

The statement of basic materials. A sustainable development paradigm, in contrast to an industrial society paradigm, includes not only the priority of economic growth at any price but also the priorities of social and environmental stability. At the present stage of human development, "sustainable development must ensure harmonization and combination of social, economic and environmental goals, their implementation in a single social and ecological and economic system of a certain territory (country, region)" [1, p. 210].

Both power structures, public institutions, and a business sector take part in ensuring the sustainability of national economies involves. A manifestation of such business involvement is Corporate Social Responsibility (CSR).

It should be noted that in the EU, CSR issues have already reached such a level of development that not only the parameters of social responsibility but also the mandatory social (non-financial) reporting for large enterprises (where the average number of employees during the fiscal year reaches 500 persons) are fixed at the legislative level. It has been also determined what kind of information should be contained in these reports [2; 3].

In the scientific literature, social investments are defined as: investing in social sphere objects in order to improve the level and quality of people's life through creation of new mechanisms and technologies for allocating funds among different segments of population, taking into account their requirements [4]; investments of financial capital, which provide the recipient with the possibility of a long-term implementation of a project or a program. The result of social investment is reflected in the development of an area, protection of interests and the main needs of target groups of the population, constant care from the side of public institutions and improvement of welfare [5]. The integral indicator of CSR is assumed to be the volume of business SI [6, p. 212-213].

We propose to apply a broader approach to the interpretation of social investment and to include in their composition the following indicators: taxes paid by entrepreneurship; environmental payments for environmental pollution; the volume of scientific and scientific and technical works performed by the

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own forces of organizations (enterprises); charitable activity of business. In this context, E. Kovalenko proposes "instead of the indicator" the amount of taxes paid "to use the indicator of "income tax", which reflects, first of all, the efficiency of the enterprise and the economic component of social responsibility of business - to use resources efficiently and to receive profit. The amount of taxes paid as an indicator does not give such information, and at the same time, includes taxes that absolutely do not characterize the effectiveness of activities, such as VAT or excise duty" [7, p. 92-93]. In our opinion, when considering taxes and environmental payments as a component of social investment, it is necessary to focus on the active participation of state structures in this process. The problem of distributive relations at the macro level requires special consideration. Taking into account the high level of national economy shadowing and high tax burden on business, companies try not to show real volumes of profit. Income tax will be minimal, so when determining social investments, it is expedient to use the indicator "amount of taxes paid".

In connection with the above, the composition of the business SI can be represented as follows (Tab. 1).

Table 1

Composition of Business Social Investment

Business Social Investment (SI)	
Internal Social Investments (ISI)	External Social Investments (ESI)
<ul style="list-style-type: none"> • salary of staff, bonuses; • income of staff from equity participation; • income of staff from participation in profits; • costs for labor protection and job creation 	<ul style="list-style-type: none"> • amount of taxes paid; • ecological payments; • social projects and programs aimed at support and development of the local community; • charity, sponsorship
Social investment carried out both at the internal and external levels: <ul style="list-style-type: none"> • costs for the development of various spheres of public life: education, science, health care, sports, culture, etc.; • costs for spiritual development and organization of rest; • improvement of living conditions; • social infrastructure costs 	

Source: compiled by the authors based on [8, p. 131; 4, p.217]

Investing, including social investing, involves obtaining a certain result or effect, which ultimately serves its purpose. It is difficult to assess the economic effect of the SI since it is often not obvious and can be distant in time. However, in recent years, scientists from Ukraine and other countries have been attempting to develop and improve methods for assessing CSR and social investment of entrepreneurship. Fortunately, their classification was made in the work of Zatieishchykova O. O. [9, p. 192]. In particular, this scientist divides these methods into two categories: qualitative and quantitative evaluation. Despite the fact that scientists have paid more attention to the methods of quantitative assessment of CI business, these issues, in our opinion, need further improvement because of their complexity; absence of normative indicators, which could be used to compare the results of calculations and to evaluate the SI; undeveloped SI evaluation for different industries and scales of enterprises, etc.

Among the methods that give a quantitative assessment of the SI, several key ones can be identified, including the "Methods to Assess the Effectiveness of Social Partnerships" (ESISP) proposed by the Royal Academy Patrons and the International Academy of Social Sciences [10]. It includes four evaluation vectors, presented in Tab. 2.

There are several approaches to evaluation of business SI in an international practice [11, p. 133-135]. Thus, the method of return on investment (ROI), allows a business unit to estimate the magnitude of the impact of their SI on the indicators of business activity. The consulting company Smith O'Brien has offered an integrated CSR audit system and an econometric effect index, which allows determining the overall effect of the company's activity on a specific territory.

It is necessary to improve the methodology of quantitative assessment of the business SI, which is the calculation of a number of specific indexes: index of specific SI (total volume of SI / number of

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staff); share of SI in total sales (total volume of SI / volume of sales); SI and profit before tax ratio (total volume of SI / volume of enterprise profit before taxation); volume of SI per capita (total volume of SI / number of population of the country); share of business SI in the structure of GDP (total volume of SI / volume of GDP); volume of SI per one enterprise (organization) (total volume of SI / number of enterprises and organizations of the country) [12, p. 106]. We propose to expand the list of relevant indicators by adding the index of internal SI, which can be calculated by dividing the volume of internal SI into the number of personnel of the company because in the above-mentioned methodology the attention was not paid to the assessment of the internal dimension of business social investment.

Table 2

Vectors of Social Investment Evaluation (ESISP methodology)

Evaluation Vector	Evaluation Subject from whom point of view estimation is carried out)	Evaluation Object (what is estimated)
Care	Society	SI into human capital, including expenses for the growth of the competence of workers, protection of their labor and health, development of corporate culture
Honesty	Business	SI into the development of relations with consumers, partners, investors, creditors, competitors
Engagement (corporate citizenship, influence)	Society	External SI and SP by means of which business acts as an assistant to authorities and public, acting as a kind of "progressive": SI into the development of the material environment (ecology, improvement of housing and communal services); social and humanitarian development (health care, culture and art, education, denominational activity, sports, healthy lifestyle, etc.).
Success	Business	External SI and SP: growth in its popularity, recognition and respect, stability and development of the final economic indicators.

Source: compiled by the authors based on [10]

Further development of the social investments of the enterprise requires appropriate improvement of the scientific and methodological provision of their assessment. The results of such evaluation are valuable both for business entities themselves and for state institutions and society, and will allow adjusting properly the strategy of social investment development in the country. In addition, it is important to monitor the dynamics of volumes and directions of such investments in order to direct them to solve the most pressing problems of the society, ensuring efficient use of funds and maximum returns.

Conclusion. In the context of sustainable development, the business social investment is a modern instrument of investment that allows increasing the efficiency of the enterprise using the achievement of high social results, and also satisfying the needs of its partners, customers, and staff to a greater extent. The scientific development of optimal normative indicators for the evaluation of business SI and the detailed assessment of internal and external SIs are promising.

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