

ESSENCE AND STRUCTURE OF ORGANIZATIONAL PROVISION OF STRATEGIC CORPORATE SOCIAL RESPONSIBILITY MANAGEMENT

The article deals with the development of organizational support for the strategic corporate social responsibility management, taking into account the reflexive approach to managing stakeholder relations. Existing theoretical approaches to defining the essence of the concept of "organizational support" are considered and a complex structural-resource approach to the characteristic of this category is proposed. The organizational support is considered as a system of organizational measures and tools that contribute to the normal functioning of the processes, implementation of plans and programs, goal achievement through the use of organizational resources and building an effective organizational structure of the system. It has been found that constructing the organizational structure of corporate social responsibility management it is advisable to focus on the priority stakeholder groups and take their interests into account when formulating strategic goals through a reflective approach. The options for constructing organizational structures for the implementation of strategic socially responsible decisions in business practice are investigated. A model of organizational and managerial structure for the implementation of strategic corporate social responsibility management based on a reflective approach to stakeholder management has been proposed. It provides for the introduction at a functional level of a new Corporate Social Responsibility Department, which consists of three units: project-analytical, reflective management and communication. The basic management functions of the Corporate Social Responsibility Department are considered in detail, taking into account its internal structure. The Corporate Social Responsibility Department should cooperate with other functional areas to achieve the necessary improvements in social and environmental performance. The relationship in the organizational support of the proposed Corporate Social Responsibility Department with stakeholders and key functional services of the company are built. The proposed model of organizational support for strategic corporate social responsibility management contributes the effective adoption, implementation, coordination of management decisions based on a reflective approach to stakeholder management.

Keywords: corporate social responsibility; organizational and managerial structure; reflexive management; stakeholder; department.

References

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