

Modeling of region business corporate social responsibility development

*O. Koshchiy, Ph.D. in Economics, Professor of Management
and Marketing Department*

*Lutsk National Technical University
koschiyo@rambler.ru*

*I. Voronchak, Postgraduate Student of Management
and Marketing Department*

*Lutsk National Technical University
i.voronchak@yandex.ua*

Research Methodology: Using the analytic approach the state of Lviv region business corporate social responsibility was investigated. Using the modeling method the development model of regional corporate social responsibility was developed.

Results: The current state of Lviv region business corporate social responsibility was analyzed. The factors of the regional peculiarities of the corporate social responsibility development were evaluated. The development model of corporate social responsibility development of business in Lviv region was offered and the mechanisms of corporate social responsibility development optimization were defined.

Novelty: The objective prerequisites for the formation of the high level of corporate social responsibility of business region were revealed. The correlation of internal and external factors of corporate social responsibility of the region business was substantiated.

The practical significance: The proposed model of corporate social responsibility can serve as a scientific basis for the formation of forecasts, strategies and long-term programs for the regional development, which are concluded by the government agencies and scientific institutions of economic and social elevation.