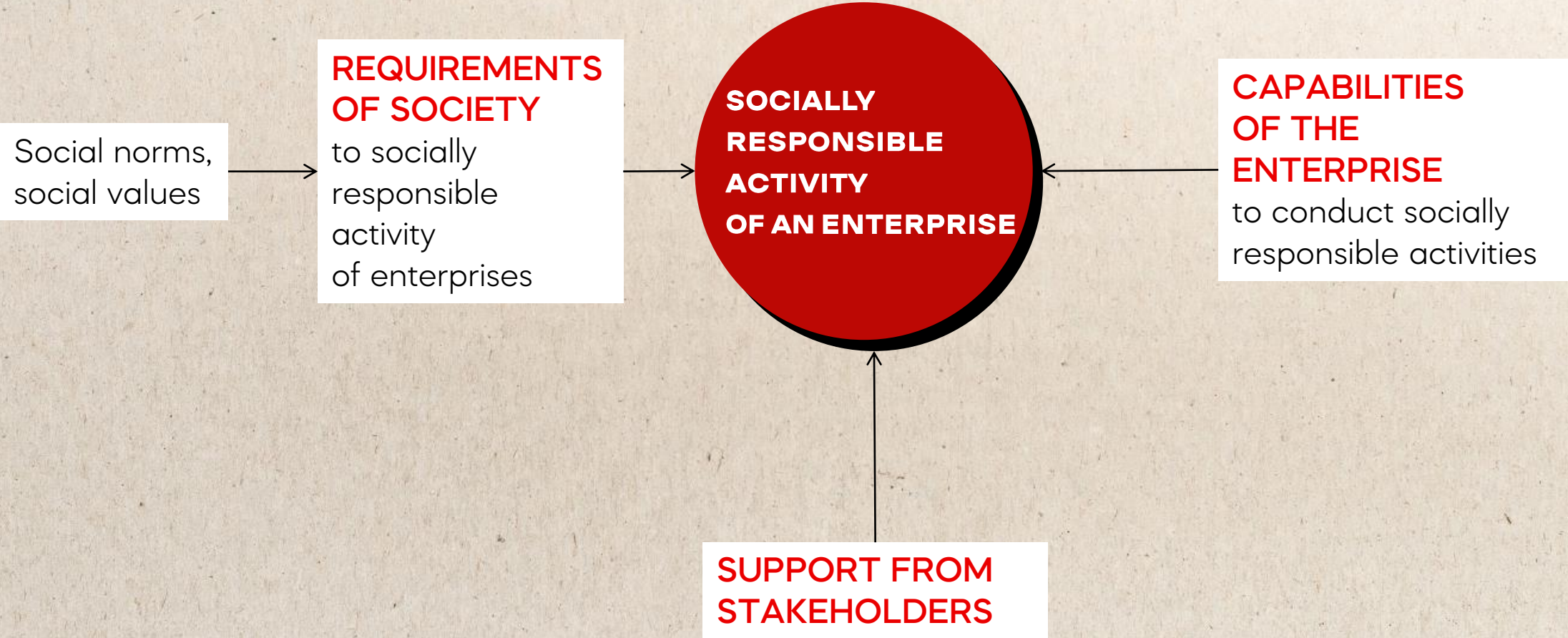


Potrashkova Lyudmyla

**CONSIDERATION OF CONSEQUENCES
OF THE PANDEMIC
IN MODELS
OF SOCIALLY RESPONSIBLE
ACTIVITY OF AN ENTERPRISE**

FACTORS AFFECTING THE CONTENT AND RESULTS OF SOCIALLY RESPONSIBLE ACTIVITY OF ENTERPRISES



RESEARCH ON THE EXAMPLE OF POLYGRAPHIC INDUSTRY in 2018-2019

("Astron+" LLC., "VivaTrade" LLC., "Balance-Print" LLC., "Factor-DruK" LLC., "Lingvist" LLC., Private joint-stock company "Polyemos")

REQUIREMENTS OF SOCIETY

- respectable salary
- printing on eco-paper FSC
- printing on eco-paper TCF
- refuse to use isopropyl alcohol
- using eco-paint



CAPABILITIES OF THE ENTERPRISE

The assessment of the potential of the enterprise's activities within the norms of socially responsible behavior:

- the set of Pareto-optimal values of the vector indicator of the results of socially responsible activity of the enterprise;
- summarizing indicators of this set;
- the set of Pareto-optimal variants of socially responsible strategies of the enterprise

SUPPORT FROM STAKEHOLDERS

Print Service Varieties and their normalized estimates on the criteria of price, quality and environmental friendliness	Estimates of the Print Service Varieties from the point of view of groups of buyers with different preferences regarding the characteristics of products	Estimates of the Print Service Varieties from the point of view of groups of buyers with different preferences regarding the characteristics of products					
		Group 1	Group 2	Group 3	Group 4	Group 5	...
Variety 1 (0,5 0,6 0)		0,52	0,53	0,55	0,56	0,58	
Variety 2 (0,1 0,8 0)		0,24	0,31	0,45	0,52	0,66	
Variety 3 (0,8 0,2 0)		0,68	0,62	0,50	0,44	0,32	
Eco-variety (0,4 0,6 1)		0,44	0,46	0,50	0,52	0,56	

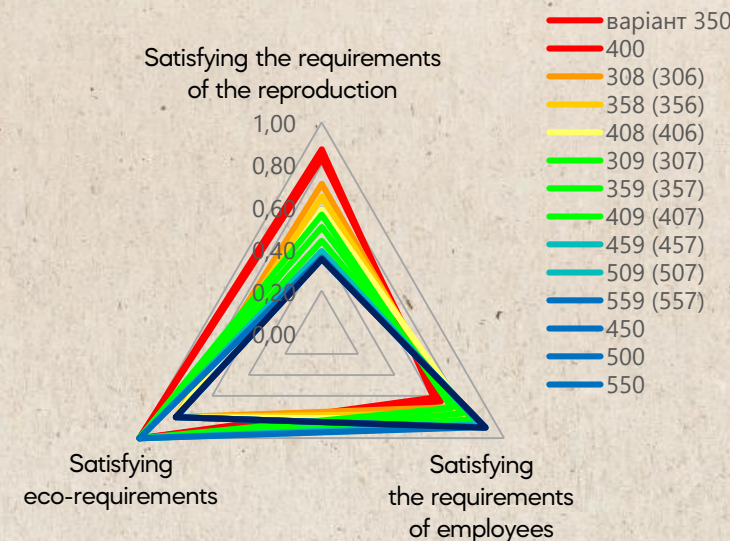
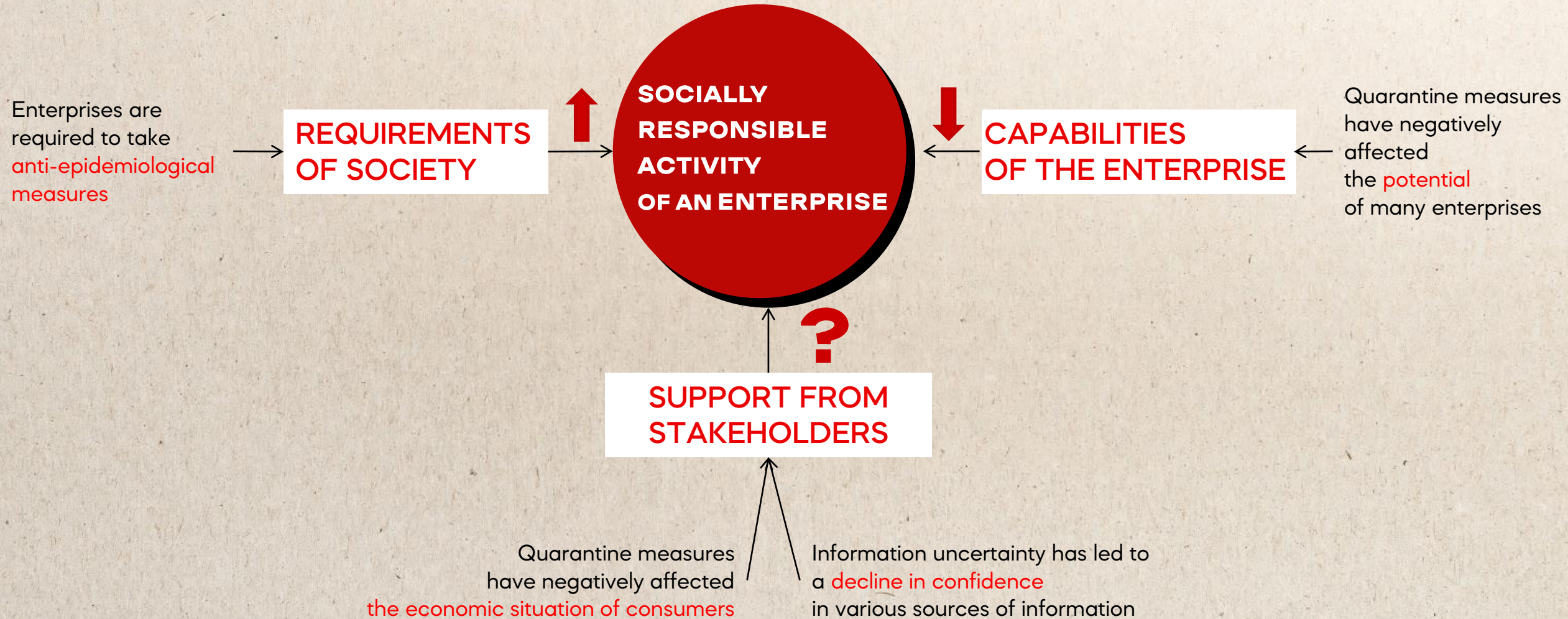


Figure. Visualization of the set of Pareto-optimal values of the vector indicator of the results of socially responsible activity of "BALANCE-PRINT" LLC.

CONSEQUENCES OF THE PANDEMIC



90%
of respondents believe that
COVID-19 poses a risk
to ethical business conduct
(Global Integrity Report 2020, EY)



Li Ding, Caifen Jiang (2021) Restaurant proactive philanthropic activities and customer loyalty: a scenario-based study during the COVID-19 pandemic period

Customer awareness of **restaurant philanthropic activities** positively relates to **customer loyalty**. Moreover, customer social benevolence trust, perceived restaurant reputation and affective commitment have positive mediating effects on the relationship between their awareness of restaurant philanthropic activities and customer loyalty. There is no significant path effect difference between the directed and general philanthropic activities.

Liu F., Meng L., Zhao Y. et al. (2020) The influence of the corporate social responsibility disclosures on consumer brand attitudes under the impact of COVID-19

Paying attention to and implementing **ICSR** in an epidemic situation is conducive to establishing brand image and **enhancing consumer brand attitudes**

Idrees U., Aftab H. et al. (2021) The Effect of Corporate Philanthropy on Consumer Behavior

Philanthropic activities conducted by companies for the benefit of their society could also improve a company's bottom line or at least build a **positive reputation for its consumers**