CONSIDERATION OF CONSEQUENCES OF THE PANDEMIC IN MODELS OF SOCALLY RESPONSIBLE ACTIVITY OF AN ENTERPRISE

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

- Social norms, social values
  - REQUIREMENTS OF SOCIETY to socially responsible activity of enterprises
  - SUPPORT FROM STAKEHOLDERS
  - SOCIALLY RESPONSIBLE ACTIVITY OF AN ENTERPRISE
  - CAPABILITIES OF THE ENTERPRISE to conduct socially responsible activities
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")

Shareholder Capabilities

Requirements of Society

Capabilities 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

Figure. Visualization of the set of Pareto-optimal values of the vector indicator of the results of socially responsible activity of "BALANCE-PRINT" LLC.
Enterprises are required to take anti-epidemiological measures. Quarantine measures have negatively affected the economic situation of consumers. Information uncertainty has led to a decline in confidence in various sources of information.

Quarantine measures have negatively affected the potential of many enterprises.
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.

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.

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.

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