

Management of corporate responsibility in the business environment: Socio-psychological aspect

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ABSTRACT

The article considers the methodological approach and recommends practical provisions for the management of corporate responsibility of professionals in the business environment, taking into account the socio-psychological components that ensure the trajectory of stable professional development in the food market. It is substantiated that the trajectory of professional stability with a corporate consciousness of development is not a process of continuous action, but a consistent and purposeful project with a certain result, limited in time and resources. Dividing activities into a series of projects allows specifying goals, increasing the accuracy of plans and forecasts. Social trust becomes a certain basis for understanding social relations and responsibility for the process of integration of professional development and stable business activities in the market. The psychological support of stable professional development of employees of the enterprise with corporate responsibility of the business environment is developed. Guidelines and standardized norms of the management at "professional mobility – professional stability" are defined. Signs of intensification of professional development of specialists of the enterprise on the scale of psychological well-being are interpreted. Empirical procedures for qualitative and quantitative analysis of the integral components of the professional potential of employees of the enterprise with a certain level management of corporate responsibility in the business environment are presented. A methodical approach to determining the level of influence of the social component on the corporate responsibility of professional specialists of the enterprise in the market business environment is proposed.

Keywords: Society, Social responsibility, Corporate responsibility, Psychology of professional development, Enterprise.

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1. Introduction

The development of an extensive system of social institutions is the basis for the formation of social relations and management of corporate responsibility for the results of their activities of business structures. Recently, Ukrainian companies have tried to form their own approach to understanding the social component of corporate responsibility, determining the spread of business practices in leading countries, recognizing their belonging to the environment protection, responsibility for solving socio-economic problems in the region,

improving the quality of life of local community and respecting human rights. At the same time, management of corporate responsibility is gradually becoming a kind of business philosophy, consistently changing the position and behavior of the individual in a professional business environment, ensuring the effective distribution of social status, determining the conscious structure of life and self-realization through the growth and professional potential of the enterprise. Meanwhile, individual responsibility in the structure of corporate consciousness and personal advancement in the business environment allows identifying priority areas of non-organizational professional alternatives.

For the modern business environment of market type the models of professional development, born of the previous social context, its values and norms, do not allow to achieve success in such conditions. Therefore, there is a need to adapt the methodological framework for the development of new technology for psychological support of professional self-realization and the associated corporate responsibility in business. The reflection of corporate responsibility in the social behavior of individuals, social groups, social organizations and its introduction into the enterprise management system largely depends on the content invested in this phenomenon by those who are directly interested in implementing this type of responsibility in practice. With a wide variety of concepts management of corporate responsibility (the concept of achieving competitive advantage, corporate accountability, the concept of stakeholders, the theory of corporate constitutionalism, the theory of corporate citizenship, the concept of sustainable development, etc.), they are all directly in the focus of sociological knowledge. Under such conditions, the study of socio-psychological aspect allows not only to expand the boundaries of sociological knowledge on the management of corporate responsibility of the business environment in the market, but also to explore the specifics of its implementation at different social levels.

Among scholars who have studied social responsibility as a complex social phenomenon, and also in the context of the development of the theory of social capital, it is worth noting: A. Bandura [1], T. Levitt [2], K. Davis [3], N. Hradiuk [4], F. Fukuyama [5], I. Komarnytskyi [6], J. McGuire [7], I. Voronchak [8]. Ideas for the development of institutionalization of models of social and corporate responsibility, in particular in the commercial sphere and also with the separation of indicators and elements of corporate responsibility are presented in the works by: A. Carroll [9], J. Post [10], K. Rudenko [11], K.M. Schwartz [12], S. Sethi [13], D. Swanson [14], S. Wartick [15], D. Wood [16].

Problems of personal and professional development, from the standpoint of technology of psychological support of career processes in society and their impact on the formation of corporate responsibility were studied by: N. Betz, & K. Klein [17], M. Gerhard, & K. Brown [18], D. Feldman, & B. Weitz [19], M. Kuijpers, & J. Scheerens [20], S. Lipset, & R. Bendix [21], M. London [22], M. R. Noe, A. Noe, & J. Bahhuber [23], P. Parker [24], A. Roe [25], C. Ryff [26], E. Schein [27], D. Super [28]; destructive professional genesis, which causes external and internal career barriers, as well as new dimensions of professional mobility in various fields were studied by – S. Hobfoll [29], J. Holland [30], R. Kilmann, M. Saxlon, & R. Serpa [31], S. Maddi, R. Harvey, D. Khoshaba, J. Lu, M. Persico, & M. Brow [32], C. Maslach, & S. Jackson [33], S. Sansone, D. Wiebe, C. Morgan [34], M. Socol, M. Louis [35], A. Sutin, P. Costa, R. Miech, W. Eaton [36]. However, the scientific problem is the contradiction between the objective need for mechanisms for the management of corporate responsibility practices and clear criteria for their evaluation using sociological and psychological tools. The priority of our study is to develop a methodological approach and practical measures to management of corporate responsibility and also introduce of professionals in the business environment, taking into account the socio-psychological components that ensure the trajectory of stable professional development in the food market.

2. Material and methods

The socio-psychological aspect of corporate responsibility of the business environment is becoming one of the most effective management tools in the long-term development strategy of enterprises, organizations and the state [37-43]. When implementing the principles management of corporate responsibility on a generally accepted international basis, the socio-psychological component allows companies to develop sustainably in modern society. In this aspect, we propose a methodological approach and practical measures to management of corporate responsibility and also introduce of professionals in the business environment, taking into account the socio-psychological components that ensure the trajectory of stable professional development in the food market of the food industry [44-50].

An important component of the corporation's concept is to regulate the entrepreneurial activities of each individual to personal and professional growth, motivating him to take responsibility in society [51-53]. At the same time, an important aspect of business management is the balance between the responsible authority of employees and the formation of a certain type of corporate behavior in partnership. In the corporate society, the value system is becoming more rational, but there is a reverse trend – public opinion is beginning to take shape at the national level, although aimed at supporting traditional values. The corporation is a moral and technical institution of society [54-59]. In the emergent society, corporate responsibility in a socially adapted environment is considered through passive-adaptive and active-creative forms of professional development of employees of a certain group of enterprises. In the passive model, the individual focuses on the implementation of norms, instructions, i.e., the level of professional requirements that “lead” to development through the formulation of professional tasks [60-65]. Within the active model, the individual goes beyond everyday life and makes his work the subject of practical transformation. This makes it possible to construct the future, accept the contradictions of reality and consider difficulties as an incentive to overcome their own boundaries. Such a strategy requires considerable effort, but it allows maximizing professional potential and achieving the desired in life [66-71].

The individual concept of professional stability in the corporate structure of business partnership allows choosing the optimal vector of the professional path, based on the own focus. It weakens the action of resistance factors, i.e., ensures the stability of the process of professional development [72-78]. This socio-psychological tool includes goals of professional growth (combined with life values), a model of strategy and tactics of professional advancement, criteria of success [79-84]. An important feature of professional self-realization in a corporate partnership is continuity. At the same time, the trajectory of professional stability with a corporate consciousness of development is not a process of continuous action, but a consistent and purposeful project with a certain result, limited in time and resources. Dividing activities into a series of projects allows specifying goals, increasing the accuracy of plans and forecasts. In addition, an important characteristic of corporate responsibility and professional implementation of purposeful actions is the need for trust, as it permeates all areas of business partnership. That is, social trust becomes a certain basis for understanding social relations and responsibility for the process of integration of professional development and stable business activities in the market [85].

Ensuring the requirements of such components as understanding, honest behavior, cooperation, non-harm and mutual assistance, allows to increase the level of economic prosperity of business entities. If professional relations between partners are not based on trust, but cooperate only within formal rules, without constant coordination, then a stable socio-psychological context of corporate responsibility in a market-type business environment is almost impossible. In other words, the spread of mistrust in business affects the economic activity of partner companies and imposes an additional “duty” on them, which does not need to be “paid” with a high level of trust. At the same time, ensuring the social component of corporate responsibility of economic entities is a necessary basis for the formation of social capital at various levels. At the same time, the business environment can both provide great opportunities for self-realization of the individual, and weaken his trajectory of professional stability, due to the high level of competition [86; 87].

The social context of corporate responsibility of a business partnership should be taken into account when developing appropriate psychological tools that should be adapted to the socialization of the professional environment of an adult. The community of group psychology (interests, values, goals) forms stable forms of behavior and affects the results of the business position of each employee of the corporate hierarchy with very strict requirements for promising activities of the market type enterprise [88-92]. Meanwhile, the psychological climate, which encourages stable professional development (finding people the communication with whom will enrich his spiritually, provide strength in overcoming difficulties, promote growth in the chosen field of activity), ensures adequate behavior of business partners in achieving corporate responsibility in the market.

Empirical procedures for qualitative and quantitative analysis of integral components of professional potential of employees with a certain level of corporate responsibility in the business environment include content analysis of the trajectory of professional stability, factor analysis of components of professional development, correlation analysis of the relationship between the parameters of professional development and the impact of socio-psychological components on the mobility and self-realization of the enterprise professionals. To quantify the level of professional mobility, the period of interruption of professional development is calculated (formula (1)) [93]:

$$P_{ipd} = T_{ps} / N_{jch}, \quad (1)$$

where, P_{ipd} – the period of interruption of professional development; T_{ps} – duration of professional development, years; N_{jch} – the number of cases of change of place of professional development. In this case, the continuum “professional mobility – professional stability” is selected by conducting a content analysis, which allows to identify intermediate hierarchical groups of employees of the corporate business environment through non-parametric Mann-Whitney U-test and identify differences in sampling parameters [41]. We have recommended the “Career Orientation Inventory” method for studying the motivational and value component of professional development, which has the metaphorical name “career anchor” [94]. This anchor model of professional stability (self-concept) allows to identify the internal factors of the professional growth of the individual and the basic provisions for choosing a business environment to realize talents, needs and motives, corporate responsibility and the value of investing abilities and personal qualities. That is, in the professional plan the employee of the enterprise is considered through the system of value orientations, social attitudes, interests and other socially conditioned incentives to activity (Table 1).

Table 1. Characteristics of guidelines and standardized norms of the management “professional mobility – professional stability”

Name of professional orientation	Characteristic	M±SD
Technical (functional) competence	Focus on the content of professional activity, the availability of abilities and talents in a particular field, the desire to become a master of their craft	14,6 ± 4,2
Organizational competence	The desire for career growth, management of various aspects of the organization activity	18,2 ± 4,6
Autonomy (independence)	The desire to independently choose professional tasks and deadlines for their implementation, to eliminate organizational rules	19,1 ± 3,4
Security (stability)	The desire for safety and predictability of life: the stability of the workplace stability of living	12,5 ± 2,5
		8,1 ± 3,0
Service or devotion	Focus on humanistic values in the profession (“make the world a better place”, “benefit people”)	19,2 ± 4,1
Pure challenge	The desire to solve complex professional problems and interpersonal competition, providing an opportunity to prove own superiority	16,4 ± 3,9
Lifestyle	Focus on the balance of individual needs, family interests and professional advancement	15,7 ± 2,4
Entrepreneurial creativity	The desire to work for yourself, creating something new	17,3 ± 4,7

Source: improved by the authors according to the data [40-42]

We should note that the degree of self-realization of the employee of the enterprise is assessed on a 5-point scale: from 1 to 20 points – from “absolutely unimportant” to “extremely important”; from 21 to 40 points – from “absolutely disagree” to “completely agree”. The points are grouped into nine scales representing eight professional orientations that do not mutually exclude each other: professional competence, organizational competence, autonomy (independence), stability of work and stability of residence, service, challenge, integration of lifestyles, entrepreneurial creativity. Additionally, three integrated scales are calculated, reflecting the factor structure of stable professional development with the help of diagnostic tools [95-98]:

– focus on vertical professional development: the sum of the scores of the scales “Entrepreneurial Creativity”, “Challenge”, “Organizational Competence”;

- focus on horizontal professional development: the sum of the scores of the scales “Professional Competence”, “Service”, “Stability of the place of residence”;
- orientation on conditions: the sum of scores on the scales “Autonomy”, “Integration of lifestyles”, “Stability of the workplace”.

The general level of professional self-realization of an employee at a market-type enterprise with a high form of corporate responsibility occurs in two areas: foreign professional (significant achievements in foreign economic activity of the enterprise); intra-professional (self-improvement, competence enhancement, development of professionally important qualities for domestic activities). It is proposed to use the method of professional self-realization, which is determined by the 10th scale and standardized norms, which is presented in Table 2.

Table 2. Scale of professional self-realization of the employee of the enterprise according to the standardized norms management of corporate responsibility in the business environment

Directions of professional self-realization	Standardized norms management	
	M	SD
1.1. The need for professional development	7.67	2.55
1.2. Presence of the project of own professional development in the corporate hierarchy of the enterprise	6.83	2.92
1.3. Predominant satisfaction with own professional achievements	6.33	3.02
1.4. Constant setting of new professional goals of corporate responsibility	8.66	2.17
1.5. Formation of own professional environment	7.55	2.27
The level of internal professional self-realization	37.04	9.93
2.1. Achieving professional goals	7.31	2.23
2.2. Recognition of the achievements of the specialist by professional business partners	7.02	2.21
2.3. Use of professional experience and achievements of other specialists	6.85	2.60
2.4. Disclosure of personal potential and abilities in the profession	7.83	2.40
2.5. Manifestation of a high level of creativity in professional activity	6.48	2.62
Level of external professional self-realization	35.49	9.62
The general level of professional self-realization of the specialist	72.53	18.36

Source: improved by the authors according to the data [43]

It should be noted that from the standpoint of psychological well-being, the intensification of professional development of specialists in market-type enterprises is formed on the basis of humanistic-existential approach - interpretation of the specialist's way of life as a unique whole with unique life experience, inner world a kind of reaction to the circumstances of one's own vision of conducting business partnerships [17]. There are six components of psychological well-being: self-realization, autonomy, positive relationships with the environment, environmental management, purpose in life, personal growth. Each of the components reaches a different degree of realization, thus determining the unique structure of the subjective well-being of the specialist [99-105].

It is established that psychological well-being is connected with the meaningfulness of life, the value-semantic sphere and concrete-realistic motivation [106-109]. Adapted Psychological Scale of Well-Being (PSW) contains 84 items that are divided into six subscales. Every scale has 14 signs of intensification of professional development of a specialist at a market-type enterprise. The index of general psychological well-being is defined as the sum of scores according to aggregate criteria of a scale (Table 3).

Table 3. Interpretation of signs of activation of professional development of specialists of the enterprise on a scale of psychological well-being (M±SD)

Scale	Norms	High and regulatory values	Low values
Positive	age 20-35	The presence of close, trusting	Lack of trust. Difficulties in showing

relationship with environment	♂ 63 ± 7,1 ♀ 65 ± 8,3 age 35-55 ♂ 54 ± 6,5 ♀ 58 ± 7,6	relationships with others. The desire to take care of other people. Ability to empathize, love and intimacy. Ability to find compromises in relationships.	warmth, openness and caring for others. Experiencing isolation, frustration. Reluctance to compromise.
Autonomy	age 20-35 ♂ 56 ± 6,9 ♀ 58 ± 7,3 age 35-55 ♂ 57 ± 7,7 ♀ 57 ± 5,6	Independence. The ability to resist social pressure in thoughts and actions. Ability to regulate one's own behavior and evaluate oneself based on one's own standards.	Concern for the assessments and expectations of others. Orientation to people's opinions when making important decisions. Inability to resist social pressure.
Environmental management	age 20-35 ♂ 57 ± 6,3 ♀ 58 ± 7,4 age 35-55 ♂ 56 ± 8,3 ♀ 59 ± 8,3	A sense of confidence and competence in the management of daily affairs. Ability to use life circumstances, choose and create conditions that meet needs and meet values.	Inability to cope with everyday affairs. Feeling unable to change or improve one's living conditions. Feelings of powerlessness in managing the world around
Personal growth	age 20-35 ♂ 65 ± 4,9 ♀ 65 ± 6,0 age 35-55 ♂ 58 ± 7,8 ♀ 63 ± 7,9	Feelings of continuous self-development, personal growth and self-improvement over time. Realization of professional potential	Experiencing personal stagnation. There is no sense of progress over time. Boredom and disinterest. Inability to learn new skills.
Goals in life	age 20-35 ♂ 63 ± 5,2 ♀ 64 ± 8,2 age 35-55 ♂ 58 ± 8,5 ♀ 59 ± 7,0	The presence of long-term goals and a sense of meaning in life. Understanding the meaning of the past and present. The presence of beliefs that give purpose to life.	There is no sense of progress over time. Boredom and disinterest. Inability to learn new skills. Concern about some traits of one's own personality, rejection of oneself.
Self-acceptance	age 20-35 ♂ 59 ± 6,9 ♀ 61 ± 9,1 age 35-55 ♂ 52 ± 5,3 ♀ 57 ± 6,1	Positive attitude to oneself. Recognition and acceptance of all one's own personal diversity, including both good and bad qualities. Positive assessment of the past	Dissatisfaction with oneself. Disappointment in one's own past. Concern about some traits of one's own personality, rejection of oneself. The desire to be different, not as it really is.

The objective needs to determine the areas in which it is appropriate to implement the social component of responsible professional development in the corporate hierarchy of the business environment is due to the need of partner entities to ensure their stability in a certain set of indicators. We propose a methodical approach to determining the level of influence of the social component on the management of corporate responsibility of professional specialists of the enterprise in a market business environment. This will allow a comprehensive assessment of the weaknesses and strengths of the competence of employees-experts of the enterprise for the production of food products and develop a program to increase the level of their self-realization in the market (Table 4).

Table 4. Comprehensive assessment of the level of influence of the social component on the management of corporate responsibility of the specialist in the business environment

Directions of implementation	Indicators of corporate social responsibility of business environment
Quantitative indicators of corporate social responsibility of the business environment	
Compliance with current legislation	the ratio of the tax burden, the ratio of the level of payment of taxes and fees to the budget, the ratio of debt to the budget.
Ensuring high quality of goods and services	the coefficient of use of the quality management system, the indicator of the quality of customer service, the number of complaints and claims received from consumers.
Ensuring decent and safe working conditions at the enterprise	coefficient of financing of labor protection measures, coefficient of conformity of working conditions to sanitary and hygienic norms, coefficient of frequency of industrial injuries, coefficient of morbidity of personnel, coefficient of staff turnover, coefficient of educational level of employees, indicator of professional level of personnel, coefficient of level of expenses for personnel development and for wages, wage arrears, wage growth rate, the coefficient of compliance of the level of wages at the enterprise with the average level of wages in Ukraine, the level of dividends, the employment rate of the disabled, the employment rate of young professionals, the employment rate of women which have children of preschool age, the coefficient of expenditures on social protection of employees, the indicator of the completeness of the social package, the coefficient of provision of social infrastructure, the indicator of the development of corporate culture, the ratio of satisfied complaints about violations of the human rights to the given ones, the number of lawsuits for human rights violations from internal stakeholders.
Information openness and conscientious advertising of products	coefficient of information openness.
Environmental responsibility of the enterprise	the ratio of environmental costs and production costs, the ratio of environmental costs to net profit, coefficient of the impact of activities to improve the environmental situation, the rate of payment of environmental fees, the ratio of losses from irrational use of nature, the coefficient of environmental intensity of the enterprise's products, the rate of energy saving, the coefficient of compliance of the volume of emissions of harmful substances with their maximum permissible norms.
Implementation of social initiatives by the enterprise	coefficient of change of expenses for social support of territorial communities, coefficient of ratio of expenses for social support of territorial communities to net profit, coefficient of influence on improvement of economic situation in the region, coefficient of influence on level and quality of life of population of region, coefficient of current "social" expenses and social investment, the share of funds allocated to charitable activities in the net profit of the enterprise, the ratio of newly created jobs to the total number of jobs, the share of costs for social programs with civil communities in net profit, the share of costs for social programs together with local authorities in net profit, the share

of social investment in the development of areas of presence in the net profit of the enterprise, the share of investment in the development of science, education and technology in the total investment of the enterprise.

Qualitative indicators of corporate social responsibility of the business environment

Compliance with current legislation	compliance with the laws governing corporate social responsibility in the food market, compliance with the requirements of standards governing corporate social responsibility (Accountability 1000, Global Reporting Initiative, Standard SA 8000), забезпечення високої фінансової стійкості підприємства.
Ensuring high quality of goods and services	level of product quality and safety, compliance with the provisions of product quality standards (ISO 26000, ISO 22000, ISO 14000, ISO 9001), compliance of product labeling with the requirements of the legislation.
Ensuring decent and safe working conditions at the enterprise	workplace safety, the level of employee satisfaction with working conditions, the development of social infrastructure.
Information openness and conscientious advertising of products	transparent and open reporting on the activities of the enterprise, complete and accurate information about the products, fair advertising of products.
Environmental responsibility of the enterprise	use of safe technologies in production, protection and restoration of the environment, participation in ensuring sustainable development of the region.
Implementation of social initiatives by the enterprise	implementation of social projects, implementation of charitable programs, participation in solving problems of the local community.

At the first stage, a quantitative assessment of the level of influence of the social component on the management of corporate responsibility of professional specialists of the enterprise in a market business environment is made (formula (2)) [6]:

$$K = 0.5 \times \left[\frac{\sum_{j=1}^n v_j}{\sum_{j=1}^n v_j^{\max}} + \frac{\lambda}{P} \right], \quad (2)$$

where, v_j – the weight of the gradation of expert assessment, in relation to the j -th direction of implementation of the social component of the enterprise with corporate responsibility of professionals in a market business environment, scores; v_j^{\max} – the maximum weight of the j -th direction of realization of the social component, scores; n – the total number of signs of competence of professional specialists (employees of the enterprise) in the business environment of the market type; λ – the share of influence of a specialist-expert on a scale of self-esteem, scores; P – the limit of the scale of self-assessment of a specialist-expert, scores. At the second stage, the minimum and maximum number of specialists-expert group is determined (formula (3)-(4)) [6]:

$$n_{\min} = 0.5 \times \left(\frac{3}{E} + 5 \right), \quad (3)$$

where, E – the set average error due to the inclusion (exclusion) of the specialist-expert;

$$n_{\max} = \frac{3}{2} \times \left(\frac{\sum_{i=1}^n K_i}{K_{\max}} \right), \quad (4)$$

where, K_i – the competence of the i -th specialist-expert; K_{\max} – the maximum possible competence on the scale. At the third stage, to check the consistency of the actions of experts in a business environment of the market type, the concordance coefficient is calculated (range of values from 0 to 1). The higher the value of the coefficient, the more consistent the opinion of experts (formula (5)) [6]:

$$W = \frac{12}{n^2(m^3 - m)} \times \sum_{j=1}^m \left[\sum_{i=1}^n \left[R_{ij} - \frac{n+1}{2} \right] \right]^2, \quad (5)$$

where, m – the number of analyzed objects; n – number of experts; R_{ij} – is the rank of the j -th object assigned by the i -th expert. The value of the concordance coefficient is determined by Pearson's criterion (formula (6)) [6]:

$$\chi_p^2 = W \times m \times (k - 1), \quad (6)$$

The value χ_p^2 determines the number of degrees of freedom $f = k - 1$, and the hypothesis of consistency of action of experts is accepted under the condition $\chi_p^2 \geq \chi_r^2$. At the fourth stage, the integrated indicator of the level of influence of the social component of enterprises on the management of corporate responsibility of professionals in the market business environment (by areas of implementation of the social component), of the production of food products is calculated (formula (7)) [6]:

$$I_j = \sum_{i=1}^n b_{ij} \frac{x_{ij}}{x_{\max ij}}, \quad (7)$$

where, I_j – an integrated indicator of the j -th direction of the level of influence of the social component of the enterprise on the corporate responsibility of professionals in the business environment of the market type; n – the number of indicators in the j -th direction of implementation of the social component, units; b_{ij} – the share of the i -th indicator in the j -th direction of implementation of the social component, the share; x_{ij} – the actual value of the i -th indicator in the j -th direction of implementation of the social component, scores; $x_{\max ij}$ – the maximum possible value of the i -th indicator in the j -th direction of the social component, scores. The fifth stage determines the total integrated level of influence of the social component of the enterprise on the management of corporate responsibility of professionals in a market business environment (formula (8)) [6]:

$$I_{CR_{sc}} = \sum_{i=1}^n q_j \frac{I_j}{I_{\max j}}, \quad (8)$$

where, $I_{CR_{sc}}$ – the total integrated level of influence of the social component of the enterprise on the corporate responsibility of professionals in a market business environment; n – number of indicators, units; q_j – the share of the j -th indicator in the total number, the share; I_j – the actual value of the j -th indicator, scores; $I_{\max j}$ – the maximum possible value of the j -th indicator, scores. At the sixth stage, regulatory measures of the social component of the enterprise in the hierarchy management of corporate responsibility of the business environment, from the standpoint of compliance with laws, quality standards and product safety, information openness and advertising are justified. This allows to calculate the weight of the indicators of the social component by formula (9) [6]:

$$K_i = \frac{P_i}{\sum_{i=1}^n P_i} = \frac{\sum_{j=1}^m P_{ij}}{\sum_{i=1}^n \sum_{j=1}^m P_{ij}}, \quad (9)$$

$$\sum_{i=1}^n K_i = 1$$

where, K_i – the coefficient of weight of the i -th indicator; P_i – assessment of the i -th parameter by the j -th specialist-expert. To determine the level of influence of the social component on the management of corporate responsibility of professionals in the business environment, it is advisable to use the Harrington Desirability Scale to match the numerical values and their linguistic interpretation, to identify three levels of professional responsibility: basic, medium and high [110-114]. In this case, the Harrington scale of universal form, which contains five numerical intervals and the corresponding qualitative categories, is transformed into a scale with three gradations (Table 5).

Table 5. The scale of gradation of the impact of the social component on the management of corporate responsibility of professionals in the business environment

The level of influence of the social component on the business environment	Numerical range
High	1 – 0.63
Medium	0.63 – 0.37
Low	0.37 – 0.00

Source: developed by the authors

The desirability function is represented by formula (10)-(11) [6]:

$$d = d(z_i) = \exp(-\exp(-z_i)) \quad (10)$$

$$z_i = \frac{x_i - x_{sat}^l}{x_{sat}^t - x_{sat}^l}, \quad (11)$$

where, z_i – the coded value of the i -th indicator; x_i – the value of the i -th indicator of the source array; x_{sat}^t, x_{sat}^l – the lower and upper limits of the area “satisfactory” in the output scale. Thus, the socio-psychological context of corporate responsibility provides priority areas for a stable level of professional development of specialists in a market business environment, which is a stimulating impetus to increase investment attractiveness and image of enterprises. Concluding long-term agreements with business partners and fulfilling the commitments made by managers on the basis of developed effective psychological tools will allow to implement a strategy for the management of corporate responsibility of employees in compliance with the provisions of the Code of Ethics.

3. Results and discussion

The results of Ukrainian enterprises prove that they are more balanced in the implementation of effective measures aimed at increasing the level of influence of the social component in the hierarchical structure of corporate responsibility of professionals, their self-realization and development. This, in turn, ensures the image and competitiveness of entities that are constantly operating in the national food market. In 2019, the share of enterprises engaged in food production in Ukraine was 12% of the total number of food industry entities. With the help of ABC analysis, 7 groups of food products were identified, which form 80% of the total food production - sunflower oil, flour, sugar, bread and bakery products, milk, poultry, yogurt and other fermented dairy products, as well as cereals. Of these 14.2% food products (i.e. 10 types of goods) entered group “B” and 5% formed group “C” (11 types of goods) [115-118]. The results show that during the period 2014-2020, the volumes of sunflower oil increased by 49.1%, while the decline in production of bread, bakery

products and flour was 34.2% and 19.7% respectively. Poultry meat production (+6.7%), milk (+6.9%) and cereals (+4.8%) (Figure 1).

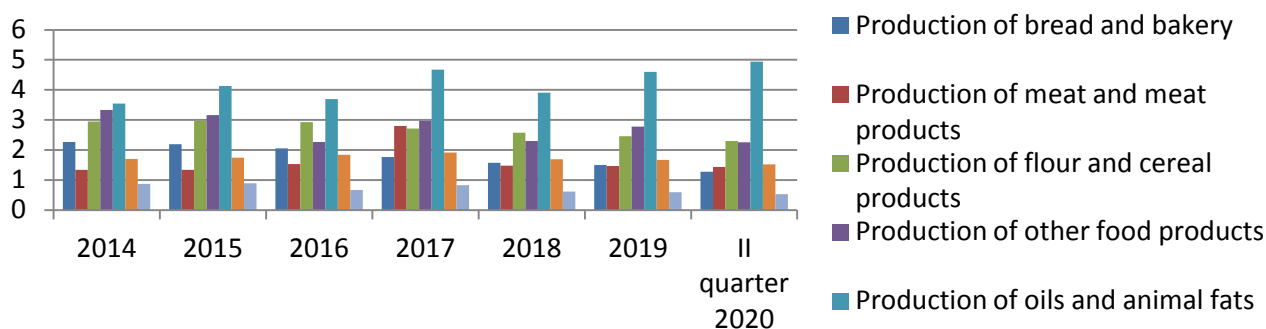


Figure 1. Dynamics of production of the main types of food products in Ukraine in 2014-2020, thousand tons

Source: compiled by the authors according to the data [44]

Export of Ukrainian food products to EU countries is cyclical, so the country has a policy of import substitution to support domestic producers (Figure 2).

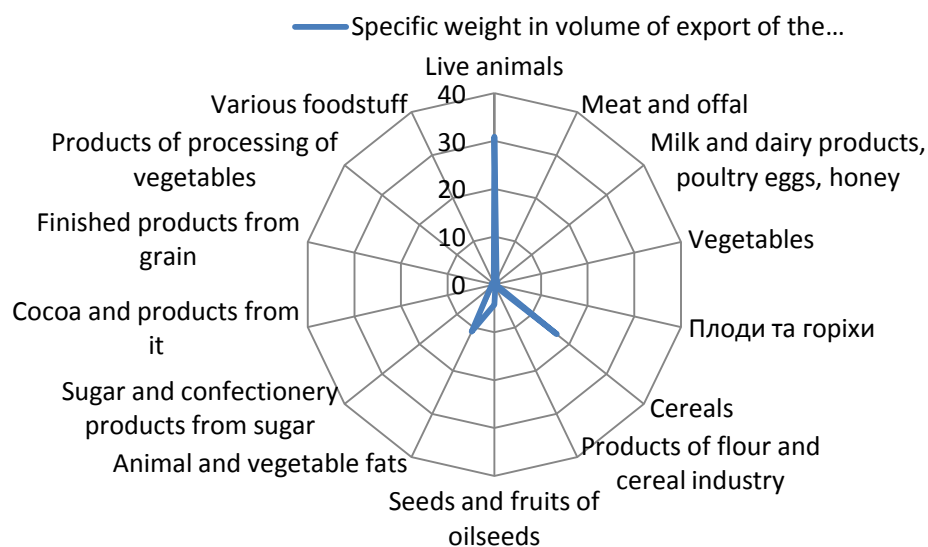


Figure 2. The main groups of food products in the structure of exports of Ukraine in 2019, %

Source: compiled by the authors according to the data [45; 46]

In 2019, together with the growth of sugar production, there was an increase in its exports by 2.1 times. The largest share of food exports is occupied by cereals – 16.7%, as well as animal and vegetable fats (sunflower oil in the structure of exports occupied 11%) [119]. It should be noted that the consumer price index for goods for the production of oil and animal fats for the period 2014-2019 pp. increased by 24%. The urgent task for Ukrainian producers in the context of the development of international trade is the harmonization of legislation to ensure the quality and safety of food. An effective mechanism is the use of the Hazard Analysis and Critical Control Points (HACCP) certification system, an effective method of ensuring food safety, which consists of two main components – hazard analysis and identification of critical control points [47; 48]. This system protects the interests of the consumer and guarantees the safety of products, as well as improves the image and increases the competitiveness of enterprises. Figure 3 shows the total number of Polish and Ukrainian food industry entities that have implemented the HACCP system.

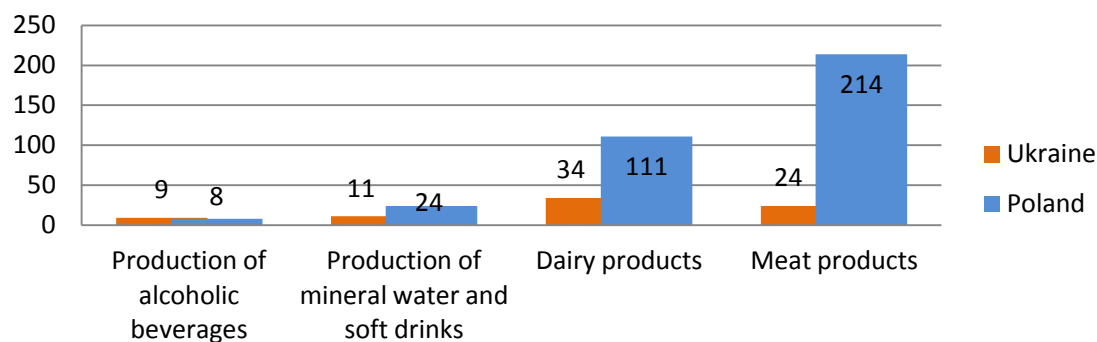


Figure 3. Introduction of the HACCP system by enterprises of the food industry of Ukraine and Poland
 Source: compiled by the authors according to the data [47]

Professional experts from Ukrainian and Polish companies believe that the main motives for using the HACCP system are the production of safe food products (100%), reducing the number of defective products (49%) and gaining the trust of customers (25%) (Figure 4).

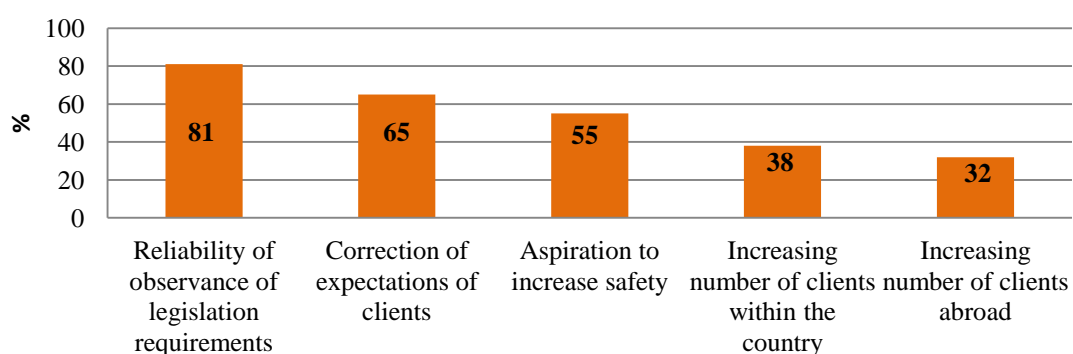


Figure 4. Motives of the introduction of the HACCP system by enterprises of the food industry of Ukraine and Poland

Source: compiled by the authors according to the data [47]

The advantages of introducing the HACCP system for certification for Ukrainian companies are to increase the company's image (76%), reduce the number of consumer complaints (54%), improve market position (20%) and gain a competitive advantage in the market (10%) [120]; for Polish companies – increasing the responsibility of employees (74%) and improving the image of the company (69%) (Figure 5).

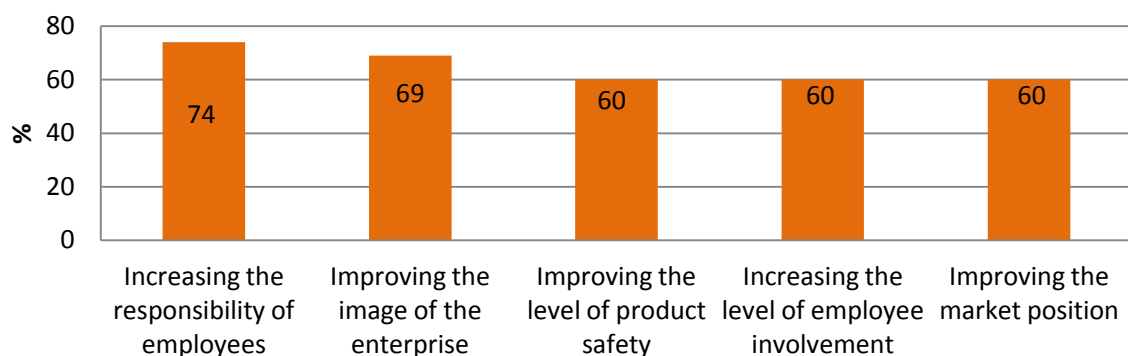


Figure 5. Advantages of introduction of the HACCP system and certification by enterprises of the food industry of Poland

Source: compiled by the authors according to the data [47]

According to the experts of the food industry, the social component at management of corporate responsibility of the market business environment stimulates: the development of professional self-realization of employees through the implementation of government orders and rational use of investment, promotion of positive

business responsibility among the population, the introduction of preferential taxation for enterprises strategies for the development of social responsibility and conducting broad information events for companies (Table 6) [121]. Strengthening the regulatory mechanisms for the implementation of the social component and ensuring its responsible implementation in the corporate structure of the macro-level business environment promotes the development of partnerships between the food industry in achieving action to improve the image and competitiveness of enterprises (Table 7).

Table 6. Evaluation of social measures to stimulate professional development of employees of enterprises at management of corporate responsibility

Events	Evaluation of professional experts, %	Initiators of events
Economic measures		
Provision of state orders and investments to socially responsible enterprises	58.2	Public authorities
Joining efforts, resources of the state and business to implement certain social programs and solve environmental problems	38.0	Public authorities and business community
Providing state guarantees for loans to socially responsible enterprises	34.8	Public authorities
Providing social preferences to socially responsible businesses in the form of preferential land allotment, building permits	30.4	Local authorities
Protection of domestic producers (establishment of certain import restrictions, protective customs tariffs)	24.1	Public authorities
Establishment of tax benefits or exemption from taxation of enterprises producing high-tech products	24.1	Public authorities
Exemption from customs duties on equipment which ensures energy saving	15.2	Public authorities
Socio-psychological and informational activities		
Promotion among the population of positive practices of social responsibility in the interaction of government and business	60.8	Public authorities and business community
Introduction the theory and practice of social responsibility of business to the curriculum of business schools and educational courses	57.0	Business community, educators, public authorities
Adaptation of international experience of successful social responsibility activities for business development in Ukraine	39.9	Business community, educators, public authorities
Creation of the National Register of Socially Responsible Enterprises, systematic information support through the media	38.6	Public authorities and business community
Formation of a positive image of socially responsible business by regional public authorities	38.0	Local authorities
Publication and distribution of special literature, seminars on social business responsibility	17.7	Business community, educators, public authorities

Source: developed by the authors

Among the practical areas of implementation of indicators of the social component in business, which were evaluated by experts, the highest evaluations were given to: workplace safety (9.25 ± 0.44); level of product quality and safety (8.58 ± 0.71); compliance of product labeling with the requirements of the legislation

(8.58±1.12); ensuring high financial stability of the enterprise (8.50±1.08); conscientious advertising of products (8.50±1.10). The lowest scores were awarded to the following monitoring indicators: transparent and open reporting on the company's activities (7.17±0.62); participation in ensuring the sustainable development of the region (7.75±1.06); participation in solving the problems of the local community (7.75±1.16); compliance with the laws governing the social responsibility of business in the food market (7.75±1.26).

Table 7. Assessment of the areas of implementation of the social component and their impact on management of corporate responsibility of food market professionals

Directions of realization of a social component	Indicator	Average value, scores *	Weight in the appropriate group	Weight of the direction
1. Compliance with current legislation	1.1. Compliance with the laws governing corporate social responsibility in the food market	7.75±1.26	0.30	
	1.2. Compliance with the standards governing corporate social responsibility (Accountability 1000, Global Reporting Initiative, Standard SA 8000)	8.00±0.96	0.55	0.15
	1.3. Ensuring high financial stability of the enterprise	8.50±1.08	0.15	
2. Ensuring high quality of goods and services	2.1. The level of quality and safety of products	8.58±0.71	0.45	
	2.2. Compliance with the provisions of product quality standards (ISO 22000, ISO 9001)	7.83±1.05	0.35	0.25.
	2.3. Compliance of product labeling with the requirements of the legislation	8.58±1.12	0.20	
3. Ensuring decent and safe working conditions	3.1. Workplace safety	9.25±0.44	0.30	
	3.2. The level of employee satisfaction with working conditions	8.33±0.70	0.50	0.20
	3.3. Development of social infrastructure	7.92±1.12	0.20	
4. Information openness and conscientious advertising of products	4.1. Transparent and open reporting on the activities of the enterprise	7.17±0.62	0.35	
	4.2. Complete and accurate product information	8.33±1.16	0.50	0.15
	4.3. Conscientious advertising of products	8.50±1.10	0.15	
5. Environmental responsibility of the enterprise	5.1. Use of safe technologies in production	8.08±1.06	0.50	
	5.2. Protection and restoration of the environment	8.08±1.02	0.35	0.15
	5.3. Participation in ensuring sustainable development of the region	7.75±1.06	0.15	
6. Implementation of social initiatives by the enterprise	6.1. Implementation of social projects	8.25±1.12	0.40	
	6.2. Implementation of charitable programs	8.33±0.62	0.50	0.10
	6.3. Participation in solving problems of the local community	7.75±1.16	0.10	

*Note: $p < 0.05$

Source: developed and calculated by the authors

Table 8 shows the results of calculations of the integrated indicator of social responsibility of the enterprise in the areas of its implementation.

Table 8. Integrated indicators of the impact of the social component on the management of corporate responsibility of food market professionals

Direction and indicator code	Actual value of the assessment	Maximum possible value of the assessment	$\frac{x_{ij}}{x_{\max ij}}$	Weight of the indicator	$b_{ij} \frac{x_{ij}}{x_{\max ij}}$	Integrated indicator
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		(x_{ij})	$(x_{\max ij})$		(b_{ij})		(I_j)
	1.1	7.75	10	0.775	0.30	0.233	
1.	1.2	8.00	10	0.800	0.55	0.440	0.800
	1.3	8.50	10	0.850	0.15	0.128	
	2.1	8.58	10	0.858	0.45	0.386	
2.	2.2	7.83	10	0.783	0.35	0.274	0.832
	2.3	8.58	10	0.858	0.20	0.172	
	3.1	9.25	10	0.925	0.30	0.278	
3.	3.2	8.33	10	0.925	0.50	0.417	0.853
	3.3	7.92	10	0.792	0.20	0.158	
	4.1	7.17	10	0.717	0.35	0.251	
4.	4.2	8.33	10	0.833	0.50	0.417	0.795
	4.3	8.50	10	0.850	0.15	0.128	
	5.1	8.25	10	0.825	0.50	0.413	
5.	5.2	8.08	10	0.808	0.35	0.283	0.812
	5.3	7.75	10	0.775	0.15	0.116	
	6.1	8.25	10	0.825	0.40	0.330	
6.	6.2	8.33	10	0.833	0.50	0.417	0.824
	6.3	7.75	10	0.775	0.10	0.078	

Source: calculated by the authors

Thus, there is a high level of influence of the social component in enterprises in the third and second direction – “ensuring decent and safe working conditions” (0.853) and “ensuring high quality goods and services” (0.832). In this case, the value of the integrated indicator is equal to 0.822. The leaders of the Ukrainian food market are eight enterprises that produce cereals in the categories of “oatmeal and flakes”, “corn porridge and flakes”, “buckwheat porridge and flakes” and compete with three foreign companies (Figure 6).

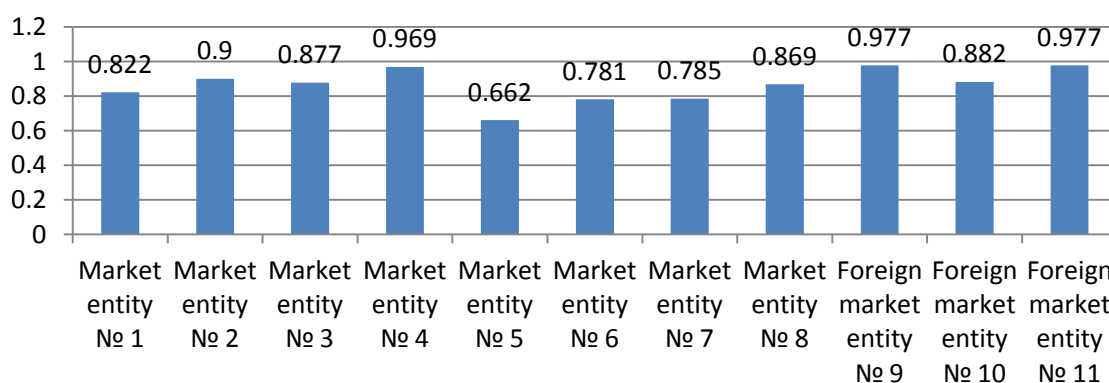


Figure 6. Integral indicator of the impact of the social component on the management of corporate responsibility of the food market of Ukraine

Source: calculated by the authors

Professional guidelines that reflect the priority areas of professional development of specialists of the studied enterprises of the food industry in the food market have stable personal regulatory values and talents, the implementation of which ensures the implementation of professional choice of “career anchor”. Stabilizing, it begins to act as a leading force of professional and stable self-realization [122]. We believe that this process has specific features, and is effective in groups with different occupational mobility. Table 9 presents indicators of professional self-realization in groups of specialists in the food industry with different parameters of psychological adaptation and mobility in the food market.

Table 9. Indicators of professional self-realization of food industry professionals with different parameters of psychological adaptation and mobility in the food market

Parameters	1. Mobile group (180 persons)	2. Middle group (300 persons)	3. Stable group (180 persons)	Mann-Whitney Test Statistics, <i>p</i> -level		
				Mobile and intermediate group	Stable and intermediate group	Mobile and stable groups
I. Intra-professional						
The need for professional development	M = 10.4 $\sigma = 2.03$	M = 8.03 $\sigma = 2.19$	M = 8.2 $\sigma = 1.78$	0.001	0.641	0.006
The presence of a project of one's own professional development	M = 8.33 $\sigma = 1.63$	M = 6.5 $\sigma = 2.76$	M = 6.67 $\sigma = 1.59$	0.031	0.817	0.016
Satisfaction with one's own professional achievements	M = 8.67 $\sigma = 2.09$	M = 7.73 $\sigma = 2.49$	M = 7.6 $\sigma = 1.40$	0.208	0.321	0.174
Constant setting of new professional goals	M = 10.4 $\sigma = 1.92$	M = 7.93 $\sigma = 2.33$	M = 7.93 $\sigma = 1.49$	0.001	0.922	0.001
Formation of "life-professional, space"	M = 7.4 $\sigma = 1.40$	M = 8.3 $\sigma = 1.76$	M = 7.87 $\sigma = 1.35$	0.063	0.339	0.367
The level of internal professional self-realization	M = 45.2 $\sigma = 7.87$	M = 38.5 $\sigma = 9.03$	M = 38.3 $\sigma = 6.12$	0.023	0.673	0.019
II. External professional						
Achieving professional goals	M = 8.73 $\sigma = 2.12$	M = 8.36 $\sigma = 1.52$	M = 7.33 $\sigma = 1.50$	0.598	0.045	0.067
Recognition of the achievements of a specialist by a professional society	M = 9.13 $\sigma = 1.68$	M = 8.8 $\sigma = 1.77$	M = 7.6 $\sigma = 1.64$	0.619	0.040	0.019
The use of professional experience and achievements by other specialists	M = 8.6 $\sigma = 1.59$	M = 7.23 $\sigma = 2.24$	M = 5.87 $\sigma = 1.59$	0.050	0.017	0.000
Disclosure of personal potential and abilities in the profession	M = 10.1 $\sigma = 1.79$	M = 8.23 $\sigma = 1.48$	M = 8.2 $\sigma = 1.08$	0.002	0.852	0.004
Manifestation of a high level of creativity in professional activities	M = 9.67 $\sigma = 1.63$	M = 7.47 $\sigma = 1.75$	M = 7.2 $\sigma = 1.26$	0.000	0.686	0.000
The level of external professional self-realization	M = 46.2 $\sigma = 6.39$	M = 40.1 $\sigma = 5.79$	M = 36.2 $\sigma = 5.48$	0.003	0.029	0.000
The general level of professional self-realization of the specialist	M = 91.4 $\sigma = 14.04$	M = 78.6 $\sigma = 13.7$	M = 74.47 $\sigma = 11.28$	0.007	0.289	0.001

Source: calculated by the authors

The comparative analysis showed that the mobile group is ahead of others in some indicators of internal professional self-realization: its representatives are more in need of professional development (reliability of the intergroup difference $p = 0.001$), tend to design their own professional development ($p = 0.031$) and constantly put a new goal ($p = 0.001$). At the same time, the average indicator on the scale “Formation of living and professional space” in the mobile group is the lowest, due to difficulties in harmoniously combining work with extracurricular life, building a professional position and mentality, self-identification with the professional community [123]. The general level of professional self-realization in the mobile group significantly exceeds the corresponding indicators in the intermediate ($p = 0.007$) and stable group ($p = 0.001$).

Thus, the trajectory of the development of professionals is the key to the most effective self-realization of the individual in the business environment, in particular, in the food market, which causes the manifestation of such incentives: the need for professional development, constant setting new goals and their successful achievement; construction of the project of own professional development; disclosure of professional potential and abilities at work; recognition of the achievements of a specialist by a professional society, the use of his knowledge, experience and achievements. The only parameter for which the mobile group does not have an advantage is the construction of living and professional space (coordination of lifestyle and requirements of the profession, the formation of professional identity) [124].

Regarding the parameters of external professional self-realization, the difference between the studied groups on all scales was revealed. Prolonged stay at one place of work significantly limits the achievement of goals ($p = 0.045$) and recognition of the achievements of the specialist by the professional community (p-level 0.019 compared to the mobile group). The biggest differences between the groups relate to the use of professional experience and achievements of other professionals. This figure increases in proportion to the increase in professional mobility. Thus, the change of place of work contributes to the fact that the professional experience of the individual is often useful to other professionals, a person begins to teach others and transfer his professional knowledge to them. The experience of professional relocation contributes to the disclosure of professional potential and human abilities ($p = 0.002$), as well as the manifestation of a high level of social adaptation and corporate responsibility in the enterprise ($p = 0.000$).

4. Conclusion

Thus, the socio-psychological context of stimulating corporate responsibility of food market professionals can increase the integration processes that lead to the integration of social and psychological components of the business environment in the development of corporate ethics, culture and prioritization to meet the economic and social policies of food industry. The issues of product quality and safety, labor protection and personnel management, use of safe resource-saving technologies, communication with partners and information on the image and competitiveness of entities, advertising and implementation of social projects and charitable programs should include 100% certification and licensing activities, implementation of product quality standards, initiatives of professional specialists to promote quality products on the market, taking into account the needs and wishes of consumers, prevention of production and sale of products harmful to health, morals, life and property of consumers, environment and society. In general, it is important to comply with the requirements of the HACCP standard, as well as standards that do not require certification, but indicate high product quality.

The development of measures of organizational and psychological support to increase the corporate responsibility of professionals in the business environment will help to increase the image of the company and the trust of consumers and partners. At the same time, the practice of responsible behavior among suppliers, partners and contractors of food industry enterprises can be enshrined in a special internal document that regulates relations in order to assess and minimize economic and social risks. In addition, the rules of cooperation should be included in the list of criteria for selection of contractors, the provisions of bilateral agreements with partners, which may provide inspections to comply with these requirements.

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