

To cite this paper:

Kulkova I. (2022) Corporate social responsibility as an institutional mechanism to promote the population adaptation to dynamic economic changes in Russia. *Human Progress*. 8. (3): 7. URL: http://progress-human.com/images/2022/Tom8_3/Kulkova.pdf. DOI 10.34709/IM.183.7.

CORPORATE SOCIAL RESPONSIBILITY AS AN INSTITUTIONAL MECHANISM TO PROMOTE THE POPULATION ADAPTATION TO DYNAMIC ECONOMIC CHANGES IN RUSSIA

Inna Kulkova

Doctor of Economics, Professor, Leading Researcher of Institute of Economics of Ural Branch
of the Russian Academy of Sciences
Yekaterinburg, Russia

Abstract. The article is devoted to the corporate social responsibility (CSR) as a mechanism by which the social institution of entrepreneurship contributes to the population adaptation to social and economic dynamic changes. The theoretical basis of the study is the corporate social impact theory. In the article, the author proves that CSR affects the adaptation of not only this company's employees, but also the entire population of the territory where the company operates. CSR consideration as a mechanism of assistance in the population adaptation is quite new. The author analyzed the annual reports on corporate social responsibility of five large Russian companies: MTS, Sberbank, Russian Railways, Severstal and RusHydro for 2021 using the typological method of studying documents, and identified measures that contribute to the company employees' adaptation, as well as measures that contribute to the population adaptation to dynamic transformations in economics. The article also uses the results of the sociological survey conducted by the author in the Sverdlovsk region at the end of 2021, about the mechanisms for adapting the population to dynamic socio-economic changes. The author proposes to purposefully study the population needs of assistance in adaptation for the implementation in CSR policy.

Keywords: corporate social responsibility; population adaptation; dynamic economic changes; social institution of entrepreneurship; annual CSR report.

JEL codes: M14; J19.

Acknowledgements

The study was carried out in accordance with the research plan of the Institute of Economics of the Ural Branch of the Russian Academy of Sciences.

References

1. Kulkova, I.A. (2022) The dual character of the labor resources' position in the economic warfare situation // Human Progress. Vol. 8, Issue 2. P.: 7. DOI: 10.34709/IM.182.7.
2. Frolov, S.S. (2010) Social institutions in modern society // Sociology of power. No. 3. P.: 25-35.
3. Shubnikov, Yu.B. (2013) Signs and functions of social institutions // Bulletin of the St. Petersburg University of the Ministry of Internal Affairs of Russia. No. 4 (60). P.: 44-49.
4. Shchepansky, Ya. (1967) Elementary concepts of sociology / Per. from Polish. Novosibirsk: Science. Sib. Department. 237 p.
5. Melé, D. (2008) Corporate Social Responsibility Theories. The Oxford Handbook of Corporate Social Responsibility. 26 p. DOI: 10.1093/oxfordhb/9780199211593.003.0003.
6. Wood, D.J. (1991) Toward Improving Corporate Social Performance // Business Horizons. Vol. 34. Issue 4. P.: 66-73.
7. Yadlapalli, A.; Rahman, S.; Gunasekaran, A. (2020) Corporate social responsibility definitions in supply chain research: An ontological analysis // Journal of Cleaner Production. Vol. 277. Article No. 123265. DOI: 10.1016/j.jclepro.2020.123265
8. Pogrebtsova, E.A. (2022) The program of social corporate responsibility of the enterprise: the concept and stages of formation // Scientific result. Economic research. Vol. 8. No. .3. P.: 114-123. DOI: 10.18413/2409-1634-2022-8-3-0-9
9. Moir, L. (2001). What do we mean by corporate social responsibility? // Corporate Governance: The international journal of business in society. Vol. 1. Issue 2. P.: 16-22.
10. Hawn, O.; Ioannou, I. (2016) Mind the gap: The interplay between external and internal actions in the case of corporate social responsibility // Strategic management journal. Vol. 37. Issue 13. P.: 2569-2588.
11. Antoshkin, V.N.; Krul, A.S. (2012) Typological analysis as a method of researching the information structure of social systems // Izvestia of higher educational institutions. Volga region. Social Sciences. No. 3 (23). P.: 65-76.

Contact

Inna Kulkova

Institute of Economics, Ural Branch of the Russian Academy of Sciences

29, Moskovskaya str., 620014, Yekaterinburg, Russian Federation

i.a.koulkova@mail.ru