

**STANDARDS OF SOCIAL RESPONSIBILITY OF THE GAS SUPPLY
COMPANY TO HOUSEHOLD CONSUMERS**

The article considers topical issues of implementation of standards of corporate social responsibility at Ukrainian enterprises of gas supply to household consumers. In the absence of a national standard of corporate social responsibility as a basis for developing separate corporate standards for gas supply companies, it is proposed to take the standard of the International Organization for standardization ISO 26000: 2010 as one that pays high attention to aspects of business responsibility to consumers. On the basis of the specified standard the standard corporate standard of social responsibility of the enterprises of gas supply to household consumers adapted to the domestic branch of household gas supply is developed and supplemented. In addition, an algorithm for the formation and implementation of a strategy of corporate social responsibility of gas supply companies in terms of liability to household consumers has been developed. We believe that the introduction of standards of corporate social responsibility in Ukraine, both in the economy in general and in the field of gas supply in particular - is an important national issue that can not be ignored, translating responsibility to the micro level. Unfortunately, the entrepreneurial and corporate culture that has developed in Ukraine at the moment is quite low. This is especially true of natural monopolies, such as gas supply companies to household consumers. While in a competitive environment, domestic companies still somehow adhere to corporate social responsibility towards consumers (although not fully), because consumers of products and services have a choice, in a monopoly environment, consumer rights, which have almost no choice, are often not observed or openly violated, which does not contribute to the principles of corporate social responsibility. This is evidenced by cases of abuse in gas distribution companies (regional gas companies), when prices for household consumers increase due to lower prices for corporate, or when whole houses, where honest service users live, are disconnected from gas supply for a week. Thus, the proposed standards of corporate social responsibility and the algorithm for developing and implementing a corporate social responsibility strategy for gas supply companies (and other infrastructure companies in monopoly markets) should be recommended for implementation at the national level, as it will reduce social tensions and improve international image of the country as a whole. The direction of further research should be the development of an integrated strategy of corporate social responsibility of gas supply companies and a set of standards of corporate social responsibility for companies working in this field.

Keywords: corporate social responsibility, business social responsibility, standards of social responsibility to consumers, gas supply enterprises, corporate social responsibility strategy.