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CORPORATE SOCIAL RESPONSIBILITY MANAGEMENT SYSTEM OF AGRICULTURAL ENTERPRISES IN THE CONTEXT OF ADAPTATION TO CHANGES

The article examines the features of the formation and development of the corporate social responsibility management system of agricultural enterprises in the context of dynamic changes in the external environment. Conceptual approaches to the organization of CSR based on a combination of systemic, process, stakeholder and adaptive approaches are revealed. Modern trends in the transformation of socially responsible practices in the agricultural sector are analyzed, taking into account digitalization, greening and the implementation of ESG guidelines. Key problems in the functioning of CSR systems are identified, in particular, the unevenness of their implementation, resource constraints and the insufficient level of methodological support for assessing effectiveness. Priority areas for improving corporate social responsibility management are substantiated, which include the development of digital tools, strengthening the environmental component, the formation of a socially oriented personnel policy and expanding interaction with stakeholders. The results obtained can be used to increase the effectiveness of strategic management of agricultural enterprises and ensure their sustainable development.

As a result of the research, it was found that the corporate social responsibility management system of agricultural enterprises acquires strategic importance in the context of the transformation of the economic environment and the strengthening of external challenges. Its formation is based on a combination of systemic, process, stakeholder and adaptive approaches, which ensures the complexity of management decisions.

Keywords: corporate social responsibility, agricultural enterprises, management system, sustainable development, adaptive management, ESG approach, digitalization, stakeholders, social and environmental responsibility, competitiveness of enterprises.

