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INTEGRATION OF CORPORATE SOCIAL RESPONSIBILITY AND CORPORATE CULTURE INTO THE ENTERPRISE STRATEGIC MANAGEMENT SYSTEM

The article explores the integration of Corporate Social Responsibility (CSR) and corporate culture into the enterprise strategic management system as key factors of sustainable development and competitiveness. The relevance of the study is driven by growing societal expectations of businesses, increasing attention to environmental and social issues, and the need to consider stakeholder interests in management processes. It is emphasized that modern enterprises should focus not only on economic performance but also on creating long-term social, environmental, and economic value. CSR is examined as a management concept that involves the voluntary consideration of the social, economic, and environmental impacts of business activities. The study highlights both internal and external dimensions of CSR, including employee development, fair working conditions, social initiatives, environmental responsibility, charitable activities, and stakeholder engagement. Corporate culture is defined as a system of shared values, norms, and principles that shape organizational behavior and employee interactions.

The relationship between CSR and corporate culture is substantiated, demonstrating that corporate culture provides the foundation for socially responsible practices, while CSR ensures the practical implementation of corporate values. A model for integrating these elements into the strategic management system is proposed, covering strategic analysis, strategy development, human resource management, corporate communications, implementation of social programs, and performance monitoring. The findings confirm that the coordinated integration of CSR and corporate culture contributes to improved management effectiveness,

enhanced corporate reputation, increased stakeholder trust, stronger employee engagement, and greater investment attractiveness. Such integration promotes organizational adaptability, long-term stability, and sustainable development while supporting the achievement of strategic goals in a rapidly changing business environment. The proposed approach can serve as a basis for improving management practices and strengthening the resilience and competitiveness of modern enterprises.

Keywords: Corporate Social Responsibility, corporate culture, strategic management, sustainable development, stakeholders