

Hrytsai Yuliia

Student Department of International Economic Relations

Sumy State University

Tarasenko Svitlana

PhD in Economic Sciences, Department of International

Economic Relations Sumy State University

INVOLVEMENT OF EMPLOYEES IN ENVIRONMENTAL PROTECTION INITIATIVES AS AN IMPORTANT PART OF COMPANIES' SOCIAL CORPORATE RESPONSIBILITY

Currently there are no companies that do not contemplate corporate CSR in their statutes. This is because companies, whether large or small, have or should have a great commitment to the environment where they are established. And by environment is understood where they manufacture their products, where they sell and market them.

In this context, engaging employees in environmental protection initiatives has emerged as an essential component of a company's CSR strategy, fostering a sense of shared responsibility and contributing to both environmental conservation and the company's overall reputation and success. Thus, an important question is how to involve employees in environmental protection, which methods and practices are effective and will lead to a positive result. Specifically, there is an agreement on the major thematic areas covered by corporate CSR: economic, social and environmental. In this case we will detail the Corporate Social Responsibility linked to the environment.

Managing this issue means identifying the impacts that the company may produce on the environment in order to prevent them and mitigate their possible adverse consequences. Specifically, it means following an environmental policy and a

decatalogue such as the following: 1) Consider the environment when making plans and decisions that affect it; 2) Follow environmental laws and regulations applicable to the company's location and activities. Corporate social responsibility should improve environmental conditions in the areas where the company operates; 3) Use tools to prevent pollution; 4) Use resources like water, paper, and energy wisely, minimize waste and emissions, and promote recycling; 5) Involve all employees in achieving environmental goals through training and awareness programs; 6) Collaborate with public administrations and business entities to define sustainable economic activities, and other.

A significant problem related to the social corporate responsibility of companies is the involvement of employees in processes related to the preservation of the environment. While company managers understand the full responsibility of the company's activities related to the impact on the environment and the need to carry out certain initiatives to protect the environment, company employees often do not see this great need and concentrate only on their work tasks. What can be done to involve employees in the processes of preserving the environment, thus fulfilling a very important mission of social corporate responsibility of companies: neutralizing the negative impact of business activities on the environment and improving its condition?

The first thing companies can do is promote environmental awareness and provide training programs to educate employees about sustainable practices and environmental issues. This motivates employees to make environmentally conscious decisions both in their professional and personal lives. Secondly, companies should start engaging employees in environmental initiatives. It promotes a sense of ownership and responsibility. Encouraging employees to participate in environmental programs, such as recycling drives, energy-saving campaigns, or tree planting activities, helps create

a culture of sustainability within the organization. Another good initiative can be the holding of workshops or corporate events in natural areas with a pleasant and useful way of spending time (cleaning up garbage in the forest followed by a picnic, for example, or excursions to areas that suffer from the negative impact of business or industry in the country: contaminated water reservoirs, abandoned industrial sites, deforestation places, contaminated coastal areas etc.). Thirdly, managers can establish dedicated green teams or committees of employees from different departments to drive environmental initiatives. These teams can collaborate on developing and implementing eco-friendly policies, tracking progress, and organizing sustainability-focused events.

The next logical step would be engaging employees in CSR reporting and communication processes to allow them to understand the company's environmental performance and goals. Regular updates, newsletters, or internal communications can keep employees informed about the organization's environmental initiatives and achievements. A good example is the monthly meeting about the company's environmental protection initiatives and their positive results. Additionally, employees can contribute valuable insights and ideas for improving environmental sustainability within the company. Organizations can establish platforms, such as employee forums, to gather innovative suggestions and solutions for reducing environmental impact and improving CSR practices. An important part of this activity is recognizing and rewarding employees who actively contribute to environmental sustainability initiatives to enhance their involvement. Incentives can include performance bonuses, recognition programs, or even additional paid time off for volunteering in environmental activities.

By involving employees in environmental CSR, companies can use their skills, knowledge and creativity, thereby boosting a sense of shared responsibility and

commitment to environmental practices. This not only improves the company's environmental performance, but also improves employee satisfaction, engagement and overall organizational culture. A good example in this regard is Greenfield University. They initiate an "Employee Green Champions" program where interested faculty and staff members can volunteer to become advocates for environmental practices within the university. These Green Champions attend training sessions and workshops on sustainable practices, waste management, energy conservation, and other relevant topics. One initiative led by the Green Champions is the "Waste Reduction Challenge." Employees are encouraged to find innovative ways to reduce waste in their workspaces. This could include initiatives like paperless offices, implementing recycling programs, and encouraging the use of reusable cups in common areas. The university also organizes "Sustainability Days" where employees can participate in hands-on activities such as planting trees on campus, maintaining the university's community garden, or conducting energy audits to identify areas for improvement.

Thus, corporate social responsibility is an essential aspect of companies' operations today. Involving all employees through training and awareness programs gives a sense of shared responsibility towards achieving environmental goals. Hosting workshops and training sessions raise awareness about environmental issues, sustainability, and the company's environmental goals. It's essential to regularly communicate the company's environmental achievements, progress, and goals to employees. Recognizing and rewarding employees for their contributions and encouraging their active participation strengthens the commitment to environmental practices. The example of Greenfield University's "Employee Green Champions" program highlights how involving employees in sustainability initiatives can lead to positive outcomes. By actively involving employees in environmental CSR, companies can use their skills, knowledge, and

creativity, resulting in improved environmental performance, increased engagement and employee satisfaction, and a more positive organizational culture. This collective effort contributes to the overall well-being of the environment and society as a whole.

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Жабурняк Аліна

здобувач вищої освіти

кафедри менеджменту, Міжнародний гуманітарний
університет

Лебедєва Наталія

к.т.н., доцент, в.о. завідувача кафедри менеджменту,
Міжнародний гуманітарний університет

АНАЛІЗ ПРОЦЕДУР ПРОЦЕСУ УПРАВЛІННЯ МАРКЕТИНГОМ НА ПІДПРИЄМСТВІ

Завдання маркетингового менеджменту вирішують за допомогою реалізації певних процедур процесу управління маркетингом підприємства. Розгляд та конкретизацію процедур маркетингового менеджменту, які застосовуються в діяльності підприємств; дослідження впливу управління, яке базується на засобах маркетингу; обґрунтування ролі системного застосування комплексу складових маркетингу в заохоченні споживачів до придбання товару.

Функціонування підприємств у ринковому середовищі ускладнюється конкуренцією за споживача. Вона передбачає виробництво саме тих товарів, на які є попит. Маркетингове управління спрямоване в основному на управління ним і передбачає регулювання стосунків зі споживачами. Г. Армстронг та Ф. Котлер управління