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IMPLEMENTATION OF SUSTAINABLE DEVELOPMENT PRINCIPLES IN
ENTERPRISES IN THE CONTEXT OF CONSUMPTION SAFETY

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Abstract. Ensuring of consumption safety in the business environment is facilitated by the introduction of corporate social responsibility, which makes basis for balancing the interests of all stakeholders (society, business, consumer, government, partners, etc.) and creates conditions for raising staff awareness and motivation to ensure safe consumption in the short and long term. The implementation of the principles of consumption security is justified to carry out within the existing quality management systems at enterprises, the operation of which is associated with a number of problems. The proper place of marketing in quality management systems will help both to improve the performance of the principles and to improve the market position of the company on the basis of corporate social responsibility. **The aim** of the study is to substantiate the areas of consumption safety ensuring at the micro level of the system hierarchy to identify the dominant prerequisites for strengthening the economic security of economic entities through the provision of consumption safety. **Methodology:** theoretical and methodological basis of the research are the fundamental basics of security studies, globalization, marketing, management, ecology, consumption. To ensure the conceptual integrity of the study, the following methods were used: theoretical generalization, dialectics, analysis and systematization, grouping, desk research. **The scientific importance** of the work is that the world and domestic experience of using effective mechanisms to ensure the production and consumption safety of goods in accordance with the requirements of sustainable, resource efficient and clean production has been researched, the areas of modernization of quality management system modules with proof of the dominant role of marketing (socio-ethical, environmental, internal, partnership and management) as a mean of interaction with the external environment have been identified; recommendations for strengthening the security of consumption in business activities by implementing the provisions of the concept of corporate social responsibility have been applied. **The value** of the study lies in the substantiation of directions and mechanisms for ensuring the safety of consumption at the level of economic entities.

Key words: consumption safety, corporate social responsibility, quality management systems, resource efficient and clean production, marketing.

JEL Classification: E21, F52, Q56.

INTRODUCTION

To ensure the consumption safety enterprises, organizations and other business entities play an important role. In their activity they should be guided by the principles of sustainable development during interaction with the external (in particular through marketing tools) and with the internal environment (Figure 1).

Each of the directions of the safety of consumption is characterized by peculiarities of application and implementation problems in Ukraine, which are amplified by inconsistency or duplication of certain scientific and methodological approaches. Therefore, it is important to study their relationship and develop recommendations for their improvement.

LITERATURE REVIEW

The theoretical foundations of corporate social responsibility (CSR) development in terms of marketing were laid by F. Kotler, J.-J. Lamben and other representatives of the American and European schools of marketing. In the researches of Ukrainian scientists R. Abramova, K. Belyavska, O. Berezina, O. Mandebura, O. Romanukha an attempt was made to generalize the world experience of CSR introduction and to develop a model of its implementation adapted for domestic conditions. L. Pogorila and O. Grishnova consider the social responsibility of enterprises through the prism of value-rational behavior of consumers as opposed to the "society of consumption". According to the results of the survey conducted by E. Bayramova, among the important areas of CSR, respondents give the main place to consumers, and it is for them that the most important thing is to ensure the safety of consumption.

PAPER OBJECTIVE

The aim of the study is to substantiate the areas of consumption safety ensuring at the micro level of the system hierarchy to identify the dominant prerequisites for strengthening the economic security of economic entities through the provision of consumption safety.

METHODOLOGY

Theoretical and methodological basis of the research are the fundamental basics of security studies, globalization, marketing, management, ecology, consumption. To ensure the conceptual integrity of the study, the following methods were used: theoretical generalization, dialectics, analysis and systematization, grouping, desk research.

RESULT AND DISCUSSION

1. **Influence of corporate social responsibility (CSR).** Exploring the safety features of consumption it is worth to emphasize, that the principles of CSR are (or should) have a direct impact on the formation of socially responsible consumption – choice in favor of goods that not only satisfy the consumer with their properties, but also satisfy its tastes and preferences (for example, ethical, religious, moral, cultural, etc.).

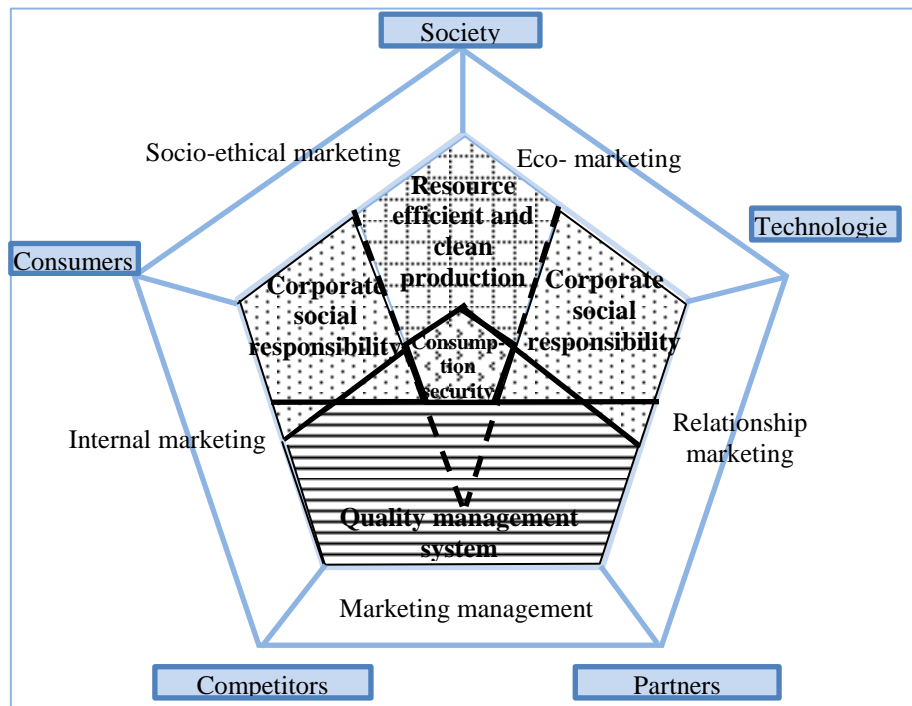


Figure 1. The structure of the relationship between the areas of consumer security in the enterprise

Source: (Developed by authors)

So today, CSR has a significant impact on the activities and behavior of companies around the world. Its implementation contributes to increasing the competitiveness of enterprises, increasing consumer loyalty to products and organization as a whole, involvement of interested parties and investors, forming a favorable image of a conscious responsible company. Unlike the European countries, where social responsibility of enterprises has become a norm and, to a certain extent, a duty, for domestic business it is a voluntary desire for some companies and a PR-tool for others. The problem is the inability to define the required areas of social activities and build accurate system relevant corporate policies.

At the same time, due to objective and subjective reasons, along with an understanding of positive moments, this concept becomes critical in terms of our country. This is primarily due to the unstable economic situation, which, in particular, manifests itself in a low purchasing power and, sometimes, a low culture of doing business.

Among the negative trends of CSR development in Ukraine, can be noted the following. Firstly, modern scholars view social responsibility of business primarily as a responsibility to society or government, with much less attention to the consumer. Secondly, the requirements for a socially responsible organization seem to be underestimated. For example, paying taxes, wages, and providing consumers with products is sufficient. But this is only compliance with the norms established by law. Thirdly, the social responsibility of business in Ukraine is affected by crisis phenomena with mixed results. On the one hand, the difficulties for enterprises arising from the crisis will hinder the improvement of product quality (due to a decrease or in general lack of funds for the renewal of fixed assets of the enterprise, the purchase of new equipment and equipment, the education of staff and the attraction of highly skilled personnel, etc.). At the same time, lowering the standard of living of the population and financial opportunities of the enterprise can create a stable situation, in which, in the ratio of price and quality to the consumer, it will still be decisive not the quality of goods and services, but the availability of their prices, which in turn will negatively affect the quality improvement products in general. On the other hand, the crisis should

improve the quality of goods and services, as in the face of the inevitable decline in demand, the business that sells products and services of high quality will be able to find the optimal balance between price and quality. The crisis should also have a positive effect on the process of reducing the cost of products at the expense of reducing its cost, which can be achieved through the introduction of production of resource-saving technologies for optimizing management, etc. Consequently, the strategic, and, accordingly, tactical activity of business entities will determine the likelihood of the risk shift to threats or opportunities.

To the principles of CSR corresponds the concept of social and ethical marketing. Marketing as a function of enterprise communication with the external environment provides in particular a connection with the consumer (satisfaction of needs, study of preferences, motives, behavior, communication policy, feedback), consequently, directly effects on consumer safety. Implementation of marketing tools in enterprises in Ukraine is also characterized by a number of problems. Firstly, some business entities have no understanding of marketing in total, consequently, there is no corresponding structure. Secondly, not all enterprises have a marketing structure, the marketing functions are carried out. This may be due to a lack of understanding of the concept of marketing orientation, that is, the lack of necessary staff qualification, and the lack of elementary control over the implementation of marketing functions in the enterprises. Thirdly, there is no interaction of the marketing structure (if it exists) with other divisions or the establishment of resistance to the contacts.

2. Quality management system

As noted above, there is marketing in one of the business activities that provides not only research on the environment, but also liaises with all stakeholders, including social responsibility and consumer safety. Based on the results of research on the activities of domestic enterprises, the peculiarity of performing marketing functions for many of them is the fact that all relevant activities are carried out, mainly within the framework of the introduced quality management system. As to the place of marketing in the QMS, we agree that in our country, the concept of "philosophy of quality" is more understandable for most business entities, participants in different stages of the reproduction process, as well as management as an integral category of any of them, than "philosophy of marketing".

Although satisfaction of consumers within the framework of the model ISO 9000 is given a prominent place, it, as well as the role of marketing, is considered in a very narrow sense: first of all, it is a question of ensuring the requirements of consumers only regarding the availability of the corresponding certificate. And most experts argue about the need to study consumer satisfaction mainly only to develop measures to eliminate inconsistencies. Common mistakes about marketing interpretation by experts or QMS developers at enterprises can be called: (a) separately allocated function of research and marketing is considered within its marketing concept; (b) the marketing research toolkit is limited to questionnaires (rarely – expert survey, almost never – desk research), in which in most cases there is no justification for sample size, quotas, periodicity, etc.; (c) within research of consumers, first of all are customers (rarely – characteristics, segmentation factors, perceptions of competitors, almost always – needs, motives, characteristics of potential consumers); (d) the object of research is, first of all, consumers (rarely – competitors, partners), and macro factors, conditional forecasts are, in most cases, ignored.

So, we can say that the QMS, which is aimed at ensuring the effective operation of the organization, takes into account all the main directions of consumer protection from the business entities (see Figure 1). Today, its effective implementation and effective functioning remains a problem. One of the main reasons for this is lack of awareness, leadership and staff interest, and lack of knowledge and skills on this issue. And, undoubtedly, macroeconomic factors influence the development, most of which have recently been characterized by negative tendencies and dynamics.

Taking into account all the above, we consider it appropriate to dwell in more detail on certain aspects of the activities of enterprises and organizations, taking into account the peculiarities of

implementation of which, in our opinion, is of key importance in ensuring the safety of consumption. After all, the implementation of targeted actions in these areas will most likely contribute to solving the problem that is the subject of research. This concerns, in particular, the development of human resources, the acquisition of knowledge and skills by relevant personnel, as well as the formation of interest and commitment in this regard. It is worth emphasizing here that each employee, on the one hand, directly or indirectly participates in ensuring the safety of consumption, and, on the other hand, he acts as an end user, therefore, knows and feels all the problems associated with this issue. Therefore, we consider it relevant to spread the philosophy not only of the right customer-consumer, but also of safe-sustainable consumption (see Figure 1). We see the important role of internal marketing in this.

In terms of motivating and stimulating the work of the personnel at the enterprise, taking into account the detailed elaboration of these issues within the respective disciplines, we consider it appropriate, within the scope of the research study, to focus on aspects directly related to the safety of consumption. On the one hand, there are thematic standards (OHSAS 18001, national legislation on occupational safety, etc.) that regulate the activities of employees and, consequently, their compliance with relevant rules and regulations that affect the conformity of manufactured products or services to the requirements regarding their safety. On the other hand, within the framework of the QMS (for example, the standards of the ISO series) considerable attention is paid to the formation of awareness of the personnel, the availability of certain knowledge and skills to ensure both the objective quality of products or services, and subjective (and therefore, consumer satisfaction).

Regarding the interaction with partners (see Figure 1), the principles and provisions that we meet in both the QMS and CSR, we consider it expedient to implement it within the framework of marketing relations (partnership relations, network interaction). According to it, effective cooperation is based on mutual respect, mutual understanding, mutual trust, taking into account the interests of all parties involved in the process, and maximizing the strengthening of individual relations. To ensure consumption, these relationships should be based on the principles of sustainable consumption and production.

3. Resource-efficient and clean production (RECP)

An important aspect in ensuring the safety of consumption at the enterprise is the environmental trend (see Figure 1). From the point of view of the impact on the environment, within the scope of the activities of business entities there is the objective need for the implementation of the principles of RECP. In this aspect, the effective use of material resources is important on the basis of calculating the environmental and economic efficiency of business processes and technologies. Indicators of material productivity, material consumption of products and resource productivity are used as a generalizing indicator of the efficiency of materials use. The European Commission has selected the last indicator (determined by the ratio of GDP and resource consumption (RMC²)) as a key indicator and set a target for improving resource productivity by 15% between 2014 and 2030. It is expected that resource productivity growth will be positively affected by 30% on employment and GDP growth, in addition to reducing pressure on the resource base. Among the EU countries, the leaders in resource productivity of GDP are the Netherlands, Spain, Great Britain, Italy. They are developing strategies for a sustainable, green, inclusive economy. Among the key tasks of these strategies is the increased efficiency of the use of resources as an additional source of value added and a reduction in the load on the basis of natural resources.

RECP is a comprehensive, consistent, preventive environmental strategy for use in production processes in order to increase the economic efficiency of production, reduce industrial risks for people and reduce the burden on the environment. RECP provides for reduction of consumption of raw materials, materials, water and energy resources by enterprises, their refuse to use toxic materials, and also reduction of volumes of emissions and waste of enterprises. Due to its versatility, the RECP strategy is understandable and affordable and does not have any significant

restrictions on its implementation on the SMEs of any industry. RECP offers a method for finding a balance between environmental impact and economic stability of the enterprise.

In Ukraine, the basic principles of resource-efficient and cleaner production are laid down by experts from the UN Industrial Program UNIDO, and a draft National Concept for the Implementation and Development of Environmentally Friendly Production in Ukraine was developed at the National Academy of Sciences of Ukraine. In spite of this, the development of the Concept of resource-efficient and cleaner production, which is in line with the regulatory framework, is a real institutional base for the organization-economic mechanism to be developed and needs to be explored. One of the main problems during the transition to RECP is the introduction of incentives for the effective use of materials, which should be carried out at all stages of their life cycle – from product design to recycling or reuse of waste products.

The general situation on the basis of the main indicators of the ecological state in the regions shows positive dynamics: emissions from the stationary and mobile sources of pollution are reduced in the atmosphere, the use of fresh water for household and production needs and agricultural water supply, the discharge of return water into surface water bodies, formation and utilization of waste, increases current costs of protection and rational use of natural resources. At the same time, issues of compliance with the standards of developed countries and pseudo-environmental behavior of enterprises (in particular, within the framework of social responsibility and consumer protection) remain relevant. For example, there are often cases where producers are more profitable to pay fines than to install cleaning equipment, to modernize their fixed assets. The issue of controlling compliance by manufacturers with environmental and profitability regulations (formal activity, disconnection of cleaning filters on weekends and off-hours, silence of relevant submissions and complaints, inactivity of local authorities regarding complaints from the population) is also unsolved.

Today most of the world's companies have switched from implementing environmental protection measures to direct pressure from state controlling bodies and the public to strategically perceive environmentally sound activities. Popularly in the past, the position "adhere to the requirements of the law, and this enough" began to rapidly lose its supporters, and went into the introduction of environmental management systems. The first standards of the ISO 14000 series were formally adopted at the end of 1996 (MS ISO 14001: 1996, MS ISO 14004: 1996) reprinted in 2004. The currently published list of ISO documents in the field of environmental management includes 23 standards and technical reports, and 5 standards – in development. They propose approaches to the development of environmental policy and give examples of inappropriate practices in this aspect (generalization, formality, populism, non-familiarization of stakeholders, irrelevance). Also reviewed are direct and indirect environmental aspects of the impact of the organization, its products and services, proposed the most important areas of prevention of pollution. It is emphasized that the identification and analysis of the significance of environmental aspects directly depends on the level of knowledge and understanding of environmental problems by experts in relation to various activities of the organization.

In addition to the ecological management system at enterprises, ecological marketing is gaining popularity, the concept of which is orientation of production and sales to meet ecologically-oriented needs and demands of consumers, creation and stimulation of demand for environmental goods (products or services) – cost-effective and environmentally safe in production and consumption taking into account the diverse interests of market actors. Today, environmental marketing is characteristic of most far-sighted businesses, as it is a means to achieve superiority over competitors. In accordance with the concept of environmental marketing, all aspects of the economic activity of a modern enterprise must be planned and implemented taking into account the needs and requirements of the market (including environmental ones), based on the principle of environmental safety. In addition, the importance of environmental marketing is seen, among other things, in the formation of the attitude in society, aimed not only at satisfying short-term needs, but

also in shaping the tastes, preferences, and motives of consumption that will ensure the welfare of society in the long run.

CONCLUSION

In their activities, business entities should be guided by the principles of sustainable development, in particular – ensuring the safety of consumption. Obstacles to the development of CSR in Ukraine are identified: undervaluation of requirements for it, underestimation of the role of the consumer, uncertainty of the impact of crisis phenomena, predominance of tactical actions on strategic, abstractness, pseudo-responsibility, etc. Based on the above, the hypothesis of the appropriateness of the implementation of the principles of sustainable development, in particular the safety of consumption, within the existing QMS is investigated. The analysis provided gives grounds for concluding that there are a number of problems with the implementation of QMS at enterprises. They are, in particular, due to the excessive formalization of the process, the concentration of performers to a greater extent on tactical rather than strategic aspects of the activities, insufficient knowledge and skills of managers, experts, performers, and poorly considering the environment of the organizations, in particular due to lack of awareness of the issues of marketing theory. It is substantiated that the allocation of a proper place for marketing support to the QMS will contribute both to improving the indicators of the immediate implementation of the latter, and to improve the market position of the enterprise as a whole, in particular on the basis of CSR. Establishing connections with the external and internal environment should take place through the use of marketing tools and its individual subsets: social-ethical, environmental, partner and internal.

Regarding the environmental aspect of ensuring the safety of consumption at the enterprise, the objective necessity of the implementation of the principles of RECP has been substantiated. It is proved that despite the positive dynamics of the main indicators of the ecological state, issues of compliance with developed countries' standards and pseudo-environmental behavior of enterprises remain relevant. The main features of ecological management and marketing are outlined, the introduction of which should promote the safety of consumption on the principles of sustainable development.

However, inconsistency and sometimes duplication of directions security of consumption make it necessary to integrate into a single common system given their strengths and successful implementation practices.

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ВПРОВАДЖЕННЯ ПРИНЦИПІВ СТАЛОГО РОЗВИТКУ НА ПІДПРИЄМСТВАХ У КОНТЕКСТІ БЕЗПЕКИ СПОЖИВАННЯ

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Забезпеченню безпеки споживання в підприємницькому середовищі в процесі євроінтеграції сприяє запровадження корпоративної соціальної відповідальності для збалансування інтересів усіх зацікавлених сторін (суспільства, підприємства, споживача, держави, партнерів тощо) та створення передумов підвищення обізнаності та вмотивованості персоналу до забезпечення безпечних умов споживання у коротко-, середньо- і довгостроковій перспективі. Впровадження принципів безпеки споживання доцільно здійснювати в межах існуючих на підприємствах систем управління якістю, належне маркетингове забезпечення яких сприятиме як поліпшенню показників безпосередньо їх реалізації, так і вдосконаленню ринкових позицій підприємства загалом, у тому числі на засадах корпоративної соціальної відповідальності. **Метою** дослідження є обґрунтування напрямів забезпечення безпеки споживання на мікрорівні системної ієрархії для виявлення домінантних передумов зміцнення економічної безпеки суб'єктів господарювання через убезпечення споживання. **Методологія:** теоретико-методологічною основою дослідження є фундаментальні основи досліджень безпекознавства, глобалістики, маркетингу, менеджменту, екології, споживання. Для забезпечення концептуальної цілісності дослідження були використані такі методи: теоретичне узагальнення, діалектика, аналіз та систематизація, групування, кабінетні дослідження. **Наукове значення** роботи полягає в тому, що досліджено світовий та вітчизняний досвід застосування ефективних механізмів убезпечення виробництва і споживання товарів відповідно до вимог сталого, ресурсоефективного і чистого виробництва, визначено напрями модернізації модулів системи управління якістю з доведенням домінуючої ролі маркетингу (соціально-етичного, екологічного, внутрішнього, партнерського та управлінського) як засобу взаємодії із зовнішнім середовищем; розроблено прикладні рекомендації щодо зміцнення безпеки споживання в підприємницькій діяльності шляхом впровадження положень концепції корпоративної соціальної відповідальності. **Цінність** дослідження полягає в обґрунтуванні напрямів і механізмів забезпечення безпеки споживання на рівні суб'єктів господарювання.

Ключові слова: безпека споживання, корпоративна соціальна відповідальність, системи менеджменту якості, ресурсоефективне та чисте виробництво, маркетинг.

ВНЕДРЕНИЕ ПРИНЦИПОВ УСТОЙЧИВОГО РАЗВИТИЯ НА ПРЕДПРИЯТИЯХ В КОНТЕКСТЕ БЕЗОПАСНОСТИ ПОТРЕБЛЕНИЯ

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Обеспечению безопасности потребления в предпринимательской среде в процессе евроинтеграции способствует введение корпоративной социальной ответственности для сбалансирования интересов всех заинтересованных сторон (общества, предприятия, потребителя, государства, партнеров и т.д.) и создания предпосылок повышения осведомленности и мотивации персонала в вопросах обеспечения безопасных условий потребления в кратко-, средне- и долгосрочной перспективе. Внедрение принципов безопасности потребления целесообразно осуществлять в рамках существующих на предприятиях систем управления качеством, должное маркетинговое обеспечение которых

будет способствовать как улучшению показателей непосредственно их реализации, так и совершенствованию рыночных позиций предприятия в целом, в том числе на основе корпоративной социальной ответственности. Целью исследования является обоснование направлений обеспечения безопасности потребления на микроуровне системной иерархии для выявления доминантных предпосылок укрепления экономической безопасности субъектов хозяйствования через безопасность потребления. Методология: теоретико-методологической основой исследования являются фундаментальные основы исследований глобалистики, маркетинга, менеджмента, экологии, потребления. Для обеспечения концептуальной целостности исследования были использованы следующие методы: теоретическое обобщение, диалектика, анализ и систематизация, группировка. Научное значение работы состоит в том, что исследован мировой и отечественный опыт применения эффективных механизмов обеспечения безопасности производства и потребления товаров в соответствии с требованиями устойчивого, ресурсоэффективного и чистого производства, определены направления модернизации модулей системы управления качеством с доказательством доминирующей роли маркетинга (социально-этического, экологического, внутреннего, партнерского и управленческого) как средства взаимодействия с внешней средой; разработаны рекомендации по укреплению безопасности потребления в предпринимательской деятельности путем внедрения положений концепции корпоративной социальной ответственности. Ценность исследования заключается в обосновании направлений и механизмов обеспечения безопасности потребления на уровне субъектов хозяйствования.

Ключевые слова: безопасность потребления, корпоративная социальная ответственность, системы менеджмента качества, ресурсоэффективное и чистое производство, маркетинг.