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SOCIAL RESPONSIBILITY IN LOCAL GOVERNMENT

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LIST OF ABBREVIATIONS

- CSR** Corporate Social Responsibility
SCSR Sensible Corporate Social Responsibility
NGOs Non-Governmental Organizations

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INTRODUCTION

What social responsibility may be anticipated from business given the recent rise in importance of the sustainability of the economy as a whole, including specific industries and societal sectors? The modern civilization, which is struggling with a wide range of social, economic, environmental, and other issues, must adapt to these shifting socioeconomic circumstances. The idea of social responsibility is to present potential modes of behaviour that would more effectively address the current changes in contemporary society.

Although CSR has only become known relatively recently, the idea of a company's responsibility to society is not an entirely new concept. Academic theorists, researchers, and practitioners have discussed the effects of business on the economy and society for a very long time, and they still do now. The specific concept of what constitutes CSR is still up for debate despite the numerous discussions on the topic. Authors dealing with this issue also often present conflicting views of what CSR is. Even if the same term CSR is used in theory and practice, this does not necessarily mean that the discussion is about the same concept.

Inappropriate selection of social responsibility indicators may lead to questionable conclusions and problematic comparison of the indicators when analysing different companies and economies. The lack of a precise definition makes it possible for CSR studies to be founded on an improper or misguided view of the subject. Negative, neutral, or positive views toward social responsibility can result from the concept's lack of terminological precision. World Bank (2003).

The concept of CSR now requires a comprehensive view of its relevance across sectors, even in the public sector. This can identify the potential for further building socio-economic sustainability and optimize the measures taken. The long-term goal in this context is to encourage both private and public sector companies to find a certain balance between economic efficiency of the company, activities that benefit the community and the promotion of the sustainable development of society through appropriate CSR measures (Wienholt, Feldmann, 2018).

CSR is a relatively complex issue with many actors, interpretations and definitions. In the literature, we can encounter various concepts attempting to

define CSR in its historical development. It is important to understand what the term means before exploring the complex history and evolution of views on CSR in more detail. At its foundation, CSR refers to firms' self-regulation to be socially responsible. However, it has come to mean many various things over time. Its core principles cover a wide range of topics, such as treating customers fairly, enhancing working conditions, defending the environment, running the company ethically, cooperating with the local community, and much more. CSR, at its most basic level, is an acknowledgment of a company's responsibility to society and its potential to play a role in sustainable socio-economic development. (Schoff, 2021).

The research of scientific monograph was based on the historical context of the development of the concept of social responsibility elaborated in the theoretical part. It is based on the works of foreign and domestic authors from the first beginnings of the concept of social responsibility to the present day and on the review of the research conducted in this issue by the foreign scientific school.