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ACTUAL PROBLEMS OF SOCIAL RESPONSIBILITY IN THE FIELD OF ENTERPRISE PERSONNEL SECURITY

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An important condition for the life of a modern enterprise is the ability of its management system to provide personnel, and, accordingly, economic security. Problems that violate personnel security require increased social responsibility at the individual level, as well as at the enterprise level. Social responsibility is a field of activity that is aimed at improving the well-being of all stakeholders: employees, society and environment. It is important to systematize the main components of the social responsibility of an enterprise in relation to its employees. These include motivation and remuneration, working conditions and the maintenance and development of the creative potential of staff. Considering the existence of numerous problems in the field of labour protection of domestic enterprises and a high level of industrial injuries, difficult working conditions and, as a result, a high level of occupational diseases, the issue of increasing social responsibility in the field of labour protection and industrial safety is extremely relevant in modern conditions. The manifestations of social responsibility in the field of labour protection and industrial safety at enterprises include: ensure safe and healthy working conditions in the workplace; ensure a high level of industrial safety; implementation of marine activities aimed at preventing occupational injuries and occupational diseases; quick elimination of the consequences of accidents and incidents; ensure compliance with national legislation in the field of labour protection and the implementation of international labour protection standards at enterprises; improvement of industrial safety management systems; certification for compliance with personnel health and safety management systems in accordance with the requirements of international standards. In turn, as an enterprise (organization) must be socially responsible for its personnel, so the personnel must be responsible for an enterprise (organization). Many problems associated with personnel abuse, other internal threats in the personnel security system could not arise or have less negative consequences with a high degree of social responsibility of staff and a responsible attitude of the enterprise to the implementation of economic activities. Social responsibility of staff before an enterprise can manifest itself through maintaining personal safety and security of surrounding people, prevention of health, improvement of the results of their work, support of a favourable moral and psychological climate in the workplace.

АКТУАЛЬНІ ПРОБЛЕМИ СОЦІАЛЬНОЇ ВІДПОВІДАЛЬНОСТІ У СФЕРІ КАДРОВОЇ БЕЗПЕКИ ПІДПРИЄМСТВА

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соціальна відповідальність, кадрова безпека, оплата праці, охорона праці, промислова безпека, професійний розвиток персоналу, підвищення кваліфікації працівників, особиста безпека.

Важливою умовою життєдіяльності сучасного підприємства є вміння його системи управління забезпечити кадрову, а відповідно, і економічну безпеку. Проблеми, які порушують кадрову безпеку, вимагають посилення соціальної відповідальності і на індивідуальному рівні, і на рівні підприємства. Соціальна відповідальність – це сфера діяльності, спрямована на поліпшення добробуту всіх зацікавлених сторін: співробітників, суспільства, навколишнього середовища. Систематизовано

основні складові соціальної відповідальності підприємства по відношенню до співробітників. До них слід віднести мотивацію й оплату праці, умови праці, підтримання й розвиток творчого потенціалу персоналу. З огляду на численні проблеми у сфері охорони праці вітчизняних підприємств і високий рівень виробничого травматизму, важкі умови праці і, як наслідок, високий рівень професійних захворювань, питання посилення соціальної відповідальності в сфері охорони праці та промислової безпеки є надзвичайно актуальними в сучасних умовах. До проявів соціальної відповідальності в сфері охорони праці та промислової безпеки на підприємствах відносять: забезпечення безпечних і здорових умов праці на виробництві; забезпечення високого рівня промислової безпеки; реалізація заходів, спрямованих на запобігання виробничого травматизму та професійних захворювань; якнайшвидша ліквідація наслідків аварій і нещасних випадків; забезпечення дотримання національного законодавства в сфері охорони праці та впровадження міжнародних стандартів охорони праці на підприємствах; вдосконалення систем управління промисловою безпекою; сертифікація на відповідність систем управління охороною здоров'я та безпекою персоналу відповідно до вимог міжнародних стандартів. Своєю чергою, як підприємство (організація) має бути соціально відповідальним перед своїм персоналом, так і персонал повинен бути відповідальним перед підприємством (організацією). Багато проблем, пов'язаних зі зловживаннями персоналу, та внутрішніх загроз у системі кадрової безпеки могло б не виникнути, або мати менші негативні наслідки при високому ступені соціальної відповідальності персоналу і відповідального ставлення підприємства до здійснення господарської діяльності. Соціальна відповідальність персоналу перед підприємством може проявлятися через підтримку особистої безпеки та безпеки оточуючих людей, профілактику здоров'я, поліпшення результатів праці, підтримання сприятливого морально-психологічного клімату в трудовому колективі.

Statement of the problem

Social responsibility is an integral element in the man-society-state system. This problem has worried humanity almost since its inception, and, starting from antiquity, philosopher-scientists devoted their works to it.

The problem of responsibility is considered from different perspectives. So, real responsibility is interpreted as personal responsibility, that are the real actions of a person, their compliance with social norms, and in social terms, these are the negative consequences for a person that occur as a result of his violation of social norms. Potential responsibility of an individual means that a person realizes the possibility of responsibility for the consequences of personal activity, and in social terms, there is an effective mechanism of social control that can ensure that every guilty person is brought to the appropriate type of responsibility in cases of violation of social norms.

In turn, social responsibility is inextricably linked with ensuring the personnel security of the enterprise. Problems that violate personnel security require increased social responsibility at the individual level, as well as at the enterprise level. These problems are associated with the abuse of owners, managers and staff; losses caused by a high level of occupational injuries and occupational diseases, and other internal threats to personnel security. The high social responsibility of the staff towards the enterprise and the enterprise (represented by owners and managers) to its own personnel allows us to eliminate and minimize all threats to personnel security, thereby ensuring its high level.

Analysis of recent research and publications

The problem of state responsibility to a citizen, a citizen to a state, and the responsibility of a person for his actions interested scientists, beginning with antiquity.

In modern society, the problem of social responsibility is occupied by the minds of many scientists, among them: A. Alekseeva, D. Bayur [1], F. Kotler, P. Drucker, A. Dynkin, T. Ivanova [2], M. Castells, R. Kolishko, E. Lazorenko, O. Malinovskaya S. Melnik [3], O. Okhrimenko [2], S. Peregudova, G. Rakitskaya, M. Saprykina, E. Chernykh and others.

So, O. Okhrimenko and T. Ivanova [2] consider the theory, methodology and practice of social responsibility of a person, the state and a corporation.

S. Melnik [3] notes that the social responsibility of business is manifested in fair business practice, development of enterprise personnel, protection of employees' health and safe working conditions, environmental protection and the use of resource-saving technologies.

The work of D. Bayura [1] presents ways to use corporate social responsibility as a tool to minimize risks and improve the interaction of the three main counterparties: business, society and the state.

Issues related to ensuring personnel security of an enterprise are devoted to the work of such domestic and foreign scientists: E. Arefieva [4], A. Dzhobava [5], L. Ivanovskaya, A. Kibanov, L. Kalinichenko [6], E. Litovchenko [4], A. Marenich [7], N. Mekheda [7], I. Migus, E. Mitrofanova, N. Cherednichenko [8], I. Chumarin [9], A. Shavaev [10], N. Shvets [11] and others.

In the work of N. Mekhed and A. Marenich [7] the socio-motivational components of personnel security have been investigated.

Despite the interest of specialists in solving the problem of ensuring personnel security, as well as the availability of a sufficient number of publications and research

scientists, the problem of social responsibility in ensuring personnel security of the enterprise remains insufficiently studied, which led to the need for this study.

Objectives of the article

The purpose of the article is a theoretical study of the essence of social responsibility in ensuring the personnel security of the enterprise.

The main material of the research

The concept of social responsibility, developed in 1960-1970 in economically developed countries, is constantly discussed and often criticized. Therefore, there are a number of interpretations of the concept of “social responsibility”, among which of particular importance are: the balance of interests of all stakeholders; resolution of social and environmental problems. Social responsibility is a field of activity that is aimed at improving the well-being of all stakeholders: employees, society, the environment, in particular, at: job creation, investment in development and in human potential;

observance of ethical standards in business practice; development of society through partnership programs and social development projects.

Social responsibility is interpreted as “a social phenomenon that is a voluntary and conscious execution, use and observance by subjects of public relations, prescriptions, social norms, and in case of their violation - application to the violator of the measures provided for by these norms” [2, p. 9].

The International Organization for Standardization has developed the ISO 26000 standard, which defines guidelines for enterprises and organizations to work in a socially responsible manner, i.e. within the framework of ethical standards.

Social responsibility and personnel security are inextricably linked. Experts view the concept of personnel security from different perspectives: as a state, as a process, and as a set of actions (Table 1)..

Table 1 – Scientific views on the definition of the essence of enterprise security personnel

№	Author	Concept content
As a state		
1	L. Kalinichenko [6]	Personnel security is the state of individuals, the collective of the enterprise, its human potential and the personnel management system, which ensures the effective use of the economic potential and the development of the enterprise.
2	A. Shavaev [10]	Personnel security is a state of protection of socially progressive interests of an organization for the development and improvement of its human capital, support for an effective system of human resource management and minimizing the company's risks associated with its component.
3	N. Shvec [11]	Personnel security is a state of protection of the company from risks and threats associated with personnel.
As a process		
4	I. Chymarin [9]	Personnel security is the process of preventing negative impacts on the economic security of an enterprise at the expense of risks and threats related to personnel, its intellectual potential and labour relations in general.
As a set of actions		
5	E. Arefieva, E. Litovchenko [4]	Personnel security is a set of management activities related to the effective formation and use of the personnel potential of an enterprise in order to ensure and maintain economic sustainability and effectiveness of the enterprise’s business activities.
6	A. Dzhobava [5]	Personnel security is a set of measures aimed at the prevention of unlawful actions or by their assistance from the personnel of the enterprise.
7	N. Cherednichenko [8]	Personnel security is a complex of personnel actions and relationships, in which an effective economic functioning of an enterprise takes place, its ability to withstand internal and external influences and threats related to personnel, diagnostics and forecasting of personnel influence on performance, intellectual potential and labour relations in general.

All definitions emphasize the ability of an enterprise to withstand internal and external influences and threats related to personnel. The company must create all conditions for personnel security. A prerequisite for ensuring personnel security is compliant with all norms of social responsibility of an enterprise with respect to its own personnel, which is manifested through employee

satisfaction with working conditions, payment for their work, compliance with their needs, development of their professional knowledge and skills, content and nature of their activities and confidential employees in career advancement.

Among the main advantages of the social responsibility of enterprises is the increase loyalty of staff. The creation

of attractive working conditions, opportunities for the professional and career growth, as well as the creation of a corporate culture based on shared values, allow the company to attract and retain qualified employees [12, pp. 279].

In turn, H. Galchak notes that the basic level of social responsibility of an enterprise «provides for the implementation of such duties: timely payment of taxes, wages, staff expansion. At the second level – “corporate responsibility” - the management of the company provides workers with adequate conditions not only for work, but also for life: raising the level of staff skills, preventive treatment, housing and developing the social sphere. The internal social responsibility of business includes: safety of work, stability of wages, maintaining a decent level of wages, additional medical and social insurance for employees, development of the creative

potential of employees through training programs and advanced training programs, assistance in crisis situations. That is the internal form provides for all socially responsible actions of management in relation to their subordinates” [13, pp. 143-144].

E. Kosheleva also emphasizes that “responsibility towards the company’s employees includes professional development of the staff, adjusted feedback between employees and company management, competitive salary, social insurance, additional social package depending on the qualifications of the employee” [14, pp. 55].

Thus, the main components of the social responsibility of an enterprise in relation to their employees can be represented in Table 2.

Table 2 – The main components of the social responsibility of the enterprise in relation to its employees

Manifestations of corporate social responsibility in relation to employees:		
motivation and remuneration:	working conditions:	maintenance and development of creative potential:
<ul style="list-style-type: none"> - a decent level of wages; - the stability of the payment of wages; - additional payments; - development of the social sphere; - social insurance of employees 	<ul style="list-style-type: none"> - strict compliance with the rules and regulations of occupational health and safety at work; - additional medical and social insurance for employees 	<ul style="list-style-type: none"> - professional development of staff; - staff qualification development

According to statistics, the level of occupational injuries and occupational diseases, and accordingly the problem of ensuring appropriate working conditions for Ukrainian enterprises are of particular importance.

The number of full-time workers employed in jobs with hazardous working conditions as of December 31, 2017, is 838.6 thousand people. Among them, there are employed in conditions of exceeding the hygienic standards for harmful production factors – 28.4% of the number of full-time employees [15].

Industrial injuries and occupational diseases have significant negative consequences associated with human and material losses. Therefore, the social responsibility of an enterprise in the field of labour protection and industrial safety is defined as the responsibility for creating a system of legal, social, economic, organizational, technical, sanitary and hygienic, therapeutic and preventive measures and means aimed at preserving human life, health and efficiency in the labour process activities.

The manifestations of social responsibility in the field of labour protection and industrial safety at enterprises include: ensuring safe and healthy working conditions in the workplace; ensuring a high level of industrial safety; implementation of marine activities aimed at preventing occupational injuries and occupational diseases; quick elimination of the consequences of accidents and incidents; ensuring compliance with national legislation in the field of labour protection and the implementation of international labour protection standards at enterprises;

improvement of industrial safety management systems; certification for compliance with personnel health and safety management systems in accordance with the requirements of international standards (in particular, the standards OHSAS 18001:2007 and ISO 26000).

In turn, as an enterprise (organization) must be socially responsible for its personnel, so the personnel must be responsible for an enterprise (organization).

Enterprises are increasingly experiencing the growth of threats from their own personnel, accompanied by the deterioration of personnel, and accordingly the economic security of the enterprise. The data of statistical studies prove that almost 80% of losses of world companies are caused due to illegal and unprofessional actions of their own employees [16, p. 69].

It is the problems that are solved in the personnel security system that make it possible to single out directions for enhancing social responsibility both at the individual level and at the enterprise level. Problems related to personnel abuse; damage caused to the enterprise by insiders, losses caused by a high level of occupational injuries and occupational diseases, and other internal threats in the personnel security system could not arise or have less negative consequences with a high degree of social responsibility of personnel and a responsible attitude of the enterprise to the implementation of economic activity.

Thus, social responsibility in ensuring personnel security of the enterprise can be represented by the components presented in Table 3.

Table 3 – Components of social responsibility in ensuring personnel security of the enterprise

Responsibility for:		
personal safety and health; safety of people around you:	results of the labour:	maintaining a favorable moral and psychological climate in the workforce:
<ul style="list-style-type: none"> - the employee is obliged to know and comply with all requirements and standards of labour protection and safety; - the employee takes care of personal safety and health, as well as the people around him (in particular, during work and during his stay on the territory of the enterprise); - the employee must undergo medical examinations in the prescribed manner 	<ul style="list-style-type: none"> - the employee performs his job duties in accordance with the requirements (in the framework of the job description); - the employee is responsible for the effectiveness of their work; - the employee contributes to ensure normal working conditions; - the employee fully complies with the internal regulations of the organization and complies with labour discipline; - the employee enhances his/her labour qualification and contributes to the introduction of advanced work methods in production; - the employee does not disclose confidential and secret information 	<ul style="list-style-type: none"> - the employee maintains business, non-conflict, friendly relations with members of the workforce; - the employee effectively uses all methods of conducting business negotiations and conflict management; - the employee contributes to the formation of an effective corporate culture, maintaining ethical principles in the work

The staff of the enterprise has a direct impact on all aspects of its life, as well as inherently associated with ensuring personnel security.

Conclusions

Thus, a prerequisite for ensuring personnel security is the promotion of all norms of social responsibility of the enterprise in relation to its own staff, which are expressed through employee satisfaction with working conditions, payment for their labour, development of their professional knowledge and skills and employee confidence in career advancement. Considering the existence of numerous problems in the field of labour protection of domestic enterprises and a high level of industrial injuries, difficult working conditions and, as a

result, a high level of occupational diseases, the issue of increasing social responsibility in the field of labour protection and industrial safety is extremely relevant in modern conditions.

Employees of enterprises must also be accountable to the enterprise (organization), which manifests itself through the maintenance of personal safety and the safety of the people around them, health prevention, improving the results of their work maintaining a favourable moral and psychological climate in the workforce.

However, the relevance of the study of various aspects of social responsibility of enterprises in ensuring personnel security does not fade away and therefore requires further scientific research.

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