

STRATEGIC APPROACH TO MANAGING CORPORATE SOCIAL INITIATIVES

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The United Nations Sustainable Development Goals (SDGs) set benchmarks for countries, governments, businesses, and civil society, including poverty eradication, decent work, environmental protection, and inclusive growth. Within this context, companies are increasingly seen as active agents of positive change. Their social engagement - carried out through initiatives in education, healthcare, environmental protection, employee well-being, and community development - contributes to achieving global goals while also creating additional value for the companies themselves. Corporate social initiatives are voluntary actions taken by businesses aimed at addressing socially significant issues both within the company and in the external environment. These may include employee support programs, charitable giving, corporate volunteering, partnerships with non-governmental organizations, environmental efforts, or support for local enterprises.

To ensure long-term impact and alignment with sustainable development principles, social initiatives must be managed strategically. A strategic approach implies that social policy is not a collection of fragmented activities but is integrated into the company's overall corporate strategy. During strategic planning, it is essential to define key areas of social activity in line with the company's mission, values, and stakeholder expectations. Involving stakeholders in planning and implementing social programs is particularly valuable. Engaging employees, community representatives, partners, and local authorities not only enhances transparency but also fosters greater trust in the company. Additionally, this participatory approach builds a positive social image, which over time strengthens corporate reputation, customer loyalty, and competitive standing.

Managing social initiatives requires effective tools for implementation and monitoring. Among these are key performance indicators (KPIs), which enable the measurement of outcomes, identification of strengths, and areas for improvement. Examples include the number of employees engaged in training programs, amounts invested in social projects, and levels of community satisfaction. The use of digital tools and reporting platforms (e.g., ESG frameworks) allows data structuring and communication of results to external audiences. Another crucial tool is the development of a corporate culture rooted in social responsibility - where employees not only fulfill formal duties but also participate in volunteering, initiate local projects, and embody corporate values.

Social initiatives are no longer seen as secondary or purely public relations tools. From a strategic standpoint, they are an integral part of corporate governance that contributes to resilience, reputation, and long-term effectiveness. A strategic approach to managing social initiatives unlocks new opportunities for responsible, inclusive, and successful business practices.