

## SUMMARY

**The theme** of the given work is "The corporate social responsibility as a tool for the formation of reputational capital of the company (as an example was taken social policy of the "Gazprom")".

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**The corporate social responsibility** has a high importance for the society, as it contributes to the solution of the social problems. Moreover large corporations are paying considerable attention to socially responsible behavior in these fields: environmental protection, healthcare and employees care, providing a safe working condition, civil rights, protecting the interests of the consumers.

The corporate social responsibility provides the benefits for the companies in the business community. Social activity transcends charity; it becomes part of the business and it is a joint effort of all divisions of the corporation. Social responsibility is the core of the image and reputation of a modern large company. Components of the effect of corporate social responsibility are the promotion, consolidation and expansion of niche marketing, maintaining loyal and winning new customers, building relationships with the partners and the government, the growth of staff loyalty.

**Scientific-theoretical and practical significance** consists in the fact that the theoretical conclusions and the practical recommendations of the given investigation can have sufficiently wide spectrum of application. The conclusions of our work create theoretical base for further study of the corporate social responsibility as a tool for the formation of reputational capital of the company

By summarizing Russian experience the priority areas of corporate social responsibility are business development for the well-being of the society, minimizing the social costs of business, socially acceptable conducting business, encouraging personal contribution to the charity.

Let's refer to the company JSC "Gazprom". Reputational capital of the company consists of various components such as strict adherence to the established mission and philosophy of the "Gazprom". In addition, an important element of the

positive reputation is a positive financial position of the company. The organization has a stable of reliable partners and suppliers. In addition the company is responsible participant of the business community.

The largest contribution to the reputational capital is a serious and systematic-designed social activity; this is an integral feature of the "Gazprom". Support for employees, increase their level of competence and expertise is beneficial to the organization's reputation. The availability of information to the public and the ability to complete the feedback reinforce the image and reputation of the company.

Thus the "Gazprom" follows the principles of the social responsibility, which include: sponsorship and charity, the implementation of environmental and educational activities, the implementation of social programs for employees, and the formation of vacancies. The company is engaged in social activities in the implementation of social programs, environmental projects, manufacturing of the innovative products, charity events. In addition the "Gazprom" supports culture and the arts. The JSC "Gazprom" helps the younger generation. "Gazprom" tends to raise awareness of the importance of protecting the environment and inform about the dangers that threaten the Earth. Each year "Gazprom" organizes study tours for the best students of oil and gas universities to visit production facilities. All of the above provides a socially oriented image of the organization.

**The structure of work** is subordinated to the solution of the problems of a study and includes: introduction, two chapters, which consist of four paragraphs, conclusion, bibliographical list, application. The overall volume of work composes 71 pages.