

Summary

Subject matter: Development of external corporate social responsibility.

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Customer organization: «Firm Dent» LLC.

Topicality of the research: Modern market economies are updated by the issue of corporate social responsibility, as the attractiveness of companies today depends not only on the quality of goods or services, output of the consumer market, but also to a large extent by corporate social responsibility, which characterizes any organization as a "citizen" of modern society. This type of liability should be expressed in a number of basic principles of organizational management and act as a key factor in efficiency.

Objective: the development of external corporate social responsibility "Firm Dent..

Tasks:

- to identify the nature and content of the concept of corporate social responsibility;
- to examine the implementation of the external form of corporate social responsibility;
- to analyze the practice of the implementation of the external CSR leading domestic and foreign companies;
- to analyze the practice of the implementation of the external CSR "Firm Dent";
- develop a set of measures aimed at improving the literacy community in the provision of dental services;
- implement charitable activities and corporate volunteering in the practice of the implementation of the external social responsibility.

Theoretical and practical significance of the research: lies in the compilation and systematization of the material with respect to corporate social responsibility, which can later be used to carry out deeper research. The practical significance of the study is reflected in the possibility of using certain parts of this work to improve corporate social responsibility practices in modern organizations.

Results of the research:

- CSR is haphazard;
- customers confirm the necessity of creating a website.

Recommendations: the program on the development of external CSR:

- create a company website and fill it with certain sections;
- to announce a competition to create posters with social advertising;
- implement complex dental reminders on various occasions;
- implement complex information stands;
- the direction of "Pediatric Dentistry";
- corporate volunteering (developed algorithm).