Introduction. Business is an integral part of the social environment, political and cultural environment, therefore business must be socially responsible. Moreover, stable development of society is a required condition for stable development of an enterprise. So, business must be socially responsible and the social responsibility is vital its part.

Resources and methods. Preparing the topic about social responsibility of business literature on the subject was carefully studied and analyzed.

Results. What is the social responsibility of business? There were more than 80 definitions by 2010. After 5 years of development, the standard called ISO26000 was approved. The social responsibility of business is company liability for its decision and action impact on society and environment. It complies with current legislation and international standard of behavior. It’s International UN initiative – the Global Compact UN which including 10 main principles about human rights, labor, environment, whose goal is to fight against corruption. It is voluntary initiative that combines different enterprises all over the world into a single fellowship. Its goal is sustainable development via responsible and innovative corporate governance.

Companies choose way of their activities according to established international principles of social responsibility. This ways of activities are called social programs. Social programs could be internal and external.

Internal social programs include: staff development for the purpose of involvement and maintenance of talented employees; concern about social protection of workers; professional development and training of employees; safety and occupational health; stability of salary. External social programs include: conscientious business practices; information openness; small and medium businesses support; increased responsibility to consumers for the quality of goods and services; reuse and recycling of wastes, charity etc.

Conclusions. The advantages of the social responsibility of business are the increase of attractiveness and access to new markets; formation and enhance of the company’s reputation; the increase of public confidence; adjustment partnerships; increase of financial wealth of the enterprise. Also, the state provides some motivation. For example, O. Feldman’s law «about social enterprises» in Ukraine. According to this law, social status provides the company the right to state support in the form of tax benefits, benefits for investment activities, land issues etc.

80% of world corporations have sufficient level of social responsibility. There are 5 leaders in Ukraine: «Kyivstar», «Nestle», «MTC», «Procter&Gamble» and «Nemiroff». For example, «Kyivstar» often holds different action and rates for cheaper mobile communication. Thus, the social responsibility of business is really important both for business and society, and it provides a lot of benefits to both parties.

References
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