

ROLUL RESPONSABILITĂȚII SOCIALE CORPORATIVE

THE ROLE OF CORPORATE SOCIAL RESPONSIBILITY

Diana CEBOTARI,

Coordonator științific: **Aurelia LITVIN**, dr. hab, prof. univ.,
Universitatea Tehnică a Moldovei

Rezumat: Această lucrare explorează rolul responsabilității sociale corporative în contextul dezvoltării durabile și al relației companiilor cu părțile interesate. Sunt analizate atât dimensiunile interne ale responsabilității sociale corporative, cum ar fi managementul resurselor umane, siguranța la locul de muncă și adaptarea la schimbare, cât și dimensiunile externe, care includ parteneriatele cu comunitatea, protecția mediului și respectarea drepturilor omului. Lucrarea evidențiază importanța acestor acțiuni în consolidarea imaginii companiei și în creșterea loialității angajaților, subliniind totodată indicatorii esențiali care reflectă eficiența strategiilor a responsabilității sociale corporative.

Cuvinte-cheie: *responsabilitate socială, imagine, sustenabilitate*

Corporate social responsibility actions can target various domains. Initially, companies may focus on a single area, but as they grow and evolve, they tend to adopt a more comprehensive Corporate Social Responsibility approach, addressing multiple aspects of social and environmental impact. The main dimensions of corporate social responsibility activities are outlined by the European Commission. All domains can be reported both internally and externally.[1]

- Human resource management;
- Workplace safety;
- Adaptation to change;
- Environmental impact management and natural resource management.

External areas include:

- Partnerships with the local community;
- Partnerships with business partners;
- Human rights;
- Global environmental protection.

It is considered useful to analyze each domain of CSR activities, along with the indicators that reflect companies' contributions in this direction.[3]

Activities focused on the workforce, the primary objective of these activities is to attract and retain highly qualified employees and to enhance employee loyalty toward the company. Corporate social responsibility in this area includes [1]:

- Employee training and development (including career planning and lifelong learning);
- Informing employees and involving them in company decision-making (delegation and participatory management);
- Fair and responsible compensation or financial support for employees (e.g., pension systems, interest-free loans);
- Providing a benefits package that ensures a balance between professional and personal life;
- Equal opportunities for women and minorities (ethnic, religious, or sexual);
- Active promotion of employees who are inactive due to illness or permanent/temporary disabilities.

Key indicators that characterize corporate activity in this area include: the amount of financial resources allocated for employee training; the amount allocated for social benefits and reward systems; average salary level; the number of employees who participated in professional development; the average number of training hours per employee. [1,4]

Workplace safety and health. From the perspective of workplace health and safety, corporate social responsibility means ensuring the well-being of employees beyond minimum legal requirements and considering external implications, such as using health and safety criteria in supplier selection or marketing. In this context, CSR actions may include: [1]

- Improving working conditions;
- Increasing job satisfaction;
- Promoting a preventive culture aimed at achieving a high level of occupational safety;
- Providing medical services for employees;
- Offering financial assistance for the care of employees' children.

Adaptation to change. The current trend of continuous business transformation leads to structural changes not only among employees but also among stakeholders, including local community members. The restructuring of operations, driven by technological and scientific progress, as well as mergers and acquisitions aimed at improving business efficiency, often results in forced staff reductions, decreased employee motivation, and a drop in loyalty levels.[2,4]

Bibliography:

1. COVAȘ, L., BRAGUȚA, A. Responsabilitatea social corporativă: aspecte practice., 2009, pp. 75-80.
2. SIMIONESCU, L., Responsabilitatea social și performanța financiară a companiilor., 2018, pp. 150-153.
3. POȚINCU L., Business Ethics and Corporate Social Responsibility., 2021, p.115-122.

4. PRISACARU V., LITVIN A. Quantitative and qualitative indices of the human resources management from the agrarian sector of the Republic of Moldova. Scientific papers series “Management, economic engineering in agriculture and rural development”, University of Agricultural Sciences and Veterinary Medicine Bucharest, Volume 10(3)/2010, p. 285-287.