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MONOGRAPH

GUANGDONG OCEAN UNIVERSITY

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**FORMATION OF STAKEHOLDER-ORIENTED RELATIONS
FOR REGIONAL DEVELOPMENT**

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Theoretical, methodological, methodological provisions and practical recommendations for the formation and implementation of stakeholder-oriented relations to ensure the development of regions, taking into account the directions and features of the development and use of corporate social responsibility of business entities.

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У монографії представлені теоретико-методологічні, методичні положення та практичні рекомендації щодо формування та реалізації стейкхолдерно-орієнтованих відносин забезпечення розвитку регіонів з урахуванням напрямів та особливостей розвитку та використання корпоративної соціальної відповідальності суб'єктів господарювання. Обґрунтовані теоретичні й практичні положення можуть бути застосовані студентами, аспірантами, науковцями, практиками та іншими зацікавленими особами, які працюють у сфері регіонального розвитку, економіки, реалізації стейкхолдерних відносин та корпоративної соціальної відповідальності.

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CONTENT

LIST OF ABBREVIATIONS	5
INTRODUCTION	5
SECTION 1. THEORETICAL AND METHODOLOGICAL APPROACHES TO THE DEFINITION AND FORMATION OF CORPORATE SOCIAL RESPONSIBILITY OF ENTERPRISES TO ENSURE REGIONAL DEVELOPMENT	11
1.1 Definition of corporate social responsibility of enterprises to ensure regional development: theoretical provisions	11
1.2 Formation of corporate social responsibility of construction enterprises to ensure regional development: normative and legal aspects and practice of implementation	28
1.3 Methods and models for assessing corporate social responsibility of construction enterprises at the regional level	32
1.4 Formation and use of corporate social responsibility of construction enterprises to ensure regional development: international experience	41
1.5 Organizational and economic mechanism of formation and use of corporate social responsibility at the regional level: theoretical approaches to the definition	48
Conclusions to section 1	56
SECTION 2. STATE AND FEATURES OF THE FUNCTIONING OF CONSTRUCTION ENTERPRISES: REGIONAL ASPECTS	61
2.1 The main directions of the functioning of the construction sector at the regional level: domestic experience	61
2.2 The main indicators of the functioning of the construction sector at the regional level: international experience	218
2.3 The main directions and features of the functioning of construction enterprises that affect regional development	235
Conclusions to section 2	273
SECTION 3. DEVELOPMENT OF A DIAGNOSTIC AND ANALYTICAL SYSTEM OF FACTORS FOR THE FORMATION AND IMPLEMENTATION OF A STAKEHOLDER- ORIENTED APPROACH TO ENSURING REGIONAL DEVELOPMENT	276
3.1 Determination of factors of corporate and business ethics affecting development of regions	276
3.2 Determination of the factors of formation and use of corporate social responsibility in accordance with regulatory and legal support	289
3.3 Formation of factors characterizing the impact of corporate social responsibility of construction enterprises on the formation and implementation of stakeholder interaction	294
3.4 Structural factors keyholders who influence the formation of corporate social responsibility of construction enterprises at the regional level	305
3.5 Determination of the systemic factor of the financial state of construction enterprises in the system of interaction of stakeholders at the regional level	344
3.6 Determination of the integral factor of the state and functioning of the construction industry, which forms stakeholder relations	348
3.7 Development of a diagnostic-analytical system of formation factors and implementation of stakeholder relations of construction enterprises at the regional level	353

Conclusions to section 3	358
SECTION 4. STAKEHOLDER-ORIENTED APPROACH TO THE ASSESSMENT OF THE LEVEL OF FORMATION AND IMPLEMENTATION OF STAKEHOLDER RELATIONS AT THE REGIONAL LEVEL.....	362
4.1 Development stakeholder-oriented approach to assessing the level of formation and implementation of stakeholder relations at the regional level	362
4.2 Practical aspects of applying a stakeholder-oriented approach to assessing the level of stakeholder relations at the regional level.....	368
4.3 Economic-mathematical modeling of the integral indicator of formation and implementation of stakeholder relations at the regional level.....	380
4.5 Determination of the formation strategy and implementation of stakeholder relations at the regional level: theoretical aspects	386
4.6 Types of local strategies for the formation and implementation of stakeholder relations at the regional level.....	392
Conclusions to section 4	398
SECTION 5. DEVELOPMENT OF SCIENTIFICLY BASED RECOMMENDATIONS FOR INCREASING THE EFFICIENCY OF STAKEHOLDER RELATIONS AT THE REGIONAL LEVEL	403
5.1 Justification of theoretical and methodological approaches to definition regional development	403
5.2 Assessment of the integral indicator of the development of construction enterprises at the regional level.....	426
5.3 Economic-mathematical modeling of the integral indicator of development.....	444
5.4 Confirmation of the results of economic and mathematical modeling and forecasting of changes in the integral indicator of development by the method of neural networks	447
5.5 Geoinformational analysis of indicators of the functioning and development of construction enterprises at the regional level, taking into account spatial provision and directions of formation and implementation of stakeholder relations	468
5.6 Development and implementation of the strategy of formation and implementation of stakeholder relations at the regional level.....	476
5.7 Scientifically based recommendations on increasing the effectiveness of formation and implementation of stakeholder relations to ensure regional development.....	480
Conclusions to Chapter 5	486
CONCLUSIONS.....	492
REFERENCES.....	498

Chapters written by Wen Mingming are INTRODUCTION, section 2, section 3, section 5 and Conclusions. Chapters written by MAMONOV KOSTIANTYN, GRYTSKOV YEVGENY, VELYCHKO VOLODYMYR, TROIAN VLADYSLAVA are section 1 and section 4 and Reference.

LIST OF ABBREVIATIONS

BP – construction enterprises;

GIS - geographic information systems;

CSR - corporate social responsibility;

OEM – organizational and economic mechanism;

IP - investment attractiveness.

INTRODUCTION

The national economy has certain difficulties in ensuring regional development, taking into account the current ambiguous conditions of functioning of the regions and the negative influence of the external environment. In this regard, there is a need to use tools that allow solving the problem of formation and implementation of regional development directions. In particular, corporate social responsibility is of particular importance, which in recent years has been at the center of scientific discussions and the attention of practitioners in determining the possibilities of its use.

In modern conditions, there are processes that reflect the state and features of the economic functioning of the state. In particular, there is a slowdown in the growth rates of production and sales of products, a decrease in production and economic potential and opportunities for capital investments, a reduction in the level of investment attractiveness and effectiveness. In such conditions, there is a need to develop and implement directions for the formation and implementation of stakeholder relations to ensure the development of regions, taking into account the directions and features of the development and use of corporate social responsibility.

Domestic and foreign scientists were engaged in determining the directions and features of the development of the regions: L. Abalkin, N. Afanasyev, T. Bezrukova, D. Horovy, J. Keynes, E. Korotkov, N. Kyzim, O. Litvinov, K. Mamonov, M. Meskon, I. Migus, S. Mocherny, T. Nadtoka, R. Nelson, Yu. Pogorelov, V. Ponomarenko, K. Popper, O. Raevneva, A. Toynbee, V. Shinkarenko, O. Spengler, Y. Schumpeter et al.

Solving the problems of formation and use of corporate social responsibility was dealt with by: G. Bowen, L. Hrytsyna, A. Carroll, A. Kolot, N. Kosar, F. Kotler, O. Osinska, S. Sardak, N. Simchenko, S. Firsova, M. Friedman, A. Kharlamova, O. Chernykh et al.

Theoretical and methodological approaches and practical directions for forming stakeholder relations and ensuring corporate social responsibility at the regional level, assessing the level of its application have been formed in the existing scientific developments. Along with this, the issues of increasing the effectiveness of the

formation and use of CSR at the regional level based on the application of the organizational and economic mechanism and the appropriate strategy to ensure their development, taking into account the directions and features of stakeholder relations, remain unresolved. Therefore, the topic of research on the creation of theoretical and methodological foundations for the formation of stakeholder oriented relations to ensure the development of regions, taking into account the peculiarities of the development and application of corporate social responsibility is an urgent task.

The monograph was developed in accordance with the plan of research works of the Interregional Academy of Personnel Management on the topic "Problems and prospects of the development of industrial and agricultural enterprises in Ukraine" (numberstate registrationNo. 0117U00024), in which the authorthe strategy of formation and use of corporate social responsibility of construction enterprises is determined; KhNUMG named after O. M. Beketov in accordance with the tasks of the state budget of the SDR of the Ministry of Education and Culture of Ukraine: "Entrepreneurship and business: organizational, managerial and economic components. Stage 1. Entrepreneurship in conditions of globalization: foreign and domestic experience" (state registration number 0116U005497), within which the author personally determined the ways of ensuring the interaction of stakeholders and presented the directions of economic and mathematical modeling of the integral indicator of the formation and use of corporate social responsibility of construction enterprises, "Economic development: macro-, meso-, micro level. Topic 1. Economy of the city and region: construction industry, city economy" (state registration number 0120U104501), within which the author personally identified the peculiarities of the functioning of construction enterprises to ensure their development, on the topic "Territorial development of land use. Stage 1. Information and analytical provision of the system of territorial development of land use of Ukraine", where the acquirer personally presents the results of a geo-informational analysis of indicators of the functioning and development of the construction sector, taking into account spatial provision (state registration number No. 0120U105347).

The purpose of the study is to develop theoretical, methodological, methodological provisions and practical recommendations for the formation and implementation of stakeholder-oriented relations to ensure the development of regions, taking into account the directions and features of the development and use of corporate social responsibility of business entities.

To achieve the goal, the following tasks are set:

- characterize the economic and management contentcategories "corporate social responsibility of construction enterprises" and stakeholders at the regional level;
- determine modern approaches and tools for CSR assessment and management based on the generalization of international experience;
- characterize stakeholder- oriented approach to ensuring corporate social responsibility at the regional level;
- to establish the state and direction of functioning of enterprises as important subjects of regional development;
- identify and justify the factors,which create a multi-level diagnostic and analytical system of indicators for the formation and use of corporate social responsibility of enterprises based on a stakeholder-oriented approach at the regional level;
- offertheoretical and methodological approach to assessing the level of formation and use of CSR of enterprises based on a stakeholder-oriented approach at the regional level;
- to establish cause-and-effect relationships between the system indicator of the financial condition and the integral factor in the formation and use of corporate social responsibility of enterprises, taking into account the directions and features of the interaction of stakeholders at the regional level;
- to propose the stages of forecasting changes in the integral factor of the formation and use of CSR, taking into account the directions and features of the interaction of stakeholders at the regional level;

- determine the strategy for the formation and use of corporate social responsibility, taking into account the directions and features of the interaction of stakeholders at the regional level;
- assess the levelthe influence of the integral factor of the formation and use of corporate social responsibility on the integral indicator of the development of enterprises by applying the tools of economic and mathematical modeling, taking into account the directions and features of the interaction of stakeholders at the regional level;
- develop a strategy for the formation and use of CSR, taking into account the directions and features of stakeholder interaction at the regional level.

Object of study– processes of formation and use of stakeholder-oriented relations based on the formation and implementation of corporate social responsibility at the regional level.

Subject of study– a set of theoretical and methodological provisions and practical recommendations for determining the strategic contours of increasing the effectiveness of the formation and implementation of stakeholder-oriented relations, taking into account the peculiarities of the use of corporate social responsibility of business entities at the regional level.

The theoretical basis and methodological basis of the work are general scientific methods: comparison, systematization, generalization, dialectical development of economic systems, methodology of normative-legal and information-analytical support for the development of enterprises, systematic analysis of the formation and use of corporate social responsibility.

Special methods were used to conduct the research: structural and substantive analysis - to form a conceptual framework for defining corporate social responsibility, regional development, organizational and economic mechanism, stakeholder-oriented approach; economic and financial analysis - to assess the state and main trends in the development of the construction industry, in general, and construction enterprises, in particular; expert analysis - to determine the factors of formation and use of corporate social responsibility, taking into account the directions and features of interaction of

stakeholders; analysis of hierarchies - for the development of a methodological approach to the integral assessment of the level of formation and use of corporate social responsibility of construction enterprises, taking into account the directions and peculiarities of the interaction of stakeholders; modeling – for the development of systemic and integral models for assessing the level of formation and use of BP's corporate social responsibility, their development; correlation-regression analysis - to determine the influence of the level of formation and use of corporate social responsibility on the level of development of construction enterprises; neural modeling - confirmation of the adequacy criteria of economic and mathematical models; structural and logical analysis - for the development of an organizational and economic mechanism for the formation and use of corporate social responsibility of construction enterprises and the formation of a corresponding strategy, taking into account the directions and peculiarities of the interaction of stakeholders at the regional level.

The scientific significance of the development lies in the formation of theoretical and methodological provisions regarding the development and implementation of a stakeholder-oriented approach to the formation and use of corporate social responsibility of enterprises at the regional level.

Practical significance of the obtained results is that the theoretical results and methodological provisions are brought to the level of concrete proposals and methodological developments, which can become the basis for making informed management decisions based on the formation and use of corporate social responsibility, taking into account the directions and features of the interaction of stakeholders at the regional level.