

1. **UDC:** 005

2. **Title of the thesis report:** «Corporate social responsibility in enterprises: implementation challenges».

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5. **Introduction.** Corporate social responsibility (CSR) is receiving widespread attention, both in terms of research and management of international and Russian companies. Nowadays, for companies, the presence of CSR is an element of competitive advantage and leadership on the market. One of the key competencies of the head of the organization is the ability to promote CSR initiatives. However, due to the underestimation of the role of the ethical component and the lack of a legislative base in the field of CSR, enterprises face many obstacles when implementing CSR. In the report, the author describes the problems of implementation of CSR principles that enterprises may encounter.

**The present study aims** to identify common problems of the implementation of CSR in enterprises and develop an algorithm to solve them.

**The basic research provisions.** Discussion and analysis of the implementation of the principles of CSR in the enterprises and identification of problems of their application.

**Intermediate outcomes:** Identification of the main problems of the implementation of the principles of CSR.

**The main result.** Development of an algorithm for solving the identified problems when implementing the principles of CSR in the enterprises.

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