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## WAYS OF ENSURING SOCIAL RESPONSIBILITY OF ARCHITECTURAL AND CONSTRUCTION COMPANIES: ECONOMIC BENEFITS AND FURTHER DEVELOPMENT VECTORS

*The article is devoted to the study of the ways to ensure the social responsibility of architectural and construction companies and to the assessment of the economic benefits associated with the implementation of such practices. The authors note that the social responsibility of business, including the construction industry, is becoming increasingly important in the modern world. This is driven by increasing public awareness of the impact of human activity on the environment and society at large. Architects and builders should therefore consider the environment, safety and comfort of users and interact with local communities, as well as fulfilling their professional duties. Improving corporate reputation, attracting and retaining talented people, increasing market competitiveness and ensuring sustainable development have been identified as the main benefits of implementing social responsibility. It can also help attract investment and partnerships with government and non-government organisations by achieving high standards of social responsibility. The study details the main areas of social responsibility in the activities of architectural and construction companies. These include socio-cultural and environmental considerations and active engagement with local communities to ensure the safety and comfort of building occupants. The importance of the reduction of negative impacts on the environment through the use of innovative technologies, environmentally friendly materials, energy efficient solutions, etc. is also underlined. Improved image and reputation, increased consumer confidence, attracting new clients and partners, and increased productivity and efficiency are some of the economic benefits of social responsibility for architectural and construction companies. The authors emphasise that socially responsible business is becoming a key factor in succeeding in today's environment. Active cooperation with the public, government agencies and research organisations is essential for the further development of architectural and construction companies on the basis of social responsibility. In this way it will be possible to develop and implement innovative approaches aimed at ensuring sustainable development and improving the standard of living of the population. In general, the study shows that integrating socially responsible practices into the activities of architectural and construction companies contributes not only to effective risk management and improving the quality of work, but also to creating a positive image of the company, attracting new clients and maintaining a stable position in the market.*

*Keywords: social responsibility of an architectural and construction company, sustainable development, environment, innovative technologies in the construction sector, reputation of the company, economic benefits.*

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## ШЛЯХИ СОЦІАЛЬНОЇ ВІДПОВІДАЛЬНОСТІ АРХІТЕКТУРНО-БУДІВЕЛЬНОГО ПІДПРИЄМСТВА: ЕКОНОМІЧНІ ПЕРЕВАГИ ТА ВЕКТОРИ ПОДАЛЬШОГО РОЗВИТКУ

*Стаття присвячена вивченню шляхів забезпечення соціальної відповідальності архітектурно-будівельних підприємств та оцінці економічних переваг, пов'язаних з впровадженням таких практик. Автори зазначають, що у сучасному світі спостерігається зростаюча увага до соціальної відповідальності бізнесу, в тому числі і в будівельній галузі. Це обумовлено підвищенням рівня свідомості громадян щодо впливу людської діяльності на навколишнє середовище та суспільство в цілому. Відповідно, архітектурно-будівельні підприємства повинні не лише виконувати свої професійні завдання, а й враховувати екологічні, безпекові та комфортні аспекти для користувачів, а також взаємодіяти з місцевими громадами. Основними перевагами впровадження соціальної відповідальності визначено: покращення репутації компанії, залучення та утримання талановитих співробітників, підвищення конкурентоспроможності на ринку та забезпечення сталого*

розвитку. Досягнення високих стандартів соціальної відповідальності може також сприяти залученню інвестицій та партнерству з урядовими та недержавними організаціями. Дослідження детально розкриває основні напрями забезпечення соціальної відповідальності в діяльності архітектурно-будівельних підприємств. Зокрема, забезпечення безпеки та комфорту мешканців будівель, врахування соціокультурних та екологічних аспектів, активна взаємодія з місцевими громадами. Особливо підкреслюється важливість зменшення негативного впливу на навколишнє середовище через використання інноваційних технологій, екологічних матеріалів, енергоефективних рішень тощо. Економічні переваги соціальної відповідальності для архітектурно-будівельних підприємств полягають у кращому іміджі та репутації, підвищенні довіри споживачів, залученні нових клієнтів та партнерів, підвищенні продуктивності праці та ефективності діяльності. Автори наголошують, що соціально відповідальний бізнес стає ключовим фактором успіху в сучасних умовах. Для подальшого розвитку архітектурно-будівельних підприємств на засадах соціальної відповідальності важливо активно співпрацювати з громадськістю, державними установами та науковими організаціями. Це дозволить розробляти та впроваджувати інноваційні підходи, спрямовані на забезпечення сталого розвитку та підвищення рівня життя населення. Загалом, дослідження доводить, що інтеграція соціально-відповідальних практик у діяльність архітектурно-будівельних підприємств сприяє не лише ефективному управлінню ризиками та покращенню якості робіт, а й створенню позитивного іміджу компанії, залученню нових клієнтів та збереженню стабільної позиції на ринку.

*Ключові слова:* соціальна відповідальність архітектурно-будівельного підприємства, сталий розвиток, навколишнє середовище, інноваційні технології в будівництві, репутація компанії, економічні переваги.

## **GENERAL STATEMENT OF THE PROBLEM AND HOW IT RELATES TO IMPORTANT SCIENTIFIC OR PRACTICAL ISSUES**

In today's world, including the construction and architectural industries, there is an increasing focus on social responsibility. This reflects a growing awareness among citizens and businesses of the impact human activity has on the environment and society as a whole. Architects and builders are therefore obliged not only to carry out their professional duties, but also to consider an important area – social responsibility – when they operate. This means considering environmental aspects, safety and comfort standards for users, as well as interacting with local communities and contributing to the overall wellbeing of society.

Improving corporate reputation, attracting and retaining talented staff, increasing market competitiveness and ensuring sustainable development are some of the key benefits of integrating social responsibility into the activities of architectural and construction companies. Achievement of high standards of social responsibility can also be a factor in the attraction of investment and partnerships with government and non-government organisations. This opens up new opportunities for project development and partnerships. These not only contribute to economic growth, but also to the social development of local communities.

In general, the study and implementation of social responsibility by architectural and construction companies is an important step towards the improvement of the quality of life of citizens, the preservation of the environment and the promotion of sustainable development of society as a whole. It enables companies not only to be successful in economic terms, but also to make a positive contribution to the environment in which they operate.

## **ANALYSIS OF RECENT RESEARCH AND PUBLICATIONS**

Various aspects of this problem have been the subject of study and presentation in the works of Ukrainian and foreign scientists, such as O. Yemelianova, V. Tytok, O. Pylypchuk [1]; Yu. Zhidkova, T. Apatenko [2]; A. Bilyk [3]; B. Dmytriv [4]; L. Musina, A. Yamchuk, T. Kvasha [5]; V. Bondar [6]; N. Orlova [7]; V. Vasyuta; A. Radchenko [8]; O. Khilukha, M. Nadeiko [9]; O. Arefieva [10]; I. Lytovchenko [11]; N. Pavlikha, I. Tsybalyuk, N. Khomyuk, M. Voichuk, A. Savchuk, V. Kolomechuk, S. Tsybalyuk [12]; I. Vlasova, S. Kalashnikova, O. Orzhel, V. Ryabchenko, K. Trima, L. Chervona [13]; Z. Yurynets [14]; O. Shutayeva [15].

## **FORMULATING THE ARTICLE'S OBJECTIVES**

The purpose of the research is to analyse and study the possibilities of ensuring the social responsibility of an architectural and construction company, as well as to evaluate the economic benefits associated with the implementation of social responsibility practices.

## **THE MAIN MATERIAL STATEMENT**

Social responsibility in architecture and construction is a very broad term. Its ultimate goal is to ensure that high standards are maintained throughout the design and construction process, while maintaining overall sustainability in terms of people, education, community or the environment. Based on the implementation of scientific and technological progress in the field of construction equipment, technology, organisation and management, the main task of social responsibility in modern construction is to ensure the effective functioning of construction companies and their continuous technical and social development. The social responsibility of architectural and construction companies is based on the concept of social responsibility, which is the responsible attitude of companies towards their employees, consumers, partners and their products [1, p. 166].

One of the main principles of the social responsibility of architectural and construction companies is the provision of safety and comfort for the building's occupants. From the design to the operation of buildings, this principle requires companies to consider the needs and interests of building users. The safety of building occupants is of vital importance. Therefore, architectural and construction companies should ensure that construction projects

meet the requirements of fire safety, structural stability, energy efficiency and other necessary parameters [2, p. 147-153].

The use of innovative technologies and materials that improve the safety, ergonomics and aesthetics of building structures is one way of ensuring the safety and comfort of building occupants. Another way to improve the safety of buildings and the comfort of their occupants is to provide for different emergency scenarios and an effective evacuation system. To ensure the safety and comfort of all users, compliance with the principles of building accessibility for people with disabilities is also important. A necessary step in this direction is the inclusion of special facilities and design that takes into account the needs of different population groups. Architects and builders should consider the psychological comfort of occupants as well as physical safety. Well-planned space, ergonomic design and acoustic comfort are all important aspects that affect the overall comfort of those using a building.

In addition to the safety and comfort of the occupants, the socio-cultural and environmental aspects should also be taken into account by architects and construction companies [3, p. 95-96]. Creating spaces that facilitate communication and interaction between occupants, as well as using environmentally friendly technologies and materials, contributes to creating sustainable and efficient living and development environments.

Another important aspect of corporate social responsibility is the active involvement of the community in the design and construction process. Projects help to improve the overall quality of life and increase satisfaction with the product by taking into account the opinions, needs and interests of local residents. A prerequisite for creating a sustainable and socially responsible environment in the construction industry is the establishment of dialogue and cooperation between different stakeholders, including government agencies, public associations, local communities and other interested parties [4, p. 100]. In particular, the creation of a harmonious and prioritised environment, in which the safety, comfort and needs of the residents are at the forefront, will be facilitated by the coherence of decisions taken in the field of architecture and construction with generally accepted standards and sustainable development objectives.

There is no doubt that architectural and construction companies should take into account the environmental impact of their activities. They should reduce the negative impact on nature and contribute to the creation of a sustainable and environmentally friendly infrastructure.

The analysis and assessment of the impact of construction activities on natural resources and the environment is an important step in ensuring the environmental sustainability of architecture and construction projects [5, p. 3]. This process enables the identification of potential negative impacts and the development of strategies to prevent or compensate for them. Important steps in implementing the principles of environmental responsibility include reducing emissions and resource consumption, using energy-efficient technologies and materials, and implementing innovative solutions to reduce waste and pollution. In today's environment, one of the priorities of architectural and construction companies is to develop green building projects that meet the requirements of sustainable development and help to reduce the carbon footprint of construction. Using natural materials such as wood, stone or bamboo, as well as implementing green building design principles, can reduce the environmental footprint of construction and contribute to creating a healthy and environmentally friendly living environment. Important components of an environmentally responsible approach to construction include the design of spaces to restore natural ecosystems, the creation of green roofs and courtyards, and the rational use of land resources. Energy audits and the installation of renewable energy systems, such as solar panels or geothermal systems, can reduce the energy dependency of buildings and their emissions. An important element of improving the environmental sustainability of buildings is the development and implementation of water management programmes, including rainwater harvesting and treatment, and reuse of water in heating and air-conditioning systems. A comprehensive analysis of environmental impacts and the development of effective mitigation strategies can be achieved by involving environmental and sustainability experts in the development and implementation of construction projects. Implementing the principles of the circular economy in construction, i.e. minimising waste and maximising the use of secondary resources, is part of promoting the creation of environmentally friendly and sustainable infrastructure. Identifying and implementing innovative technologies and practices that help reduce the negative impact on nature and contribute to the construction of environmentally sustainable and energy-efficient buildings should be the focus of the activities of architectural and construction companies.

The economic benefits of corporate social responsibility (CSR) for architectural and construction companies are an important part of their developing strategy. The ability of companies to take responsibility for their actions and impact on the community and the environment is a key factor in the creation of a positive image and the securing of stable demand for their products and services [6, p. 106]. To succeed in the modern business environment, companies should focus on these aspects in their development strategy, as consumer awareness of environmental issues and corporate social responsibility is constantly increasing.

There is significant potential to attract new customers and retain existing partnerships by engaging in socially responsible activities, including environmental protection, contributing to the socio-economic development of local communities and improving the quality of life of employees and their families. Consumers are becoming increasingly discerning in their choice of products and services. They prefer companies that not only offer high

quality and competitive products, but also demonstrate their commitment to sustainable development and social responsibility.

Construction companies can gain a significant competitive advantage in the marketplace by successfully combining economic and social objectives. Increasing consumer confidence, building a positive brand image and developing sustainable, long-term relationships with customers are all benefits of investing in social projects and initiatives. Architectural and construction companies have the opportunity to use this as a strategic tool to attract new clients and broaden their audience, as consumers prefer companies with high standards of social responsibility [16].

The priorities of socially responsible business, such as building a corporate culture, raising the level of employees, contributing to the solution of social problems and the development of local communities, not only contribute to the improvement of working conditions and the well-being of employees, but also create a positive image that attracts new clients and partners [7, p. 136-138]. The efficient use of resources, increased productivity and innovative approaches, characterised by a high level of responsibility and ethics, are key factors for the success of architectural and construction companies in the current economic environment.

When choosing products and services in today's world, most consumers increasingly consider the social responsibility of companies. This opens up new opportunities for architectural and construction companies. They can increase sales and generate additional revenue. A key factor in market competition is consumer trust in brands that actively implement social responsibility principles.

In addition to sales growth, corporate social responsibility can also have a positive impact on a company's reputation with consumers. Consumers are increasingly choosing partners in the construction sector based on the quality of work, attitude to employees and compliance with environmental standards. Architects and builders can attract more clients and increase their competitiveness in the market by actively demonstrating their social responsibility.

Implementing socially responsible practices can have a positive impact on the internal dynamics of companies, in addition to increasing sales and improving reputation. The involvement of employees in common goals, the increase in motivation and the stimulation of creative approaches to problem solving can all lead to an increase in the productivity and efficiency of companies [8, p. 137]. In this way, social responsibility can become not only a key factor for the success of architectural and construction companies in the market, but also an incentive for the creation of a stable and prosperous business in the future.

A good reputation in the area of social responsibility plays a crucial role in the choice of a company by its clients. Clients consider ethical business standards to be extremely important. This aspect opens up new prospects for attracting talented employees who want to work in an environment where the company has a reputation for its positive impact on the social environment. Investment in corporate social responsibility can therefore contribute to sustainable business growth, the strengthening of partnerships and the creation of a solid foundation for the company's future success.

Maintaining high standards of social responsibility leads to a positive perception of the company as a socially responsible entity. This in turn increases its prestige and attractiveness to various audiences. This approach helps to improve relationships with stakeholders, including consumers, partners, investors and the public, creating a positive impression of the company and enhancing its competitiveness in the current market environment.

In every industry, it is becoming increasingly important to be recognised as a socially responsible company. A company not only enhances its reputation but also ensures sustainable growth and long-term success by investing in the development of social programmes and projects. This approach to business helps to create favourable conditions for the overall development of the company, increases its attractiveness to employees and enhances customer loyalty, which ultimately has a positive impact on financial performance and long-term business planning.

As an element of social responsibility and business management, effective risk management and elimination of negative consequences can contribute to the improvement of construction quality and increase of customer satisfaction with the company's work [9, p. 35]. Reducing the risk of problems and ensuring a continuous construction process involves considering potential hazards, analysing probabilities and taking timely action.

Careful planning, constant monitoring and analysis of potential threats to the successful completion of the project are part of a systematic approach to risk management in construction. Responding to identified risks in a timely manner will help avoid serious problems and ensure a high quality of work, which in turn helps to improve consumer perception and contribute to a positive corporate image.

By ensuring that projects are completed on time and to quality standards, the avoidance of negative consequences in construction can ensure the continued operation of the business. The implementation of effective risk management systems is a key factor in the improvement of productivity and efficiency, which in turn ensures the successful completion of tasks and the achievement of objectives.

A key factor in ensuring high quality standards and customer satisfaction is therefore responsible risk management in construction. The stability and reliability of construction projects, and thus the company's ability to be a competitive and reliable partner for its clients, can be ensured through continuous attention to risk management processes.

Active improvement and expansion of the scope of their social responsibility programmes is essential for the further development of architectural and construction companies. This means adapting to current market challenges and trends, while taking into account the diverse needs and expectations of consumers. Key aspects are the development of innovative approaches to the improvement of the quality of life of the community, the assurance of sustainable development and the implementation of effective mechanisms for interaction with consumers and stakeholders in general through project activities [10; 11].

In particular, in order to jointly address social issues and implement a wide range of socio-economic development projects, architectural and construction companies should actively cooperate with the public, civil society organisations and government agencies. It's important to take into account the interests and opinions of different communities and invite them to participate in making strategic decisions and developing their own innovation programmes.

An important issue for architectural and construction companies is to ensure sustainable development and improve the living standards of the population. Among the ways to achieve this goal are unique strategies aimed at the balanced use of resources, the minimisation of negative impacts on the environment and the active implementation of innovative approaches in construction [12, p. 255-259].

In summary, integrating socially responsible practices into the activities of architectural and construction companies will not only help manage risks effectively and improve the quality of work, but also contribute to a positive corporate image, attract new clients and maintain a stable market position. Architectural and construction companies are key players in shaping the modern socio-economic space due to the importance of ensuring sustainable development and social and environmental responsibility.

Cooperating with universities and research institutes can help companies to ensure social responsibility [13, p. 138-140]. There is no doubt that cooperation with universities and research institutions has great potential for companies in the construction industry. It allows them to develop and implement new methods and technologies aimed at reducing the negative impact of construction on the environment. Universities and research institutions have extensive experience in conducting scientific research and developing new technologies that can help companies improve their operations in line with the principles of sustainable development and environmental responsibility.

Knowledge and skills can be shared and innovative solutions developed in the construction industry through joint projects and research between companies and educational institutions. This collaboration can lead to new approaches to using renewable energy, reducing harmful emissions during construction, and introducing environmentally friendly materials and technologies which will help preserve the environment.

By cooperating with universities, companies gain access to modern research and innovation related to construction, which enables them to remain competitive in the market and to meet the demands of the present [14, p. 357]. In addition, such cooperation contributes to the creation of sustainable innovative development in the construction industry by promoting the integration of education, science and business.

It is also very important to support young scientists and students who can make a contribution to the development of environmentally friendly technologies and building principles. By creating new opportunities and positioning companies as leaders in green building, collaboration with universities stimulates innovation and forward thinking in the industry. Ultimately, this approach contributes to the improvement of the environment and the sustainable and efficient use of resources in the construction industry.

Ensuring the corporate social responsibility of architectural and construction companies is a complex task that must be carried out continuously and must evolve along the way. This process can be halted if one of the social partners (company, employees, community) fails to fulfil its social and labour obligations, which will inevitably affect not only the level of competitiveness but also the results of the company's business activities. For example, the concept of a "competitive company" should apply to every person employed by a company. Today, there are significant opportunities for personal development. However, there are also serious problems associated with the lack of job security, income, social protection, etc. Therefore, the effective regulation of social and labour relations by the social partners has a direct impact on the level of social protection of employees and their personal competitiveness, which is one of the conditions for the effective functioning of the company [15, p. 77].

It is important to note that the social responsibility of architectural and construction companies should be a continuous, innovative and comprehensive process that affects the interests of all stakeholders, from employees to local communities. Only under such conditions can sustainable increased competitiveness be achieved and a balanced socio-economic environment created [17, p. 167-168].

It is therefore a complex task, which can bring significant economic benefits, to ensure the social responsibility of architectural and construction companies. In particular, the main economic benefits of implementing social responsibility include: increasing competitiveness by improving the company's image and reputation; reducing the risks associated with violating ethical and environmental standards; developing long-term partnerships with stakeholders; stimulating innovation and optimising the use of resources; and attracting additional investment from interested states and organisations.

Key areas for the implementation of corporate social responsibility include: environmental responsibility through the use of sustainable materials, technologies and energy efficiency; responsibility towards employees,

which includes the provision of safe working conditions and social guarantees; cooperation with local communities, participation in social projects and consideration of community interests; as well as compliance with ethical standards and transparency in all aspects of business practice [18].

Promising indicators of corporate social responsibility development include adopting modern technologies; investing in research and development; creating a corporate culture focused on social responsibility; introducing systems for monitoring and reporting on the effectiveness of social initiatives; and developing partnerships with the state, the public and other companies.

We believe that a key factor for successful and sustainable development in the current environment is the integration of social responsibility principles into the activities of architectural and construction companies. In this way it is possible not only to obtain economic benefits, but also to make a significant contribution to the creation of a socially oriented and environmentally friendly environment.

### CONCLUSIONS FROM THIS STUDY AND PROSPECTS FOR FURTHER RESEARCH IN THIS AREA

The study shows that for successful development in modern conditions, the social responsibility of architectural and construction companies is crucial. By implementing the principles of social and environmental responsibility, companies can not only increase their competitiveness, but also make a significant contribution to improving the quality of life of local communities and preserving the environment.

The key economic benefits of social responsibility for architectural and construction companies are

- enhancement of reputation and consumer confidence, leading to an increase in turnover and a broadening of the client base;
- reduction of the risks associated with having a negative environmental impact and breaching ethical standards;
- improvement of the ability to engage with stakeholders, including investors, partners and local communities;
- optimisation of costs and increase of production efficiency by implementing innovative technologies and solutions;
- attraction of additional investment and partnerships with governments and international organisations.

At the same time, implementing socially responsible initiatives brings non-financial benefits to architectural and construction companies, including

- building a positive corporate image and increasing their attractiveness to talented professionals;
- participating in social projects increases employee motivation and commitment;
- strengthening long-term partnerships with clients, suppliers and local communities.

In order to ensure the sustainable development of architectural and construction companies on the basis of corporate social responsibility, it is important to

- actively implement innovative environmental and social initiatives in collaboration with academic institutions, government agencies and public organisations;
- develop comprehensive social and environmental risk management strategies aimed at minimising the negative impacts of construction activities;
- continually improve social responsibility practices and adapt them to the changing needs of consumers and society.

Therefore, both for the business itself and for society as a whole, the social responsibility of architectural and construction companies is of great importance. It is not only an ethical obligation, but also a cost-effective practice that helps companies increase their competitiveness, reduce risks and promote sustainable development. Social responsibility is becoming increasingly important in today's construction industry, and companies that adhere to these principles have every chance of developing successfully in the future. It is important to understand that social responsibility has an impact not only on the company itself, but also on its relationships with employees, clients and the public. Therefore, when developing development strategies and interacting with stakeholders, it is important to take this aspect into account. Managing the environmental impact of construction, implementing social projects and partnering with NGOs are just some of the aspects of social responsibility that can make construction more successful, sustainable and influential in the modern world.

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