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Key changes in CSR (Corporate Social Responsibility) practices of retail enterprises in Ukraine following the full-scale russian invasion in February 2022, and prospects for their CSR development



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Agenda

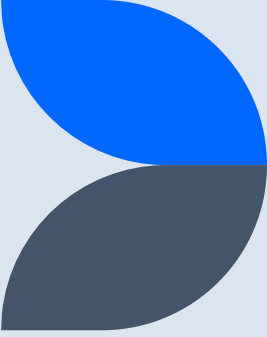
- Introduction
- Ukraine in the World giving index ranking 2021/2023
- The peculiarities of the retail market in Ukraine in 2022-2023
- Promising directions for CSR in the retail sector
- Summary



Introduction

The state of corporate social responsibility (CSR) in the Ukrainian retail sector has undergone significant changes since the full-scale Russian invasion of Ukraine in 2022. These transformations were caused by rapid changes in the operational activities of these enterprises caused by significant external disruptions. This study aims to assess the impact of these changes on CSR initiatives and identify key issues and opportunities for development in the field of corporate social responsibility in the retail sector of Ukraine.

UKRAINE IN THE WORLD GIVING INDEX RANKING 2021/2023



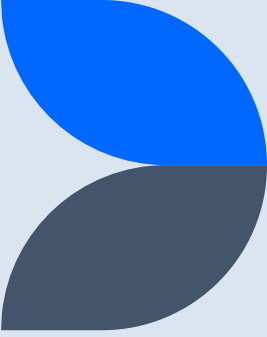
YEAR	RANK	WORLD GIVING INDEX	HELPED A STRANGER (% OF ADULTS)	DONATED MONEY (% OF ADULTS)	VOLUNTEERED (% OF ADULTS)
2023	2	62%	78%	70%	37%
2021	20	43%	66%	43%	19%
SCORE CHANGES	18 ↑	19% ↑	12% ↑	27% ↑	18% ↑

The peculiarities of the retail market in Ukraine in 2022-2023

- The direct losses in the retail sector due to military actions in Ukraine amounted to \$2,426 million in 2022-2023
- In 2022, due to occupation and destruction, the number of retail outlets decreased by 18%, while in 2023 there was an increase of 12%
- The share of turnover through online sales increased from 14% to 15% over the year
- In 2021, the total turnover of the Ukrainian retail amounted to 1.440 trillion UAH. In 2022, this figure reached 1.162 trillion UAH, which is 280 billion UAH less
- According to the State Tax Service of Ukraine, in 2022, all retail sector companies paid over 90 billion UAH in taxes to budgets at all levels. The industry remains one of the main sources of budget revenues
- At the end of December 2022, the top 92 Ukrainian retail chains employed 425,532 workers engaged in network operations

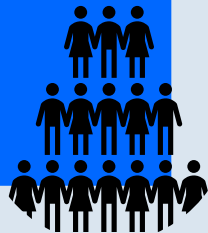


Promising directions for CSR in the retail sector



- Shelter organization
- Flexible work schedule
- Support for relocated employees
- Relocation programs for employees and their families
- Material and non-material support for employees

Employees



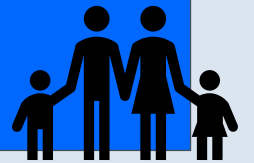
- Programs to support and integrate employees and their families upon their return after completing their service
- Veteran support programs
- Financial support for the Ukrainian military
- Fundraising organization to support the Ukrainian military

Army



- Company-wide volunteering
- Aid to war victims
- Assistance in the restoration of damaged civil infrastructure
- Provision of humanitarian aid
- Assistance in the restoration of local communities

Society



Summary

Thus, our research revealed significant changes in the state of corporate social responsibility in the retail sector against the background of the Russian invasion of Ukraine in 2022. These changes are mainly due to the unfavorable business conditions that arose during this war. This situation indicates a change in the focus of CSR on other, more relevant aspects. Based on the forecasts regarding the course of CSR of retail trade enterprises during military operations, it can be stated that enterprises with more developed corporate social responsibility will have more advantages in this market than others.

Thank you

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