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SUSTAINABLE BUSINESS DEVELOPMENT - THE PERSPECTIVE OF SOCIAL RESPONSIBILITY STRATEGY

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Abstract: *Social responsibility is considered a business culture that is based on economic and social equity, fair behavior, integrity, moral principles and investment in the community, thus ensuring the connection between the private environment and the community, as well as sustainable development. Social responsibility aims to improve the quality of life and provide numerous opportunities to community members. Social responsibility is seen as a practical, results-oriented tool that comes up with solutions and opportunities for solving problems of a social and ecological nature, through the active involvement of the private environment.*

• Introduction

Social Responsibility is, in the true sense of the word, a business culture that includes:

- Economic equity;
- Social equity;
- Correct behavior;
- Transparent relationships;
- Integrity;
- Moral principles;
- Investments in the community.

Seen as part of business strategy, social responsibility represents:

- ✓ The organization's commitment to contribute to the economic development of the community through the active involvement of employees, their families, the local community, society at large;
- ✓ Carrying out community activities, with a high impact on society;
- ✓ A concept by which the organization decides to voluntarily contribute to the improvement of the community in which it operates;
- ✓ A transparent and socially responsible business practice;
- ✓ The relationship that a company develops with its wide range of stakeholders (actors involved). This category includes customers, employees, community members, investors, etc.;
- ✓ An investment made by companies for the good of the community/society;
- ✓ A contract between society and the business sector.

• Material and method

In order to achieve the proposed goal of this article, the authors went through the following stages: studying the specialized literature, analyzing and interpreting the data, drawing conclusions.

• Results and discussions

Social Responsibility ensures the achievement of a strong connection between the private environment and the community, while ensuring sustainable development. The concept of social responsibility can be found both at the level of multinationals and small and medium-sized enterprises (SMEs). Social responsibility must be both an additional and an integrated part of the SME, which must not jeopardize the smooth running of the activities carried out by the respective company, but represent a positive side of the SME's responsibility towards society, which generates benefits for society and SMEs.

Social responsibility must be treated as an investment, not as a cost, like quality management. Such companies can have a comprehensive financial, commercial, but also social approach, which leads to a long-term vision, which involves minimizing risks.

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• Conclusions

Social responsibility is a subject that presents itself timidly in the business climate in Romania, being still viewed with some reluctance. Even if viewed with reluctance, social responsibility brings a number of benefits to those who embrace the concept.