

SOCIAL RESPONSIBILITY FOR PROVIDING SUSTAINABILITY*SÜRDÜRÜLEBİLİRLİĞİN SAĞLANMASI AÇISINDAN SOSYAL SORUMLULUK*Yunus Yılmaz¹**ABSTRACT**

Voluntary social responsibility activities and projects by businesses that hold the vast majority of the world economy in areas such as social, education, health and environment, have a significant impact on achieving sustainability. For this reason, the concept of social responsibility has gained importance and popularity simultaneously with the rise of the concept of sustainable development in the world. This concept is more and more important to businesses on the understanding that social responsibility concept and practices contribute to sustainable development positively. The aim of working towards this importance is to examine the social responsibility concept and to raise awareness for the relevant circles. Within this context, a conceptual framework has been established by searching the related literature about social responsibility.

Keywords: Sustainability, Social Responsibility, Enterprises

ÖZET

Dünya ekonomisinin büyük çoğunluğunu elinde bulunduran işletmelerin sosyal, eğitim, sağlık ve çevre gibi alanlarda gönüllülük esasına göre yaptıkları sosyal sorumluluk faaliyet ve projeleri, sürdürülebilirliğin sağlanmasını önemli ölçüde etkilemektedir. Bu nedenle sosyal sorumluluk kavramı, dünyada sürdürülebilir kalkınma kavramının yükselmesi ile eş zamanlı olarak önem ve popülerlik kazanmıştır. Sosyal sorumluluk kavramı ve uygulamalarının sürdürülebilir gelişmeye olumlu yönde katkılarda bulunduğu anlaşılması üzerine işletmeler bu kavrama her geçen gün daha çok önem vermektedir. Bu önem doğrultusunda çalışmanın amacı, sosyal sorumluluk kavramını inceleyerek ilgili çevrelere yönelik farkındalık oluşturmaktır. Bu kapsamda sosyal sorumluluk konusuyla ilgili literatür taraması yaparak kavramsal çerçeve oluşturulmuştur.

Anahtar Kelimeler: Sürdürülebilirlik, Sosyal Sorumluluk, İşletmeler

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INTRODUCTION

It is unthinkable that today's businesses, which are social and open systems in interaction with the environment, are not sensitive to social changes. Businesses also carry out social, economic and legal responsibilities against collecting while performing their production activities. In other words, the enterprises play an important role in ensuring the prosperity of society in terms of economic and social effects (Özkaya, 2010: 248).

Social responsibility has become very important both in national and international terms in terms of businesses. In terms of large-scale enterprises, social responsibility-related activities, which are widespread in practice, are expanding in various cultures and geographies in terms of small and medium-sized enterprises and increasing its influence globally day by day. Businesses publish annual reports on more than half of the issues, and most of them have a separate management stage related to social responsibility (Caymaz et al., 2014).

In this study, literature on social responsibility is searched and it is aimed to present summary information about definition, scope and importance of social responsibility concept.

Concept of Social Responsibility

The concept of social responsibility in enterprises is referred to in the literature as "Corporate Social Responsibility". There are many definitions in the literature related to CSR. According to the European Union, CSR is a stakeholder of employees, customers, shareholders, neighbors, competitors, suppliers, public institutions and so on. (European Commission Green Paper, 2001: 336) in their interaction with the environment and social issues in the direction of the voluntary nature of their activities and plans.

According to the definition of the European Union, the main features of the concept of social responsibility can be listed as follows (CSR Turkey Report, 2008):

Despite the institutional belief in the concept used as CSR, both social issues and environmental issues are addressed.

- Social responsibility businesses that address both social and environmental issues are not independent of their business activities and plans.
- Volunteering in CSR activities is essential.
- Another important feature of the CSR is that the employers, customers, neighbors, public actors, etc. to share with their internal and external stakeholders.

In addition to the above recognition, the United Nations has developed the United Nations Global Compact 10 Principle. These principles lay the groundwork for the international field CSR (Global Compact Web Site, 2009). These are:

1. Internationally recognized human rights must be protected and respectful of human rights,
2. Human rights should not be violated in any way,
3. The freedom of collective bargaining and unionization should not be restricted,
4. No one should be forced to work except for volunteerism,
5. Child workers should not be employed,
6. No discrimination shall be made in the provision and selection of work,
7. The protection of the environment and nature should be supported,
8. Environmental responsibilities must be taken,
9. Environmentally friendly technologies should be developed and used,

10. Every kind of corruption must be countered.

If a general definition should be made in the light of these knowledge; Social Responsibility is an activity that produces economic value in the interaction with stakeholders in order to ensure the sustainability of the enterprises and protect their reputation while at the same time generating social and social benefit or avoiding harm.

Scope of Social Responsibility

Henry Eilbert and Robert Parket, who worked on the issue of social responsibility in businesses; the best way to understand social responsibility is to think of social responsibility as "good neighborly relations". This idea can be understood in two different ways. First, this idea can be thought of as not doing anything harmful to neighborliness, and secondly it can be considered as an obligation that must be endured as a compulsory solution to the problems of neighbors (Lelebici Kacur, 2008, 55). Within the scope of social responsibility concept activities, the activities which are expressed as to do beneficial works or avoid evil works in relations with the neighboring stakeholders of the enterprises are tried to be expressed below (Şimşek, Çelik ve Akgemci, 2014: 365).

Within the scope of beneficial activities to stakeholders;

- Be environmentally friendly,
- Having ethical and moral values,
- To be correct, transparent, reliable,
- To protect the health and safety of consumers,
- It can be said to sign social projects.

In the context of avoiding harmful activities to stakeholders;

- Air, water, soil, noise pollution, global warming, etc. environmental sensitivity and environmental pollution prevention,
- Child labor, unfair working hours, salaries and wages and discrimination, etc. not neglecting business ethics and ethical values in employment opportunities and working conditions,
- Providing misleading information to shareholders and shareholders,
- It can be said that cheating of the consumers is prevented.

These obligations are responsibilities towards all stakeholders, both inside and outside the country. The stakeholders for which the companies are responsible are stated below (Aktan and Börü, 2007: 8, Ak, 2016: 16);

- Responsibility towards employees,
- Responsibility to consumers (customers),
- Responsibility to shareholders,
- Nature and environmental responsibility,
- Responsibility towards suppliers,
- Responsibility and
- Responsibility for collecting.

The Importance of Social Responsibility

Under today's challenging conditions, businesses have realized that social responsibility activities are as important as marketing, finance, and production functions. Social responsibility

includes a number of responsibilities that an entity must meet in addition to some economic and legal responsibilities. Social responsibility; (Leblebici Kacur, 2008: 52). It is the responsibility of the public to comply with the social effects of the activities of the enterprises and the norms of the society.

Businesses generate profits by producing goods and services to satisfy the needs of the society. However, each business produces some kind of damage to the environment more or less in some way. In total, 90% of the world economy is directed by these enterprises, the use of resources during production, post-production waste generation, such as how important influence on society and the environment should be considered. This situation shows how the businesses should act responsibly and responsibly towards collecting and the environment (İşseveroğlu 2001; Uysal, 2006: 22).

CONCLUSION

Businesses must adhere to the rules of social responsibility, which are internationally valid. At the beginning of these regulations are the European Union Compliance Regulations, SA 8000, FTSE4GOOD Index and Green Washing Index. The world's viability is closely related to the value they place on environmental elements in the operations of businesses that have 90% of the world's economy and are harmful to each product they produce. Finally, it is quite meaningful for the United Nations Environment Program to designate the ecological environment slogan as "a heritage that we will leave our offspring, not a legacy from our ancestors." It is not possible for businesses that are not sensitive to social responsibility to be able to sustain their assets in the long run.

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