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ECOLOGICAL MANAGEMENT AS THE WAY TO RESPONSIBLE BUSINESS OPERATION

Abstract: During an era of globalization and the increasing dependence of business in any sphere on the international markets of raw production, the equipment, spare parts, the accompanying goods and even labor, the firms, first of all large ones, should pay special attention to corporate social responsibility and its components: ecological and social. If the company is less interested in the social part of corporate social responsibility since its improvement doesn't make obvious profit, then the owners of the companies has to be especially strongly interested in ecological component.

Keywords: corporate social responsibility of business, ecological management, environmental protection, reduction of emissions, ISO 14001, standards of ecological management, ecological management at the enterprise, responsible business.

This article shows a place of ecological management in the system of corporate social responsibility of business, defines features and examples of corporate social responsibility in the international business, defines relationship of ecological management systems and quality management systems, investigates features of introduction of ecological management system at the enterprise according to the international standards, defines consequences, positive and negative sides of introduction of ecological management.

In the modern world the role of influence of one person on the environment is minimum, however the problem of influence appears at the level of the state or the certain sphere of business. In the environmental policy the state tries to influence activity of firms, the companies, that is dangerous to the nature. In order to avoid withdrawal of the large companies from responsibility for actions, negative in relation to the environment, the whole ecological legislation has been created, however everything is built so that often it is more favorable and simpler to producers to pay for damage caused to the nature, than to enter new technologies for development of environmental policy and management of the company. The ecological sphere has no special appeal at all among businessmen as modern business is constructed and focused on the obtaining maximum benefit in those spheres of conducting business, where there is a possibility of fast development and stable growth.

As N. Korabayeva notes: "For ensuring sustainable economic and social development and environmental protection at the national and regional levels, deepenings of market reforms and also taking into account a transition period the priority value gets use of economic mechanisms for effective inexhaustible use of natural resources, the conservation of biodiversity, respect for ecological safety, protection of the surrounding environment and ensuring health of the population with an ecological component" [1].

Today to be attractive in terms of investment and to have loyalty from society and the state, business has to be based on socially – responsible behavior of the company. It assumes existence in the companies of a certain ethical, standard device which exists and is expressed in the concept of corporate social responsibility. Corporate social responsibility becomes demanded presently as in our country and around the world, and problems of its realization are relevant in business processes as management of the companies becomes more and more inclined to conducting production in an honest, transparent and responsible way.

At the same time, recently the interest of scientists-economists are involved more and more by social components of development because the social orientation of national economy is the most important knot of the national plan [2].

Corporate social responsibility of business (English — CSR — corporate social responsibility) is rather new scientific and practical concept according to which the organizations consider the interests of all society, conferring on itself responsibility for influence of their activity on customers, suppliers, workers, shareholders, local communities and other interested parties of society in the country of basing, neighboring countries and in the world in general [3].

This responsibility means taking obligations by the firm for observance of society interests. Thus, the taken obligations are beyond the obligation established by the law to observe the legislation and assume that the organizations voluntarily take additional measures for improvement of quality life of workers' and their families and also local community and society in general.

According to A. Kazhenova "CSR implies that companies take care of their positive impact on society while doing business" [4].

First of all corporate social responsibility belongs to multinational corporations and also to the firms which are carrying out foreign economic activity as in the field of sales, involvement of foreign labor, etc., and in the field of purchase of raw materials, materials, the equipment and even receiving consultations of foreign experts.

The concept of corporate social responsibility means interaction of two components: social and environmental efficiency of the enterprise. A number of the reporting instructions and standards has been developed, which serve as the basic principles of social account, audit and reporting. It should be noted that all these standards in most cases have a voluntary nature and are created by various institutions, as by the international organizations (for example, family of ISO 14000 ecological management standards has been created by the International Organization for Standardization), and the private organizations (for example, certification of Green Key hotels) [5].

The concept of ecological management has arisen enough recently and presently there is an active development and a research of this field of knowledge. Theories and practicians of many scientific, social and administrative disciplines are necessary for the solution of various environmental problems and environmental management. So, ecological management is the innovative theory which studying and development is very relevant in the context of a problem of ecological responsibility.

From the middle of the 90th years of the concept of ecological management have gained great value due to the need of implementation of these complex requirements and need of providing proofs to groups of influence. Two types of concepts of ecological management can be distinguished:

a) international formally recognized system of ecological management (SEM) and

b) so-called "feasible" methods of ecological management (FMEM).

The international officially recognized systems of ecological management have two regulating documents today:

- The international existing standard for ecological management the certified ISO 140013 and
- The European existing EMAS4 standard (Environmental Management and Audit Scheme) [6].

The research of references on ecological management demonstrates that since 2001 to this day, this works of Russian scientists have been devoted to this problem: G.V. Belova [7], S. V. Makarov [8], E.A. Polushina, T.A. Trifonova, etc.

In our country works of scientists K.U. Stamkulova, K.O. Shayakhmetova, S.D. Usubaliyeva have been made certain attempts on disclosure of bases of ecological management.

S.D. Usubaliyeva offers her own definitions, "Ecological management is the activity of public authorities and economic subjects mainly directed to observance of mandatory requirements of the nature protection legislation and also to development and realization of the corresponding purposes, projects and programs developed on the basis of the principles of ecoefficiency and ecojustice" [9].

The author reveals the purposes of ecological management. Objects of ecological management. In details describes levels of ecological management. Lists functions of ecological management.