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SUSTAINABLE DEVELOPMENT CONCEPT UNDER GLOBALIZATION

***Abstract.** The study is aimed at revealing the nature of the impact of economic, social and environmental problems on economic growth under globalization based on the sustainable development concept. As a result of the analysis, the reasons for the transition of Ukraine to the sustainable development model have been substantiated and the specified conditions have been specified. It has also been established that the problem of sustainable development needs to be solved by systematically addressing economic, environmental and social problems at all levels. It has been established that the introduction of international standards of business social responsibility will have a positive impact on the economic, environmental and social spheres of society and sustainable development of the region. The practical significance is to systematize the factors and conditions of sustainable development, on the basis of which the implementation of the sustainable development principles under globalization has been ensured.*

JEL Classification E 21, O 10

Introduction.

In modern times of development, the world is experiencing a profound socio-cultural catastrophe associated with the loss of a single human prospect as a result of the intensification of economic, social and environmental problems on a global scale. The development feasibility, in the center of which there is only material production, is increasingly being questioned, which necessitates a change in the whole paradigm – from the ideology of the material wealth accumulation on the ground to the ideology of "reasonable sufficiency", from the ideology of competition to the ideology of mutual assistance. This has conditioned the need for fundamental research into the nature of economic relations under globalization, resulting in the objectively emerging a society paradigm of sustainable development.

Handling the scientific literature (Heiets, 2003; Sokolenko, 1998; Alimov, 2005) allowed among the problems that hamper the development of Ukraine under globalization, also to distinguish the problems of regulation, namely the absence of a structure of a higher hierarchy capable of removing crisis phenomena; reduction of the state role; inefficiency of existing economic instruments and stimulation levers of introducing ecologically safe, energy-saving and resource-saving technologies; lack of complexity in solving problems of nature use rationalization and nature protection. The research has shown that the significant factors that hinder the development of Ukraine are inconsistency in the development of related industries, including the financial sector, the structural imbalance of the economy, the lack of a clear program of reforms aimed at creating an optimal regime for economic development (Fedulova; Fedulova, 2008; Striha, 2009; Sokolenko, 1998).

At the same time, it should be noted that Ukraine has the means to implement its development concept under globalization, among which (Sokolenko, 1998) are advantageous geopolitical location on the map of transnational transport and communication corridors; sufficient transport and communication infrastructure acceptable for the initial stage to enter the world economic space; the presence of a large number of highly skilled workers, engineering and scientific workers able to provide high-tech technologies in the industrial and technical sectors of the modern economy. These factors should urge the government of Ukraine to develop a system of large-scale measures to integrate the country into the system of the international economic community and in global markets, to promote its sustainable development. Thus, as analysis shows, globalization is an objective process of forming a holistic system of the modern world economy based on the transnational division of labor, characterized by increased global competition and uneven economic development, while maintaining a monopoly of developed countries with financial and technological resources.

1. Paradigm of sustainable development under globalization

The research approaches as for the definition of the notion “sustainable development” have shown that despite the large number of interpretations of this category, none of them has become commonplace. The phrase “sustainable development” is understood by most scientists as a process characterized by continuity, steadiness of change. At the same time, combined with the “development”, which is interpreted as evolution, expansion, growth, improvement, perfection, the word “sustainable”, which consists of two parts – “sustain” (to support, not to be allowed to quit, interrupt, to withstand) and “able” (the one having the ability) forms a phrase that has different interpretations in scientific circles. In addition, as noted in (Alimov, 2005), the phrase “sustainable development” has a contradiction, since development is a process of movement, which does not inherent in the concept of sustainability that this phrase performs in the concept of sustainable development.

The main tasks and basic requirements of sustainable development, as noted at the Johannesburg Summit in 2002, are eradicating poverty, impoverishment, changing unsustainable patterns of production and consumption, protection and rational use of

materialization on the base of economic and social development. Essential for sustainable development, as outlined in this document, is good governance within each country and internationally, and the basis of sustainable development at the national level is environmental, economic and social policies, democratic institutions that meet human needs, rule of law, means on combating corruption, ensuring equality between men and women and creating favorable conditions for investment. In 1999, an International Project “A Program for the Promotion of Sustainable Development in Ukraine” was initiated by the United Nations Development Program and the United States Agency to address the problem of combining the interests of society and nature.

The need for a sustainable development concept is determined by the environmental and socio-economic background (Figure 1).

In the historical document “European Choice. Conceptual bases of the strategy of economic and social development of Ukraine for 2002-2011” ensuring sustainable growth and accelerating overcoming the gap in GDP per capita between Ukraine and the EU member states is considered to be a condition for its European integration. The third section of this document states that since this gap has grown considerably in recent years, in such a situation, it is necessary to develop and implement a “... forward-looking development strategy that could provide one and a half times higher annual GDP growth rates in Ukraine than in general in EU countries. Such a growth must be accompanied by profound qualitative transformations, the realization of the tasks of sustainable development, defined by the world community as a strategy of existence in the XXI century”. Consequently, in this definition, sustainable development is to some extent equated with economic growth and is used in the phrase as “sustainable growth”, which does not correspond to its content according to the sustainable development concept. The study has shown that the paradigm of a sustainable development society is significantly different from the paradigm of an industrial (economic) society, which is based on the priority of economic growth through the widespread use of industrial methods of production, including agriculture. This is explained by the fact that in the industrial society there is a concentration of production and population, urbanization, the values system formation, oriented on efficiency, rationality irrespective of the natural environment. Social and economic progress in an industrial society takes place by increasing the production volume of material goods and obtaining economic benefits at any price. Under such conditions, the environment is subject to economic development, which causes the fundamental inability to protect the environment effectively (Drobnokhod).

In other words, sustainable development should ensure the harmonization and combination of social, economic and environmental goals, their implementation in a single socio-ecological and economic system of a certain territory (country, region). At the level of industry (by types of industrial activity) and individual enterprises, this category is practically not considered by scientists.

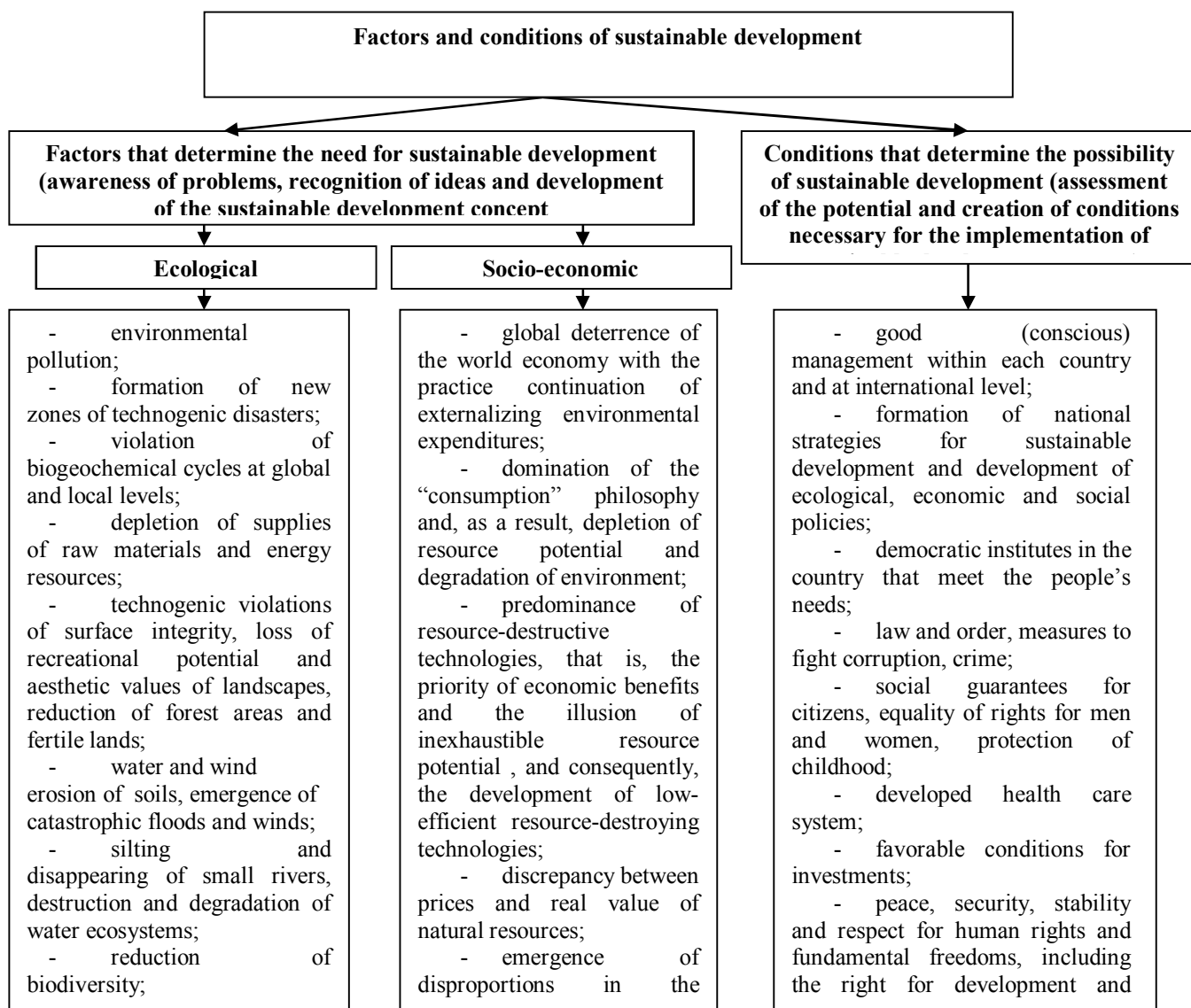


Fig. 1. Factors and conditions of sustainable development (developed by the authors on the basis of elaboration

Source: Trehobchuk 2002, Karaieva, 2008

Nevertheless, the sustainable development of individual territories requires the definition of appropriate strategies for individual industries, enterprises that influence and determine one or another state of biological, geographical, economic and social objects, which, in accordance with the concept of sustainable development, should be considered to be as a whole, as a certain “socio-ecological and economic system”, all components of which are developed in a balanced way. Stability and balance of individual subsystems are signs of sustainable development of the system as a whole. The conditions necessary to implement sustainable development of the territory, as noted in (Karaieva, 2008) include: 1) existence awareness of threats towards sustainable development, the idea of the goals and signs of sustainable development; 2) development of the basic foundations of the sustainable development analysis, creation of methodology and models of sustainable development of territories at different levels; 3) development of the mechanism of sustainable development of territories and mechanisms for their implementation.

The balance disturbance between individual subsystems testifies to the inconsistency of the particular object development (country, region, industry, enterprise) of sustainable development concept. The result of economic development in the socio-ecological-economic system is to provide not only the material but also the whole complex of human needs, including spiritual, social, environmental needs.

In modern times for Ukraine, as well as other countries, the issue of finding ways and mechanisms for managing the country sustainable development, its withdrawal to a new higher level of existence is especially acute. Historically, Ukraine's path to sustainable development began in 1992 at a conference in Rio de Janeiro, when Ukraine signed the Rio Declaration and the Agenda for the 21st century. At the following conferences, "Rio + 5" and "Rio + 10" Ukraine has confirmed its aspirations to follow this path. As a result, in 1997, the National Commission for Sustainable Development under the Cabinet of Ministers of Ukraine was created in Ukraine (Resolution of the CMU dated October 8, 1997, No. 1123).

In 2010, in accordance with Article 20 of the Law of Ukraine "On Environmental Protection", the UNECE Convention "On access to information, public participation in decision-making and access to justice in environmental matters" and, in order to ensure the right of the public to take part in environmental decision making, the Ministry of Ecology and Natural Resources of Ukraine developed and promulgated a draft National action plan on environmental protection of Ukraine for the period from 2011 to 2015 years for organizing its public discussion (Drobnokhod).

The "Strategy of innovation development of Ukraine for 2010-2020 in the context of globalization challenges" notes that the transition of the national economy to the standards of economically safe production and consumption in order to ensure sustainable economic development in general is due to the increasing dependence of the domestic economy on external, mostly negative factors. Among these factors the most significant are the limited and high cost of energy resources, the inefficient use of the raw material base and labor force. The factors that determine the low level of resource efficiency are the following: (1) high resource intensity of GDP, which is 2-3 times higher than the average achieved in the EU; (2) low level of processing of mineral raw materials; (3) the growth of exports of raw materials and products from it (for example, today Ukraine exports more than 85% of the metal produced by domestic metallurgy).

The growing dependence of the national economy on external factors, including negative, limited and high cost of energy resources, the need for more rational use of the raw material base and labor force should serve as an incentive to use innovations in order to increase the return potential from the available in the country and imported because of its limits resources, transition of the domestic economy to the standards of economically safe production and consumption in order to ensure sustainable economic development in general. In addition, these factors, coupled with low added value, cause not only negative economic consequences for Ukraine, but also cause resource and environmental problems that are manifested in pollution and degradation of the environment, land, increase in

quantity and deepening of technogenic threats. The solution of these and other problems requires state intervention, in particular the development of state decisions regarding the effective sustainable economic development of the country on the basis of new knowledge, high technologies and innovations.

At the same time, it should be noted that in order to ensure sustainable development of the economy, Ukraine should not copy the foreign models, but create such mechanisms to implement a new state innovation and investment policy that will overcome the accumulated systemic consequences of carrying out neoliberal economic reforms and actually move to an innovative path of economic development. To do this, the following measures are required: a change in conceptual foundations that determine at present the role and practical functions of the state in a market economy; restructuring the economy and, first of all, industry; overcoming the crisis economic inequality of the population; restoring confidence in the state and the authorities.

During the independence period, a number of legal acts aimed at the gradual transition of Ukraine to sustainable development has been adopted. Thus, in particular, Resolution of the Verkhovna Rada of Ukraine dated on December 24, 1999 approved the Concept of sustainable development of settlements (Androschuk, 2009), designed for a long-term perspective (15-20 years). "The main directions of the state policy of Ukraine in the field of environmental protection, the use of natural resources and ensuring environmental safety", the Land, Forestry and Water Codes of Ukraine, the Code of Ukraine on mineral resources, the Laws of Ukraine "On Environmental Protection", "On the Animal World", "On Plant World", "On Environmental Expertise" are aimed at improving the environment and sustainable development in order to form a well-considered policy, planning and effective management. In April 2003, the Cabinet of Ministers of Ukraine adopted Resolution No. 634 approving the "Integrated program to implement decisions at the national level adopted at the World summit on sustainable development for 2003-2015", the main tasks of which are to develop a strategy and system planning of measures on the transition of Ukraine to sustainable development and its integration into the European and world community. Among the important tasks of the mentioned Program are: poverty elimination, implementation of sustainable production and consumption patterns aimed at ensuring human life, protection and rational use of natural resources, optimization of the resource base of economic and social development.

The "Strategy of Economic and Social Development of Ukraine" (Galchinsky, 2004) states that deep-rooted reform requires an active tool of economic policy. Formed in the conditions of the economic crisis, it naturally remains not aimed at providing qualitative transformations – innovation development, renovation of production structure, overcoming of deep differentiation of incomes, etc. In order to carry out a large-scale modernization of the national economy, significant changes are required in the mechanisms of transformation processes, their substantial upgrading, that is meaningful transition to a model of market transformations, where self-regulation is combined with effective state regulation. Strategic

measures presented in (Galchinsky, 2004) are aimed at adopting European principles and mechanisms of a socially oriented structural and innovation model of economic development, a deep modernization of the Ukrainian economy, and enhancement of its competitiveness, which should become a prerequisite for the implementation of the complex tasks of sustainable development that are defined by the international community as a development strategy in the 21st century.

In order to solve these problems, as well as to improve the efficiency of scientific and innovative activities, its focus on the introduction of a sustainable development model in Ukraine, the Decree of the President of Ukraine “On the national council on science, innovation and sustainable development” was issued in August 2009 (No. 664 / 2009 dated August 21, 2009) and the Regulation “On the national council on science, innovation and sustainable development” was approved. The main tasks of the National council on science, innovation and sustainable development were identified: studying the implementation of state policy in the areas of scientific and innovation activities in the implementation of the principles of sustainable development, preparation of proposals on priorities for the development of scientific and innovative activities; assessment of the development of science and innovation, implementation of sustainable development model, analysis and discussion of constraints; generalization of international experience in the formulation and implementation of state policy in the areas of scientific and innovation activities, its focus on the implementation of sustainable development model and the preparation of proposals for the use of such experience in Ukraine; analysis of draft legislative and other normative legal acts on issues of scientific and innovative activity, implementation of the model of sustainable development; organization, carrying out of public consultations concerning the projects of the relevant acts and preparation of recommendations on the specified issues; consideration of state bodies proposals, domestic, foreign and international organizations, enterprises and institutions with regard to activation, including stimulation, scientific and innovative activity in order to ensure sustainable development of Ukraine.

The work “Ukraine 2020: National modernization strategy” states that the interests of survival and development, the imperatives of the future global economy, require the search for new forms of organization of economic processes geared to the materialization of production, its intellectualization, informatization and electronization, the application of genetic engineering and biotechnology, and the use of extraterrestrial energy. A special role in the implementation of the ecological, socio-economic paradigm of development is given to the support of the public and, first of all, scientific one, which includes the following – creating the potential for wider access to global programs of research and development work; ensuring the widespread use of scientific achievements by research institutes, universities, the private sector, governments, non-governmental organizations, as well as scientists and academicians; networking with research centers in developing countries and between them; improving policy and decision making at all levels, in particular by

strengthening cooperation between scientists working in the natural sciences and social sciences and between scientists and politicians, including urgent measures at all levels.

Ensuring the conditions for the transition of Ukraine's industry to a sustainable development model will increase its competitiveness, strengthen its position in global markets, which will create a basis for improving the economic strength of the state, solving environmental and social problems. Unfortunately, nowadays the role of national industry in the processes of globalization is still minimal: there are virtually no domestic multinational companies that would work on global markets; Ukraine has too few subsidiaries of world producers, and a low level of international cooperative ties.

However, the scientific, technical, industrial and resource potential of Ukrainian industry enables to realize the range of advantages in international economic cooperation, in particular through the participation of domestic enterprises in the implementation of large-scale international projects, the development of high technology transfer and the sale of licenses, the creation of joint venture enterprises up to the fifth and sixth technological processes, and transnational corporations, as well as the participation of Ukrainian specialists in the work of international organizations on industrial development.

The conducted studies have allowed concluding that the implementation of the sustainable development concept should occur at the following levels: global, national, regional; sectorial and at the level of business entities. This has allowed to have a comprehensive approach to solving ecological, economic and social problems. The hierarchical subordination and interconnection of implementation levels of the sustainable development concept are presented in Fig. 2. The above analysis creates convincing reasons for determining such conditions of transition of Ukraine to the sustainable development model:

- ecologically safe development of the economy, the result of which should be the achievement of a higher level of well-being while solving resource-ecological and social problems;

- reproduction and rational use of all kinds of resources, introduction of an effective system of nature management and environmental protection, maintenance of ecological balance as the basis for environment protection for present and future generations;

- need for systematic ecological and economic restructuring of industry, agriculture, coordination of goals and measures to develop industries and regions, individual enterprises that are elements of the socio-ecological and economic system of the country;

- cooperation with international organizations on sustainable development and solving resource and ecological problems on the basis of innovative economic development, introduction of the best practices and advanced scientific, technical and socio-economic achievements in the management practice;

- establishment of the principles of social justice in the society, overcoming social problems and stabilizing on this basis the demographic situation in the country, reducing morbidity and increasing the life expectancy.

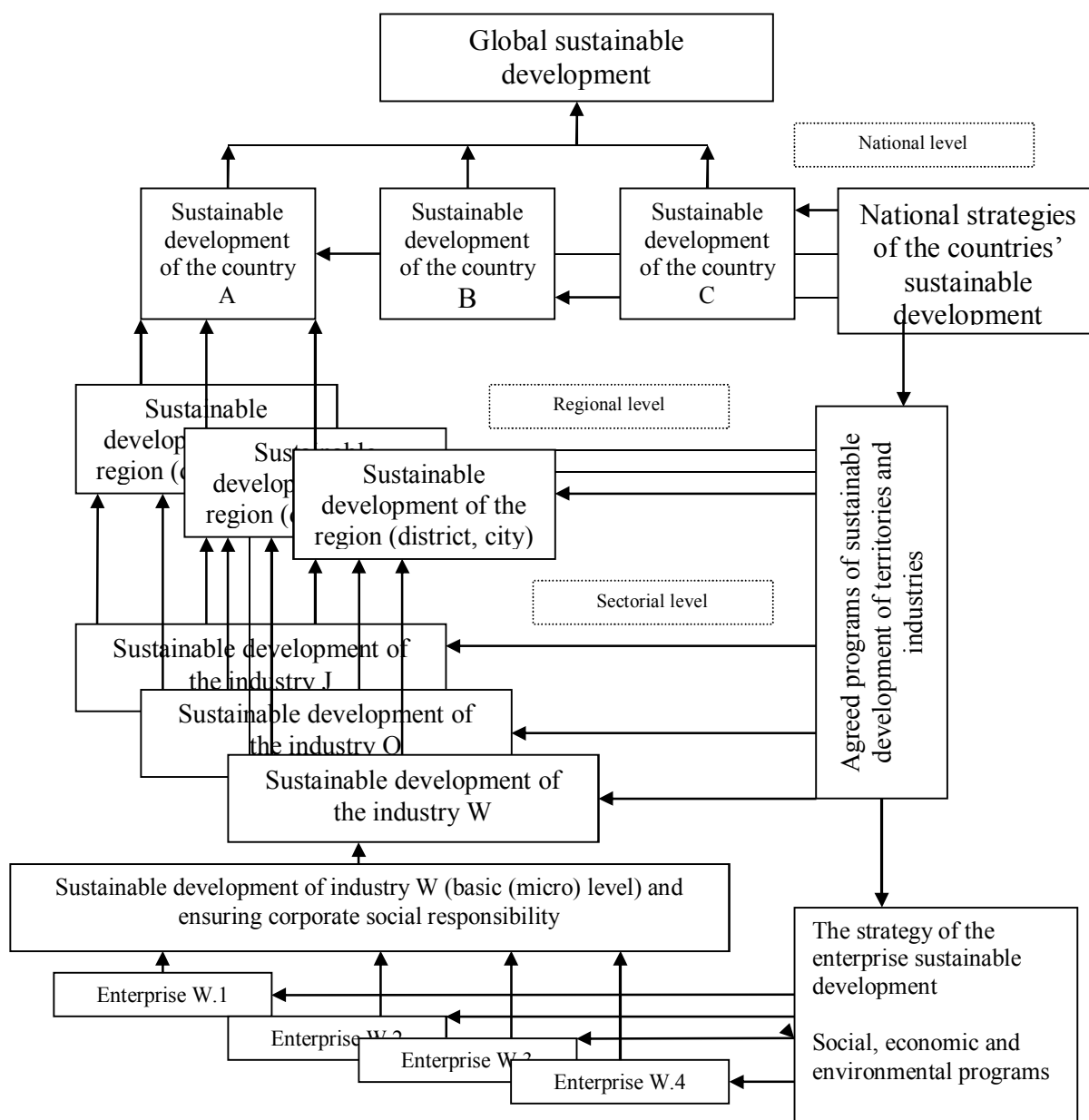


Fig. 2. Hierarchical subordination and interconnection of implementation levels of the sustainable development concept (developed by the authors)

2. Business social responsibility as a prerequisite for sustainable development

The determining role of the enterprise in implementing the principles of sustainable development lies in the fact that it should not only create, maintain and develop a resource base, but also effectively interact with competitors, suppliers and regulators, position itself within the structure of a certain territory with its social and political environment, which includes individuals, organizations, local communities and local self-government bodies, which create a certain organizational wealth and carry risks all together.

The world experience has shown that business involvement in the process of promoting sustainable development throughout the world takes place through a system of social responsibility, in particular through the procedures for compiling and publishing reports on social, economic and environmental performance, which allows comparing financial and non-financial aspects of organizations. In this regard, Section 1 of AA-1000

states that at present, the performance of companies in compiling social reporting, as well as responsible activities is insignificant, and, as a consequence, the credibility of such companies remains low. In fact, the information contained in the reports on the sustainable development of national enterprises, as a rule, does not affect the conclusions and decision-making neither by the parties concerned nor by the management of the enterprises.

It has been established that the management object in the context of sustainable development is the enterprise economic potential, which is considered as a set of its resource and managerial capabilities. This approach is based on the fact that a company with a powerful potential is able to withstand environmental changes and implement programs that go beyond financial and economic sustainability, namely, to carry out activities aimed at improving the environmental and social situation in a certain territory, to promote welfare growth to both owners and staff and society. In addition, an enterprise with a powerful potential is capable not only of preventative actions, but also of active ones aimed at increasing social standards of life, environmental protection activities, including charity.

The basic principles of sustainable development, according to which an enterprise must carry out socially responsible activities and publish reports on sustainable development (voluntary social responsibility) are formulated in the international standards of social responsibility SA 8000 and SA 1000. In accordance with international standards of social responsibility, the parties concerned are “private or legal entities ... that influence the organization and its activities and (or) feel an affect from the organization”. The specified standards emphasize that the organization may have many stakeholders, including those who are knowledgeable about the organization activities results and form their attitude towards it, and have different, even conflictual interests.

The analysis of the theory and practice of socially responsible activities of leading world and national companies proves that the concept of corporate social responsibility has become part of business strategies due to the benefits of the organization, in particular: growth of company profits and increase of socially responsible investments as a result of investors taking into account the indicators characterizing the activities of companies in the social and ethical spheres in environmental protection (indexes FTSE4Good, Dow Jones Sustainable Index, etc.); optimization of business processes and reduction of operating expenses; improvement of the image and reputation of the company, quality and competitiveness of its products, which allows to develop and open new markets and directions of business development; growth of sales volumes and market share, increase of customer loyalty and investors; improvement of company management; increase of staff competences; establishment of effective relations with other companies, government agencies and non-governmental organizations; improvement of financial and economic indicators, etc.

The primary link that causes sustainable development to be made is an enterprise that must adhere to the principles of corporate social responsibility, implement the latest technologies, adhere to the regime of economy of natural resources of all kinds, and reduce pollution. The study has shown that, at the individual enterprise level, the implementation of

the sustainable development principles must take place through the system of social responsibility, be reflected in relevant programs and strategies for the enterprises development, and at the level of regions and sectors – in state target programs.

The enterprise's decisive role in implementing the sustainable development principles lies in the fact that it should not only create, maintain and develop a resource base, but also interact with competitors, suppliers and regulators effectively, to position itself within the structure of a certain territory with its social and political environment, which includes individuals, organizations, local communities and local self-government bodies, which create a certain organizational wealth and carry risks all together. Under such conditions, the development and compliance with the formulated principles of corporate social responsibility will increase the effectiveness of the current management system, and socially responsible activities will be the main means of achieving sustainable development.

The theoretical research of the sustainable development essence has determined the necessity to develop the methodological provisions of enterprises' sustainable development, the main of which are: definition of the system of interconnection and subordination of the implementation levels of the sustainable development concept; definition of the system of goals and criteria to establish the fact of their achievement from the standpoint of enterprise's sustainable development; formulation of the main provisions of the study and, on this basis, the category definition of the enterprise's economic potential in the context of sustainable development; substantiation of the system of performance indexes and efficiency of the enterprise's sustainable development; model construction of formation and realization of the enterprise's economic potential in the context of sustainable development; formulation of the enterprise's sustainable development strategy from the view point of the system approach; definition of evaluation and analysis principles of the enterprise's economic potential of sustainable development as a complex multi-parameter research object; model construction of the dynamic analysis process of the enterprise's economic potential in the context of sustainable development and the development of a methodology for its evaluation, taking into account the influence of the environment; development of methodological provisions to assess the sustainability of the indicator of the enterprise's economic potential in the context of sustainable development both in dynamics and in terms of achieving the established level using the tool of the desirability theory.

Conclusions.

In the course of the research it has been established that the problem of ensuring the sustainable development of industrial enterprises should be solved taking into account biological, geographical, economic and social objects of a particular country (territory, industry, enterprise), as well as a combination of factors and conditions of the environment. Solving global problems is impossible without coordinating action and development strategies at all levels, from the level of the world community as a whole and the level of individual countries to the level of industry and specific enterprises. The result of the systematic solution of economic, environmental and social problems at all levels will be to ensure sustainable development.

In particular, it has been determined that the general objective of sustainable development is to raise the level of well-being of society, owners and staff. The main target benchmarks in ensuring sustainable development of enterprises are: ensuring the enterprise positive influence on the economic, environmental and social spheres of the system (country, city, region); creating proper and safe working conditions, promotion of the development of workers throughout the working life; transition to a cost-effective and environmentally friendly model of management, maximally focused on the realization of human development tasks; ensuring sufficient opportunities for dialogue between the enterprise and citizens and local communities as for the participation and influence on decision-making on issues of nature management, economic and social issues, as well as living conditions of a person in the territory where the enterprise is located.

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