

INCLUSIVE SOCIAL RESPONSIBILITY FORMATION IN THE INNOVATION PROCESS (UUT10)

Timing: 29 March 2023- 30 August 2023

UK Partner details	Ukraine Partner details
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1. Project Goal and Research subject

The main goal is to help politicians and companies to bridge the gap between the risks generated by the innovation process and the social responsibility of innovation stakeholders and beneficiaries.

Subgoal 1



Development of a theoretical framework that provides a new architecture of the innovation process with boundary conditions that will contribute to the prevention of social instability, social alienation and violations of national security



Subgoal 2



Development of tools and policies for the systematic harmonization of the interests of stakeholders through mechanisms contributing to the coordination of inclusive social responsibility with innovative development



Subgoal 3 * (additional, if possible) – development of a map of stakeholders involved in innovation processes in Ukraine and identification of potential features for the inclusive social responsibility formation in Ukraine's innovation-risk-generating economy after the war

2. Project Tasks

PROJECT TASKS

INNOVATIVE COMPONENT OF THE PROJECT

Identify the prerequisites, obstacles, driving forces, incentives and tools for inclusive social responsibility formation in the innovation process of stakeholders, including caused by war

Conceptually describe the structure and functionality of the social responsibility of stakeholders of the innovation process in modern and post-war processes of socio-economic development and ensuring national security

INCLUSIVE SOCIAL RESPONSIBILITY IN THE PROJECT

Literature review to identify: theoretical foundations and gaps in knowledge, empirical support, influencing factors on the transformation of social responsibility into inclusive social responsibility

Identify international standards for the implementation of social responsibility in the context of the innovation process and ensuring national security with an emphasis on Great Britain

Data collection (open online questionnaire, collection of grant applications, surveys, focus groups): identification of carriers of innovative business ideas as subjects of sustainable development entrepreneurship

Preliminary quantitative and qualitative data analysis leading to the development of a theoretical framework and

Mapping of stakeholders involved in innovation processes in Ukraine and identifying the features of the formation of inclusive social responsibility in the innovative risk-generating economy of Ukraine after the war

3. Expected Project Results

1. Preparation of a single tender proposal comprising the following sections:

- a) Justification of the qualitative changes of the dominant model of social responsibility in Ukraine in accordance with the goals of sustainable development, the challenges of the innovative economy and the needs of national security;
- b) Assessment of the conditions and prospects for the development of innovative activity in Ukraine based on the challenges of the innovative economy, the needs of national security and the identification of indicators for measuring the consequences of the negative impact of innovative activity on socio-economic relations, national security and development;
- c) Assessment of the potential (strengths, weaknesses) and models of sustainable development of entrepreneurship started by ATO participants, temporarily displaced persons, refugees and asylum seekers in Ukraine;
- d) Systematization and classification of factors for leveling the negative impact of innovations on the stability of socio-economic relations and national security;
- e) Development of a model of the national system of innovative activity with incentives and restrictive measures to bring the innovative process into the system of principles of social responsibility with the aim of harmonizing the innovative process with the needs of sustainable development and national security of Ukraine.

2. Preparation of publications based on project results:

Scientific articles to be submitted to:

- a) ABS 3/4 magazine on management or innovation; b) ABS 3/4 magazine on economics or management.

3. Popularization of project results: participation of researchers in international conferences, presentation of joint research results.



Project data analysis will include:

- a) quantitative analysis (regressions and modeling of structural equations);
- b) qualitative analysis (theorization of the process based on comparison of patterns and thematic analysis).

Quantitative analysis will allow testing the hypothesis based on the literature review about the boundaries of the stages of the innovation process. This, in turn, will make it possible to develop a theoretical framework that provides a new architecture of the innovation process with boundary conditions that will contribute to the prevention of social instability, social alienation and violations of national security (**Subgoal 1**)

Qualitative analysis will help to develop and confirm proposals on mechanisms for strengthening the harmonization of interests of stakeholders. These proposals will contribute to the development of tools and policies to systematically harmonize the interests of stakeholders through mechanisms that facilitate the coordination of inclusive social responsibility with innovative development (**Subgoal 2**)

Data collection:

- a) open online questionnaire for up to 100 participants of innovation processes (politics, business, science, education);
- b) collection of grant applications of entrepreneurs among temporarily displaced persons, refugees and asylum seekers in Ukraine;
- c) survey of up to 150 entrepreneurs and potential entrepreneurs from among temporarily displaced persons, refugees and asylum seekers;
- d) focus groups (up to 6, 6-10 participants each) with the selection of respondents interviewed in **a)** and **c)**.



4. Project Roadmap

PROJECT ROADMAP FOR 2023

March – April	April – May	May – June	June – July	July – August*
Preparatory Stage	Planning	Preparation for data collection	Data collection	<i>Data analysis and final actions</i>
a) Forming the theoretical basis of the project research	a) Conducting research on modern issues of the concept of social responsibility of stakeholders in the innovation process	a) Finalization, translation and coordination with ethical commissions of partner universities of materials for data collection	a) Conducting an open online survey of participants involved in innovation processes (politics, business, science, education)	a) Carrying out quantitative and qualitative analysis of the received data
b) Description of the research	b) Development of questionnaire forms for conducting online surveys	b) Forming a sample of respondents using the panel survey method	b) Collection and processing of grant applications from entrepreneurs among temporarily displaced persons, refugees and asylum seekers in Ukraine	b) Preparation and <i>dissemination of project research results</i>
c) Coordinating the sequence of conducting office and office-field research	c) Preparation for the collection of grant applications and entrepreneurs interviews	c) Preparation of publications based on the results of office research	c) Organization and conduct of focus groups of survey participants	c) <i>Drafting of tender offer and project results publication</i>



PROJECT STAGES ACCORDING TO THE ROADMAP

Stage Name	March	April	May	June	July	August*
I. Preparatory Stage	Literature review (analytical report formation), creation of design of forms for questionnaires, translation of project materials (Ukrainian-English), (English-Ukrainian)					
II. Planning		Approval of questionnaire forms and focus group interviews, documentation translation (English-Ukrainian), (Ukrainian-English), preparation of a scientific paper				
III. Preparation for data collection			Approval of documentation, trial testing of questionnaires and surveys, publication of articles and abstracts of conferences based on the results of office research			
IV. Data collection				Conducting questionnaires, surveys, collecting and processing grant applications		
V. Data analysis and final actions					Quantitative and qualitative data analysis, presentation of results at a conference in Great Britain, final report, translation final documentation (English-Ukrainian), (Ukrainian-English)	



5. Project Results Obtained

PROJECT RESULTS OBTAINED



- Received positive conclusions and permits for data collection from the Ethics Committee of the University of Portsmouth and the Ethics and Conflict Management Commission of the Odesa Polytechnic National University
- Questionnaires for collecting analytical data for the project have been posted. **105** people (politicians, scientists, educators) and **153** other respondents (entrepreneurs and potential entrepreneurs from among temporarily displaced persons, refugees and asylum seekers) were surveyed.
- **6 focus groups** were conducted. **42** people from 6 regions of Ukraine (Kherson, Odesa, Mykolaiv, Kharkiv, Kyiv, Lviv and Mariupol regions) were interviewed ([processing, translation in progress](#)).
- Analytical report in English and Ukrainian for posting on the website of the economic scientific portal of Odessa Polytechnic: <https://economics.net.ua/analytics> ([translation in progress](#)).
- Reports at **3** scientific conferences (<https://economics.net.ua/en/conferences>).
- Publications in **3** specialized journals (category B) (<https://economics.net.ua/en/journal>, <https://economics.net.ua/en/journal-print>, <https://mdt-opu.com.ua/index.php/mdt>) ([accepted for printing](#)).
- Recommendations to the Government of Ukraine and humanitarian organizations regarding the implementation of mechanisms for harmonizing the interests of stakeholders based on the coordination of inclusive social responsibility with innovative development ([under development](#)).
- Presentation of the project at UKFIET or a similar international conference on education in Great Britain (expected). Preparation of one tender offer ([in progress](#)).

Analysis of the results of the survey on the identification of the main prerequisites, obstacles, driving forces, incentives and tools for the formation of inclusive social responsibility in the innovation process of stakeholders, including those caused by war

Tool: Google Form. Format: online survey <https://forms.gle/VKGm3h4bai6qtBgbA> . Respondents: **105 people** (politicians, scientists, educators).

Grouping of results	Impact analysis: some indicators and conclusions
1. General aspects of the survey: description of the respondents' profile	Composition of participants: scientists and educators (55.3%). The largest number of respondents by age is 40-49 years old (42.9%), female (61.9%). Higher education (93.3%), scientific degree – doctor of science (44.8%) and candidate of science (25.7%). Geography: Ukraine (86%), Odesa region (34.4%). Vulnerability: the majority of respondents (78.6%) do not consider themselves vulnerable. 85.7% have access to all necessary needs, fully satisfy their financial needs at the expense of their main place of work - 22.3%, have additional sources of income – 44.7%, have assistance from the state and/or international organizations – 14.6 %.
2. Determination of factors influencing the innovative component of ensuring national security	The need for an innovation strategy for organizations and state assistance in innovation activities: The need for an innovation strategy (94.3%), the dominant role of the state in supporting innovation processes (38.8%). The impact of business relocation from February 24, 2022 on its innovation strategy is quite influential. The role of state aid in innovative activity is extremely important (30.1%) and very important (17.5%). The most important method of stimulating innovative activity is rewarding innovators. The impact of war on the innovation process: the impact of war on the development and implementation of innovations is very strong (33%) and fairly strong (28.2%). The reduction of costs for innovative activities for 2022-2023 is strong (20.4%) and significant (29.1%). Obstacles to the generation of innovative ideas and diversification of innovative activities: until 2022 – lack of financial resources, support from the state, innovative culture and employee motivation system; after 2022 – a full-scale war in Ukraine, imperfect legislation in the field of innovative activity, a vague and non-transparent mechanism of state financing of innovative activity, political instability. Obstacles to the commercialization of new technologies/innovations: corruption, occupational hazards in conditions of full-scale war, interruptions in electricity, water and heat supply, damage to property or cargo due to hostilities. The consequences of war that must be taken into account by business when developing innovative solutions and the state when developing programs to support innovative developments and innovators: economic consequences (economic losses, destruction of infrastructure, reduction of production, destruction of enterprises and loss of business, etc.), social consequences (humanitarian crisis, increase in unemployment, loss human capital, etc.) and the impact on people's health (diseases, psychological injuries, physical injuries).

Analysis of the results of the survey on the identification of the main prerequisites, obstacles, driving forces, incentives and tools for the formation of inclusive social responsibility in the innovation process of stakeholders, including those caused by war

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Grouping of results	Impact analysis: some indicators and conclusions
2. Determination of factors influencing the innovative component of ensuring national security	The need for protection and security during the war and in the post-war period: protection of human rights and protection of the environment are extremely important (81.6%), ensuring the safety of people when introducing new technologies and products is extremely important as a priority (47.6%). The role of education and science: Opportunities of Ukrainian institutions of higher education and/or scientific institutions to be a source of innovation for business and solving social problems – similar potential opportunities exist (48.5%), already implemented in practice – 36.9%. In order to improve the transfer to business and society of technologies created in Ukrainian universities and/or scientific institutions, it is necessary to: provide greater financial autonomy to universities and scientific institutions in order to stimulate their initiative as the main participants in the innovation process; to intensify communication between the scientific and business community for the demonstration of scientific developments; increase the practical orientation of innovative developments based on anticipatory consideration of business demand for innovations; to develop an open register of universities and scientific institutions that are most successfully commercializing their developments, with the aim of drawing business attention to them. Factors for stimulating innovative activity in modern conditions: special long-term support programs at the industry level, fiscal incentives, measures to establish business contacts with innovators, startups, scientific institutions, support for the training of specialists. The readiness of business for public-private partnership in the field of innovation is an average level of readiness. The level of openness of data on scientific developments in Ukraine that could be commercialized is a moderate level (39.8%), a low level is 27.2%, which confirms the hypothesis of the scientific research directions of the project regarding the need to harmonize the new architecture of the innovation process with the boundary conditions, which will contribute to the prevention of social instability, social alienation and violations of national security, and systemic harmonization of the interests of stakeholders through mechanisms that will ensure the coordination of inclusive social responsibility with innovative development.

Analysis of the results of the survey on the identification of the main prerequisites, obstacles, driving forces, incentives and tools for the formation of inclusive social responsibility in the innovation process of stakeholders, including those caused by war

Tool: Google Form. Format: online survey <https://forms.gle/VKGm3h4bai6qtBgbA> . Respondents: **105 people** (politicians, scientists, educators).

Grouping of results	Impact analysis: some indicators and conclusions
3. Determination of the main structural and functional components of the social responsibility of stakeholders of the innovation process in modern and post-war processes of socio-economic development of Ukraine, in particular on the basis of inclusion	3.1 RESPONDENTS' AWARENESS OF THE PROBLEM: Interpretation of principles: Most often, respondents define inclusive social responsibility as "The responsibility of an entrepreneur or enterprise for the impact of management decisions and activities on society and the environment." Every person should have: access to the basic needs to support their life activities (food, water, clothing, health care, housing, education, energy resources) – 83.8% and working conditions taking into account their individual abilities – 74.3% . Global business goals welcomed by modern society: to be active members of society, community, etc. (41.9%) and to help the country development (38.1%). The main principles of social responsibility, which must be used during the implementation of innovations: – intelligent integration of technologies and innovations into society (maximum benefit for people, minimum negative impact on the environment); – providing social benefits (promoting innovations to improve the quality of life and meet people's needs, solving social problems); – ethics (implementation of innovations must take into account ethical principles, not harm people, animals, the environment); – orientation to the innovative path of development (implementation of innovations should ensure harmony between economic, social and environmental aspects, ensuring sustainable and balanced development of society). The most important principle: intelligent integration of technologies and innovations into society (39%). The level of business responsibility for the consequences of adopted innovative decisions on the health of people and the environment: The highest level (27.6%). Social responsibility for an innovative solution: bear social responsibility for an innovative solution: producers of innovation, producing an innovative product, including technologies; the state that regulates innovative activity and relevant processes; a society that will not accept harmful innovations. Its producers (51.5%) have to bear the risk of negative consequences of innovations. The impact of the war on social responsibility in the innovative environment: significantly influenced and made it more relevant (27.2%). As a result of the war, the respondents' attitude to social responsibility in relation to innovation improved (35%) and significantly improved (19.4%).

Analysis of the results of the survey on the identification of the main prerequisites, obstacles, driving forces, incentives and tools for the formation of inclusive social responsibility in the innovation process of stakeholders, including those caused by war

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Grouping of results	Impact analysis: some indicators and conclusions
3. Determination of the main structural and functional components of the social responsibility of stakeholders of the innovation process in modern and post-war processes of socio-economic development of Ukraine, in particular on the basis of inclusion	Negative consequences of innovations (over the last 3 years): threats to national security (leakage of military information, destabilizing influence on society, organizations – hacker attacks, etc.); negative impact on the environment (pollution, displacement of ecological objects and natural resources, loss of flora and fauna); negative social consequences (humanitarian crisis, increase in unemployment, loss of human capital, etc.). Assessment of the degree of effectiveness of socially responsible behavior of business organizations in performance indicators: The highest level in: improving the quality of products, increasing profits due to the introduction of innovative technologies, innovative products, increasing the level of qualification of employees. The main areas of social responsibility that can be identified as priorities for ensuring socio-economic development: creation of a favorable entrepreneurial, legal and institutional environment for the socialization of innovative activity; encouraging demand for innovative products that meet the goals of sustainable and inclusive development; public-private partnership in solving urgent problems of economic development; formation of a socially responsible outlook among entrepreneurs and innovators. The most important factors for motivating business and other subjects of the innovation process to socially responsible behavior: conscious provision of conditions for the stability of society; increasing the economic efficiency of business due to the formation of a favorable image in society; the need to comply with legal norms and the threat of sanctions. 3.2 RESPONSE OF RESPONDENTS TO THE PROBLEM (PRACTICAL ACTIONS): Taking part in innovative projects to solve social and environmental problems: 21% – sometimes, 17.1% – constantly. Use of ethical standards in the development and implementation of innovations: 30.1% – constantly 28.2% – usually. Monitoring the impact of innovations on human health and the environment: sometimes – 26.2%, usually – 20.4%, often – 18.4%, constantly – 9.7%. Cooperation with public organizations and government bodies to ensure social responsibility in an innovative environment: sometimes – 21%, usually – 18.1%, often – 12.4% constantly – 11.4%. Checking new technologies and tools for their safety and effectiveness: usually checks – 32.4%, 19% – often, 17.1% – constantly. The vast majority of respondents are extremely cautious about the use of new materials and technologies.

Analysis of the results of the survey on the identification of the main prerequisites, obstacles, driving forces, incentives and tools for the formation of inclusive social responsibility in the innovation process of stakeholders, including those caused by war

Tool: Google Form. Format: online survey <https://forms.gle/p8eeiDTm3hoHQScY9> . Respondents: **153 people** (entrepreneurs and potential entrepreneurs from among temporarily displaced persons, refugees and asylum seekers)

Grouping of results	Impact analysis: some indicators and conclusions
1. General questions	Confirmed consent to information processing (98.3% of respondents) and familiarization with the content of the project.
2. Description of the respondents' profile	Position: individual entrepreneurs (31%), top managers (22.4%), business owners (17.2). Field of activity: education (22.4%), information and telecommunications (17.2%), wholesale and retail trade (15.5%), professional, scientific and technical activities (12.1%). Organizational form of business: legal entities (44.8%), individual entrepreneurs (34.5%). Year of establishment of business: 2000-2013 (29.3%), before 2000 (24.1%), 2020-2021 (17.2%), no business yet (10.3%). The largest number of respondents by age: 40-49 years old (32.8%), male (60.3%), with a higher education (87.9%), without IDP status (87.9). Geography: Ukraine (90.9%), Odesa region (48.5%).
3. Determination of factors influencing the innovative component of economic security of business or the process of implementing a business idea	Implementation of innovative activities: 37.9% – yes, 27.6% – no, 24.1% – no, but it is in the plans. The most important method of stimulating innovative activity is the possibility of independent work on the implementation of one's own ideas. Implementation of innovative strategy in business: 64.3% – yes, 32.1% – no, but we plan to develop and implement. Obstacles to the generation of innovative ideas and diversification of innovative activities until 2022: lack of financial resources, support from the state, need for innovation. The impact of war on the innovation process: the impact of war on the development and implementation of innovations is very strong (34.5%) and moderate (20.7%). The reduction of costs for innovative activities for 2022-2023 is strong (20.7%) and significant (29.1%). Consequences of war that businesses need to consider when developing innovative solutions: – economic consequences (economic losses, destruction of infrastructure, reduction of production, destruction of enterprises, loss of business), – social consequences (humanitarian crisis, increase in unemployment, loss of human capital, etc.), – impact on people's health (diseases, psychological injuries, physical injuries). Methods of war risk assessment to be used in the development of innovative solutions: a combination of various methods (82.8%), analysis of scientific research (25.9%), expert assessments (25.9%). The need for protection and security during the war and in the post-war period: protection of human rights and protection of the environment are extremely important (79.3%), ensuring the safety of people during the implementation of innovations is extremely important, a priority (55.2%).

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Grouping of results	Impact analysis: some indicators and conclusions
3. Determination of factors influencing the innovative component of economic security of business or the process of implementing a business idea	Obstacles to the commercialization of new technologies/innovations: corruption, rising prices for raw materials/materials/goods, difficulties in transporting raw materials or finished products through the territory of Ukraine, occupational hazards in conditions of full-scale war. The impact of business relocation from February 24, 2022 on its innovation strategy is low (business relocation was not carried out in 69%). The role of state aid in innovative activity is extremely important (25.9%) and very important (25.9%). The dominant role of the state in supporting the free use of external technologies, ideas and personnel by entrepreneurs and enterprises: 39.7%. Experience of receiving state support for innovative activities: almost non-existent (93.1% of respondents did not receive state support). The rest of the respondents noted that thanks to receiving state support in the implementation of innovative activities, new research was started (60%), costs were reduced (20%) and profits increased (20%). Obstacles to the implementation of innovative activities in Ukraine today: a full-scale war in Ukraine, a vague and non-transparent mechanism of state financing of innovative activities, political instability, low rates of economic development. Factors for stimulating innovative activity in modern conditions: special long-term support programs at the industry level, fiscal incentives, measures to establish business contacts with innovators, startups, scientific institutions, support for the training of specialists and assistance in the development of an innovation strategy. The role of education and science: Opportunities of Ukrainian institutions of higher education and/or scientific institutions to be a source of innovation for business and solving social problems – similar potential opportunities exist (53.4%), already implemented in practice – 24.1%. Measures to improve the transfer to business and society of technologies created in Ukrainian universities and/or scientific institutions: to provide greater financial autonomy to universities and scientific institutions in order to stimulate their initiative as the main participants in the innovation process; to intensify communication between the scientific and business community for the demonstration of scientific developments; increase the practical orientation of innovative developments based on anticipatory consideration of business demand for innovations; to develop an open register of universities and scientific institutions that are most successfully commercializing their developments, in order to draw business attention to them. The readiness of business for public-private partnership in the field of innovation is an average level of readiness. Willingness of business to finance the development of technological and organizational innovations from its own sources in order to increase its own competitiveness: yes, only in the case of co-financing by the state (grants, state funds) – 29.3%, and most likely no – 29.3%. The level of openness of data on scientific developments in Ukraine that could be commercialized is an average level.

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Tool: Google Form. Format: online survey <https://forms.gle/p8eeiDTm3hoHQScY9> . Respondents: **153 people** (entrepreneurs and potential entrepreneurs from among temporarily displaced persons, refugees and asylum seekers)

Grouping of results	Impact analysis: some indicators and conclusions
4. Determination of the main structural and functional components of social responsibility of business or the process of implementing a business idea	4.1 RESPONDENTS' AWARENESS OF THE PROBLEM: Interpretation of principles: Most often, the definition of inclusive social responsibility is "measures to improve working conditions". Every person should have: access to the basic needs to support his life (food, water, clothing, health care, housing, education, energy resources) – 84.5% and working conditions taking into account his individual abilities – 69%. Global purpose of business: to earn profits (44.8%) and help the country develop (37.9%). The main principles of social responsibility, which must be used during the implementation of innovations: – intelligent integration of technologies and innovations into society (the most important principle (31%)); – stability; – openness and transparency of innovations; – orientation to the innovative path of development. The impact of the war on social responsibility in the innovative environment: significantly influenced and made it more relevant (29.3%). As a result of the war, the attitude of respondents to social responsibility regarding innovations improved (46.6%). The level of business responsibility for the consequences of adopted innovative decisions on the health of people and the environment: The highest level (25.9%). The level of importance of ensuring the safety of people when implementing new technologies and products: the maximum level as a priority (53.4%). 4.2 RESPONSE OF RESPONDENTS TO THE PROBLEM (PRACTICAL ACTIONS): Initiation and acceptance of participation in projects to solve social and environmental problems with the help of innovations: 25.9% – yes, from time to time, 17.1% – no, do not initiate and do not participate at all.

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Tool: Google Form. Format: online survey <https://forms.gle/p8eeiDTm3hoHQScY9> . Respondents: **153 people** (entrepreneurs and potential entrepreneurs from among temporarily displaced persons, refugees and asylum seekers)

Grouping of results	Impact analysis: some indicators and conclusions
4. Determination of the main structural and functional components of social responsibility of business or the process of implementing a business idea	Use of ethical standards in the development and implementation of innovations: 32.8% – usually and 17.2% – sometimes. Monitoring the impact of innovations on human health and the environment: usually – 29.3% and sometimes – 19%. Cooperation with public organizations and government bodies to ensure social responsibility in an innovative environment: sometimes – 25.9%, often – 22.4%, never – 17.2%. The level of caution towards the use of new materials and technologies that may have a negative impact on human health and the environment: the maximum level (34.5%). Degree of care for protection of privacy and security of innovation data collection: maximum level (50%). Frequency of testing new technologies and tools for their safety and effectiveness: usually – 29.3%, sometimes – 24.1 often – 20.7%. Business participation in Ukraine's imminent victory in the war: yes (by creating jobs and paying taxes (46.6%) and by joining volunteering (handovers for free or at cost of part of the products/services, etc.)).

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ЕКОНОМІЧНИЙ НАУКОВИЙ ПОРТАЛ

Thank you very much for your attention!

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