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CHANNELS OF CORPORATE SOCIAL RESPONSIBILITY AND VALUE OF BANKING BUSINESS CORRELATION

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Summary. The article investigates the main aspects of the relationship of corporate social responsibility and the value of banking business through the system of influence channels. Article

is devoted to the necessity of taking in account not only traditional marketing effects of the proceedings socially responsible banking, but financial also, which provide increasing in business value.

Key words: *value, banking business, corporate social responsibility, stakeholders, financial results.*

The transformation of the basic principles of banking business determine the necessity of increased transparency of banks, their accountability to stakeholders and society, legalization of their activities, respect the principles of ethical banking and so on.

It can be ensured in the proceedings banking business based on the concept of corporate social responsibility (CSR), which today has evolved from single practices of participating banks in implementing charitable projects to the holistic concept of harmonization of financial and non-financial interests of all stakeholders of the bank.

Nowadays CSR is perceived primarily as a tool to strengthen the bank's reputation, attracting new customers and increasing the loyalty of existing customers, that's why the impact of CSR on the banking business is considered mostly through traditional marketing channel.

The purpose of the article is to identify the channels of financial flows that mediate the impact of cor-

porate social responsibility on the banking business value.

The author proposed channels of socially responsible banking business areas influence on component structure of the banking business value. The value of banking business depends not only on the amount of profits, but also on the value of bank intangible assets, the quality and efficiency of domestic business processes, the amount of the resource base, quality portfolio, its effective operation as a whole, in terms of socially responsible initiatives shows positive impact on the bank's relationship with stakeholders and business value. Thus, corporate social responsibility today should be considered as an integrated concept of coordination of financial and non-financial interests of all bank stakeholders as a factor of its value, which is implemented not only through traditional marketing channel (increasing the bank's image, volume and loyalty of its customer base), but also through a series of branching and mutually agreed channels.

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