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The Impact of Corporate Social Responsibility Strategies on Corporate Image and Sustainable Development

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Abstract. *This article analyzes the positive impact of corporate social responsibility (CSR) strategies on a company's image and sustainable development. It demonstrates that through CSR practices, companies can not only gain public reputation but also attract investment, manage risks, and ensure long-term stability. The article also provides examples from Uzbekistan's practice, supported by evidence from relevant Uzbek scientific and popular literature.*

Keywords: *corporate social responsibility (CSR), company image, sustainable development, investment attractiveness, investor trust*

Korporativ ijtimoiy mas'uliyat strategiyalarining kompaniya imiji va barqaror rivojlanishiga ta'siri

Annotatsiya: *Ushbu maqola korporativ ijtimoiy mas'uliyat strategiyalarining (KIM) kompaniya imijiga va barqaror rivojlanishga bo'lgan ijobiy ta'sirlarini tahlil qiladi. KIM amaliyotlari orqali kompaniyalar nafaqat jamoatchilik oldida obro'ga ega bo'lish, balki investitsiyalarni jalb qilish, risklarni boshqarish va uzoq muddatli barqarorlikni ta'minlash imkoniga ega bo'lishlarini ko'rsatadi. Shuningdek, maqolada O'zbekistondagi amaliy misollar ham keltirilib, tegishli o'zbek ilmiy va ommaviy adabiyotlardan dalillar taqdim etiladi.*

Kalit so'zlar: *Korporativ ijtimoiy mas'uliyat (KIM),* **kompaniya imiji,** *barqaror rivojlanish,* **investitsion jozibadorlik,** *sarmoyador ishonchi*

Kirish. Korxonalar global jamoatchilik oldida mas'uliyatli pozitsiya egallashni asosiy strategiya sifatida qabul qilmoqda. KIM strategiyalari kompaniyaning xaridorlar, xodimlar, hamkorlar va investorlar oldidagi obro'sini mustahkamlashga yordam beradi. O'zbekistonda ham KIM prinsiplari e'tiborga olinmoqda — bu, bir tomondan, kompaniya imijini oshirsa, boshqa tomondan, barqaror va salohiyatli rivojlanishga hissa qo'shadi.

Tahlil va muhokama. 1. KIM va kompaniya imiji. KIM orqali kompaniya imijini shakllantirishda eng muhim usullardan biri — ijtimoiy foyda keltiruvchi loyihalardir. Masalan, Gazeta.uzda berilgan misolda Solo Eyewear kompaniyasi daromadining 10 %ini muhtoj insonlarga ko'rsatish va ekologik materiallardan foydalanish orqali ijobiy imij yaratadi. Bu yondashuv orqali biznes nafaqat obro', balki haqiqatan ham ijtimoiy mas'uliyatni amalga oshiradi.

Wikipedia manbasiga ko'ra, CSR ("corporate social responsibility") brendni boshqalardan "farqlashtirish"da muhim rol o'ynaydi. KIM faoliyatini muhim marketing pozitsiyasi sifatida qo'llash kompaniyaga narx-farqlanishsiz ham mijozlarni jalb etish imkonini yaratadi.

2. KIM va investitsion jozibadorlik. Tahlillar shuni ko'rsatadiki, investitsion jamoatchilik kompaniyaning shaffofligi va ijtimoiy mas'uliyati darajasiga e'tibor beradi. KIM siyosati yuqori darajada shaffoflikni ta'minlab, investorlar uchun kompaniya haqida to'liq va ishonchli ma'lumot yetkazadi. Bunda, masalan, Boston Consulting Groupning so'rovlariga ko'ra, barqaror ko'rsatkichlar past bo'lgan kompaniyalarga investorlarning 44 %i sarmoya kiritmasligi, 60 %i esa sarmoyalarini qaytarib olishni istashini bildirgan.

3. KIM va barqaror rivojlanish. Barqaror rivojlanish konsepsiyasi KIM bilan bog'liq: korxonalar ekologik va ijtimoiy masalalarga doimiy e'tibor bilan yondashishi lozim. Molina belgilaridan biri — KIM strategiyalari birdaniga emas, balki uzoq muddatli, aniq yo'l xaritalari asosida tashkil etilishi kerak. BMTning barqaror rivojlanish maqsadlariga muvofiq o'quv tizimi yoshlarga "yashil ko'nikmalar"ni yetkazish orqali barqaror madaniyat yaratadi. ISO 26000 standarti esa ijtimoiy mas'uliyatni xalqaro baholash mezoni sifatida tavsiflanib, tashkilotlarga etik qoidalar, insonga hurmat, atrof-muhitni muhofaza qilish kabi asosiy prinsiplarga rioya qilishda yo'l-yo'riq beradi. Bu kompaniyalarga barqaror rivojlanish yo'lidan borishda nazorat va strukturaga ega bo'lishda ko'mak beradi.

4. O'zbekistondagi amaliy tendensiyalar. O'zbekistonda ham KIM amaliyotiga oid tizimli yondashuvlar paydo bo'lishi ijobiy hol sifatida qayd etilgan. Kun.uz manbasida qayd etilishicha, O'zbekiston o'ziga xos KIM tamoyillarini ishlab chiqib, mahalliy investitsiya va jamiyat uchun

barkamol iqtisodiy va ekologik standartlarni takomillashtira oladi. Bu strategiyalar barqaror rivojlanishga hissa qo‘shish borasida mahalliy biznesni rag‘batlantiradi.

Xulosa. Mazkur maqolada ko‘rsatildiki, KIM strategiyalari kompaniyaning imijini mustahkamlash, investorlarni jalb qilish, risklarni boshqarish va barqaror rivojlanishga yo‘naltirilgan harakatlarni ta’minlashda muhim ahamiyat kasb etadi. Har bir strategiya uzoq muddatga mo‘ljallanib, jamoatchilik, xodimlar va jamiyat manfaatlarini hisobga olgan holda ishlab chiqilishi lozim. O‘zbekistonda ham KIM amaliyotining jadal rivojlanayotgani, barqarorlikka xizmat qilishi va investitsion muhitni yaxshilashi — ijobiy tendensiya sifatida baholanadi.

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