

*Yu M., postgraduate,
Volodymyr Dahl East Ukrainian National University,
c. Kyiv, Ukraine,
Sereda O.O., PhD, associate professor
Volodymyr Dahl East Ukrainian National University,
c. Kyiv, Ukraine*

Introduction. Global socio-economic transformation and regional recovery are urgent issues. Government management and administration are crucial for progress, while corporate social responsibility (CSR) is key to sustainable development. Companies drive economic growth and contribute to social harmony and environmental sustainability. Thus, understanding the relationship between administrative challenges and CSR is vital for effective governance and sustainable development.

Main text. During regional socio-economic transformation, local government is forced to respond to new challenges related to territorial development and ensuring sustainable development.

1. Regional Development Imbalance. The widening economic gap between regions has left some areas lagging, with traditional industries in decline and emerging industries struggling to provide support. Public services like education, healthcare, and pensions vary greatly across regions. Neglect of environmental protection in some areas has led to resource issues and environmental problems, worsening regional imbalances [1].

2. Administrative Constraints in the Context of Regional Development. The shortcomings of the administrative system significantly hinder the effective implementation of regional development strategies. The irrational distribution of powers between levels of government leads to fragmented management processes, political competition instead of constructive cooperation, and controversial decision-making. Bureaucratic procedures and the prevalence of corrupt practices reduce public trust in government. Local authorities face significant difficulties in resource allocation and management, hindering local development and overall socio-economic transformation.

3. Structural barriers to socio-economic transformation of regions. In the course of regional socio-economic development, a number of structural issues arise. Traditional industries are undergoing transformation at a slow pace, while new sectors remain underdeveloped and unable to sustain dynamic growth, complicating industrial adaptation to contemporary challenges. Urbanization is poorly managed: the integration of rural migrants into urban environments is incomplete, and municipal governance remains ineffective [2]. Furthermore, the traditional administrative system struggles to adapt to the demands of the digital era — limited integration of information technologies into management processes hinders innovation-driven development and reinforces institutional inertia.

Corporate Social Responsibility (CSR) serves as an effective tool for reducing regional disparities by promoting economic diversification in underdeveloped areas and enhancing the quality of public services, particularly in education and healthcare. It also protects the environment, fostering economic and environmental harmony [1].

CSR complements regional governance by improving the quality of decision-making and closing gaps in resource and technological capabilities. Through the implementation of CSR initiatives, companies support the implementation of public policy, ensure its continuity, and strengthen public trust in both government and business.

CSR supports socio-economic transformation through technological innovation and industrial upgrading. It enhances urban governance and promotes high-quality urbanization [2]. Additionally, it integrates IT with administration, improving efficiency and accelerating modernization.

To promote active CSR fulfillment by enterprises, policy guidance and incentives are essential. The government should offer tax concessions and financial subsidies to motivate enterprises. A

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 scientific CSR evaluation system should be established to recognize and reward excellent performers, encouraging widespread CSR implementation [3].

Enhanced cooperation between enterprises and the government is vital. Regular communication mechanisms should be established to address regional and socio-economic challenges collaboratively. The government should promote the PPP model (Public Private Partnership), to involve enterprises in infrastructure and public service projects, leveraging their expertise to improve service quality and efficiency [3].

Raising CSR awareness is crucial. Media and professional training can help managers and employees understand CSR's importance. Publicizing successful CSR practices can inspire more enterprises to participate, fostering a positive atmosphere and making CSR integral to business development [4].

Conclusions. In the context of socio-economic transformation and regional recovery, management and administration face complex challenges. CSR is closely linked to management optimization. Strengthening CSR can alleviate regional imbalances, improve administrative effectiveness, and promote sustainable development. Future efforts should focus on enhancing cooperation among governments, enterprises, and society to build effective governance models and fully leverage CSR's role in socio-economic development.

Literature

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