

## STRATEGY OF DEVELOPING SOCIALLY RESPONSIBLE RESTRUCTURING OF COAL ENTERPRISES

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**Research methodology.** Results are obtained by using the elements of a systematic approach for determining the socially responsible restructuring of coal enterprises; the methods of structural and logical and economic analysis for justifying a comprehensive evaluation of the financial and economic and technical state of enterprises with the future privatization.

**Results.** Social responsibility is revealed to be important for ensuring the sustainable development of enterprises. It is determined that the main problem of the coal industry is the lack of investment and commercial principles of the coal mines. Under such conditions only the restructuring and implementation of the principle of self-management of their own resources can ensure the stabilization and development of the industry.

It is shown that the dynamics of the coal industry will depend on the success of the recovery operation of coal enterprises from upgrading technological equipment, radical reform of relations on the coal market.

The feasibility of privatizing the industry is pointed out as it creates conditions for development of the coal industry and insurance of energy security of the state under increasing competitiveness of coal as commodity products in domestic and foreign markets, it also improves financial and economic state coal enterprises.

**Novelty.** The necessity and possibility of combining corporate social responsibility and restructuring of coal mining enterprises as an important and effective management tool of coal enterprises is shown.

**Practical value.** It is offered to restructure coal mining assets by means of privatization of the state property in Ukraine, which is seen as the main way of retaining the potential of the sector and increasing an energy security of Ukraine.

**Keywords:** social responsibility, restructuring, privatization, coal mines, strategy.

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