

## EVALUATION OF THE RESULTS OF THE STUDY OF SOCIAL RESPONSIBILITY IN THE BANKING SECTOR OF GEORGIA

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**Methods.** This study uses a combined approach that combines quantitative and qualitative methods for in-depth and comprehensive analysis. Quantitative analysis is based on statistical processing of data obtained from respondents, which allows us to identify general patterns and trends in the perception of social responsibility. This approach ensures the objectivity of the results and the possibility of generalization. Qualitative analysis, in turn, allows us to delve into the motivation and emotional component of consumer behavior, revealing hidden factors that influence their attitude towards banks. The choice of a non-random sample was justified by practical considerations, such as simplicity, cost-effectiveness and speed of data collection. This method allowed us to quickly obtain a significant amount of information, which is critically important for the study. Although the results obtained based on a non-random sample have limited generalizability to the entire population, they are valuable for forming hypotheses and conducting further, larger-scale studies. The study has short-term application as it reflects the current situation, but its results can also be used in the long term for comparative analysis and analogies.

**Results.** The study revealed an interesting and paradoxical fact: despite long-term cooperation with banks, most customers do not have information about their social responsibility. The emotional connection of customers with banks is formed not based on their social activities, but on subjective factors, such as personal relationships with employees and the convenience of the location of the branch. This indicates the low effectiveness of banks' communication strategies in the field of CSR and the need for more targeted work on informing the public.

**Novelty.** The novelty of the study is that it highlights the ambiguous perception of social responsibility by all stakeholders. For many clients, this term remains unclear, which complicates the assessment and perception of banks' actions. At the same time, the study shows a positive attitude of businesses towards the current business environment, its development trends and the changes taking place. This indicates the presence of favorable conditions for the further development of CSR in Georgia but also indicates the need for educational work and popularization of this ideology among consumers.

**Practical value.** The practical value of the study is that its results can be used to improve social responsibility practices in the Georgian banking sector. Proper implementation of CSR and its integration into daily operations contribute to increased reliability, security and economic stability. This, in turn, leads to a decrease in corruption, reduction of unproductive costs and reduction of negative environmental impact. The study also demonstrates that CSR can contribute to increased state participation in important social and environmental projects. Thus, the results of the study can be used as a roadmap for banks, the government and civil society organizations to develop and implement effective programs aimed at building a more sustainable and responsible society.

**Keywords:** business sector, corporate social responsibility, business strategy, environmental risks, responsible business, banking sector, business environment, investor, customer.

**Statement of problem.** In today's world, the banking sector is undergoing a radical transformation as the competitive environment is changing, and consumer demands and needs are evolving. The focus of their activities is on public interests and needs. It is recognized that the development of socially responsible behaviour and activities has a positive impact both directly on the immediate and long-term goals of the company and has a significant impact on the economic development of the country and the welfare of society. The functional role of banks in the spheres of production and circulation is expressed in the complex of various services that they provide, so each bank has to search for and develop new types of services that will be in demand by its customers and at the same time will not contradict the interests of society. In order to study this issue, the research was conducted.

The banking sector is going through a radical transformation in the modern world. The competitive environment and evolving customer expectations constantly push banks to focus not only on profit, but also on public interests. Corporate Social Responsibility (CSR) is the answer to this challenge, becoming an integral part of business strategy. This concept goes beyond the traditional understanding of charity, encompassing ethical, transparent, and sustainable operations that positively affect both a company's long-term goals and overall societal well-being.

CSR holds particular significance in the banking sector. Banks are the backbone of the economy, and their operations directly link to financial stability, the security of public savings, and economic growth. Consequently, their social responsibility is much broader, covering issues like proper financial risk management, protecting consumer interests, funding environmentally friendly projects, and implementing ethical business practices.

In Georgia, the concept of CSR is still in its early stages of development. While some banks actively undertake social initiatives and reporting, awareness levels remain low among both the public and the business sector. CSR is often associated with charity, and high interest rates and financial costs hinder the perception of banks' social responsibility. The proactive role of the National Bank of Georgia and its

efforts to align with international standards are positive trends, but many challenges in this area still need to be addressed.

Corporate Social Responsibility (CSR) in the banking sector involves a bank's obligation to act ethically and contribute to economic development, while simultaneously improving the quality of life for its employees, the local community, and society as a whole. This isn't just about charity; it's a business strategy that balances profit generation with public interests.

The corporate social responsibility of the banking sector stands out for its unique complexity compared to other industries, which stems from its systemic importance. Banks:

- **Hold public savings:** This means they bear immense responsibility for maintaining financial stability.
- **Conduct monetary transactions:** They are vitally important for the functioning of the economy.
- **Issue loans:** This contributes to economic growth and development.

Banks have high leverage (most of their assets are financed by attracted funds) and manage complex risks (credit, market, operational, liquidity, reputational risks), which makes them particularly vulnerable. Consequently, inadequate corporate governance can lead to catastrophic consequences not only for an individual bank but for the entire economy. That's why the proper implementation of CSR in the banking sector is linked to reliability, security, and economic stability.

In the banking sector, CSR goes beyond traditional profit orientation. It means a bank is obligated to act ethically, be transparent, and make a positive contribution to society's development. This includes:

- **Financial Stability:** Banks hold public savings, so their stable operation is vital for the economy.
- **Risk Management:** Due to high leverage and complex risks, proper bank management is essential to prevent catastrophic outcomes.
- **Environmental and Social Impact:** This involves funding eco-friendly projects (green loans), protecting human rights, caring for employees, and supporting local communities.
- **Ethical Business Practices:** Ensuring transparency, implementing anti-corruption policies, and protecting consumer interests.

For Georgia's banking sector, CSR holds particular importance for several reasons:

- **Systemic Importance:** Georgian banks, like banks in other countries, are the backbone of the economy. Their responsible conduct directly impacts the country's economic stability and the well-being of the population.

- **Increased Trust:** Experience from past crises has shown that inadequate corporate governance can have devastating consequences. Strengthening CSR boosts public and investor confidence in the banking system.

- **Alignment with International Standards:** The National Bank of Georgia's (NBG) proactive role and its efforts to align with international standards (such as Basel III and OECD principles) contribute to the development of CSR.

- **Reputation and Competitiveness:** A socially responsible business becomes more attractive to customers, employees, and investors. This, in turn, enhances the bank's reputation and competitive edge.

- **Long-Term Sustainability:** CSR helps banks achieve long-term sustainability and profit growth. This is because it focuses not only on short-term gains but also on harmonious coexistence with society and the environment.

Despite positive trends, Georgia's banking sector still faces significant challenges in implementing CSR:

- **Low Awareness:** Both the public and, at times, the business sector have limited understanding of the CSR concept. It's often associated with charity rather than a strategic business approach.

- **Lack of Information and Transparency:** Customers often don't have enough information about banks' CSR initiatives. While many banks emphasize CSR in their mission, communication about these activities – especially regarding the *process* rather than just the results – needs improvement.

- **Profit Orientation:** Public perception that banks primarily focus on profit, and that high interest rates and financial costs negatively impact societal well-being, is a serious challenge. Businesses often view CSR as an expense rather than an investment, hindering its development.

- **Lack of Green Finance Definitions:** Research shows that most Georgian commercial banks lack clear definitions or classification systems for green loans, making it difficult to collect data and assess progress in this area.

- **Insufficient Pressure from State and Society:** Although CSR is a voluntary initiative, there's limited demand from the state and society for businesses to act more responsibly. Georgian society isn't yet active enough to push businesses towards greater social responsibility.

There are positive trends and prospects for CSR development in Georgia's banking sector:

- **Improved Organizational Structures:** Since 2020, there's been a clear definition of roles for individuals responsible for CSR and the allocation of dedicated budgets for it.

- **International Integration:** The National Bank of Georgia's (NBG) efforts to integrate with international standards and ESG (Environmental, Social, and Governance) issues, along with banks' involvement in Sustainable Development Goals, contribute to the further growth of CSR.

- **Enhanced Reporting:** Banks are increasingly producing financial and qualitative reports on their CSR activities. This is crucial for transparency and for communicating with stakeholders.

Ultimately, strengthening corporate social responsibility in Georgia's banking sector requires collaboration among banks, regulators, the public, and other stakeholders. This cooperation is vital to achieve sustainable economic development and societal well-being. [8].

**Analyses of recent papers.** The presented literary sources include works by both Georgian and foreign authors that deeply analyze the concept of Corporate Social Responsibility (CSR), its development, and challenges, especially within the banking sector and in relation to Georgia. Works by Georgian authors are significant for understanding the CSR concept within the local context and for identifying its challenges and development trends.

Lasha Beridze, in his work «Problems of improving business relations, increasing social responsibility and ways to solve them in Georgia», focuses on the challenges of improving business relations and increasing social responsibility in Georgia. He reviews existing chal-

lenges and suggests ways to address them, which is essential for the development of CSR practices in Georgian business. [1, pp. 75–88].

Lela Khoperia is the author of the «Corporate Social Responsibility Handbook» which serves as a fundamental Georgian-language resource on CSR. This handbook thoroughly explains the basic principles, models, and practical implementation mechanisms of CSR, making it an indispensable source for both academic and practical purposes. [6, pp. 172–178].

«Corporate Responsibility Research in Georgia 2019» and «Research on Public Attitudes and Expectations towards Business Social Responsibility (BSR) in Georgia» (2007) represent direct studies on CSR awareness and public expectations in Georgia. (9). These sources reveal that despite some progress, CSR in Georgian society is often still associated with philanthropy, and its strategic importance is not yet fully understood. These studies emphasize the need for increased awareness and education in this field.

The original definition of corporate social responsibility was given in Howard Bowen's 1953 book, «The Social Responsibility of Business», where the author defined it as the obligation of businesses and businesspeople to make sound decisions in the course of their activities to protect those areas that are acceptable and adequate to the goals and values of society [2, pp. 16–25].

Foreign authors' works offer a global perspective on CSR, particularly regarding best practices and theoretical foundations for its implementation in the banking sector.

Lentner, C. & Szegedi, K., in their work «Corporate Social Responsibility in the Banking Sector», provide a global analysis of CSR integration in the banking sector. The authors emphasize banks' systemic importance and their influence on economic stability, which makes CSR particularly relevant in this sector. They examine how banking CSR goes beyond traditional profit orientation to include ethical conduct, transparency, and contributing positively to societal development. [7, pp. 95–103].

The Team Atmos (n.d.) blog, «Corporate Social Responsibility of Banks», clarifies banks' CSR activities from a practical standpoint. It discusses aspects such as sustainable

finance (for instance, funding environmentally friendly projects), ethical business practices, and community engagement. This source offers concrete examples and approaches for how banks can implement social responsibility. [10].

**Aim of the paper.** This article uses descriptive, analytical, and explanatory methods, based on which important issues of the study are highlighted. To formulate the concept, we examined the views of various researchers, based on which we illustrated the reasoning and conclusions.

Outlining the main body of the study. The research uses quantitative and qualitative research characteristics and the research results are used in the short term, although the research can be used in the long term to make analogies or comparisons.

The purpose of the study is to answer the main research questions: what are the attitudes and awareness level of consumers towards corporate social responsibility and what are the demands of consumers towards companies in terms of social responsibility? The respondents for the study were not selected randomly. This sampling method is simple, less costly, convenient and allows quickly collect a large amount of information. However, it is characterised by lower representativeness and does not allow for the calculation of sampling error.

Survey respondents were selected through purposive sampling via the Internet and interviewed by sending self-completed questionnaires. This research method is associated with minimal costs, but such a survey has certain technical limitations – problems with the respondent's software or network capabilities, e.g. the respondent was unable to open or retrieve a file to process the information, etc.

**Materials and methods.** The banking sector plays a crucial role in the development of a country and its economy, serving as an intermediary and connecting link between investors and borrowers. Accordingly, the banking business constantly faces a number of challenges aimed at maintaining its identity and developing strategies focused on the well-being of society and maintaining a loyal customer base.

Corporate Social Responsibility (CSR) is a voluntary initiative, not an obligation. Businesses can choose to be socially responsible or not. This status is not determined by the state or

government, but rather it is a concept, a business strategy aimed at aligning the company's brand with the healthy needs and demands of society. [3, pp. 345–367].

A common question arises: which companies should engage in responsible business practices? The answer is clear – responsible business behavior is not limited to any specific category of enterprises. It is used equally by large corporations, government (public) organizations, and small and medium-sized enterprises. The ultimate goal in all cases remains the same:

- Ensuring safe working conditions and healthy relations with employees;
- Establishing effective communication with the public and local population
- Maintaining a stable market environment, including relations with customers and investors;
- Protecting the environment.

The Strategic Research and Development Center is actively involved in assessing the dissemination of corporate social responsibility and the quality of related information. One of its strategic directions is the promotion of CSR. The primary objectives of the studies conducted in this field include:

- Examining public attitudes and expectations regarding corporate social responsibility in Georgia;
- Analyzing the current state of social responsibility in Georgia and identifying opportunities and potential for CSR development;
- Investigating the perspectives of top management in major business companies in Tbilisi on corporate social responsibility, as well as evaluating the existing experiences of businesses in implementing CSR.

The analysis of these studies confirms that awareness of corporate social responsibility (CSR) is very low both in society and in the business sector. One-third of the respondents had never even heard of the concept, and the term *philanthropy* was often confused with CSR. Additionally, large business companies demonstrate a lack of experience and awareness regarding CSR, as they tend to believe that social responsibility is limited to fulfilling legally mandated obligations and conducting business operations efficiently (such as paying taxes, maintaining transparent business practices,

providing high-quality products and services to consumers, attracting investments, etc.).

At the same time, a similar lack of awareness exists within society, as a large portion of the population is not informed about the social initiatives undertaken by businesses and cannot identify companies that actively engage in such activities.

The research findings suggest that corporate social responsibility remains an unfamiliar concept for all involved parties, and opinions on this subject vary significantly. However, businesses generally have a positive attitude toward the current business environment, its development trends, and ongoing changes. Future expectations are also optimistic. Representatives of large businesses primarily distribute the responsibility for achieving societal well-being and national development among the government, state institutions, and the businesses themselves. Moreover, they consider active public participation and engagement to be a decisive factor, as society serves as the driving force that encourages businesses to operate responsibly, ensuring economic sustainability, social well-being, and environmental protection.

According to the study, the formalization of CSR-related issues in the banking sector has shown a positive trend compared to previous years. CSR matters are now incorporated into strategic action plans, businesses maintain relevant documentation, and they actively inform the media and the public about their initiatives.

Another notable aspect is the evolution of organizational structures concerning CSR responsibilities. Survey respondents indicated that before 2020, many companies lacked a dedicated CSR officer, while in others, the role was not clearly defined or formalized. However, the current situation has improved significantly, with clear delineation of CSR responsibilities and duties within organizations. In this regard, two of the largest banking businesses continue to lead the way.

An interesting indicator is also the direction of the organisational structure, which is related to the person responsible for corporate social responsibility in the company. According to respondents, before 2020, a number of companies did not have a person fulfilling such a role, and a number of companies did not have

established and formed duties and responsibilities that have changed to the current situation and the functions and duties of the responsible person are clearly spelt out. Here also the two largest banking businesses are leading mainly.

The study also revealed that the banking business operating in Georgia did not have a pre-allocated budget within the framework of corporate responsibility. [4, pp. 43–44]. And since 2020, there has been a subtle but positive change, the reason for which is attributed to public demand. Also noteworthy is the monitoring of corporate responsibility activities, which is conducted periodically to determine whether the activities it has implemented have had a positive impact on achieving the purpose for which they were intended. In addition, companies have started to produce financial and meaningful reports on their corporate social responsibility activities, which is necessary for transparency, publication and distribution of corporate social responsibility activities to stakeholders.

Evaluating the whole research or its separate fragments, we can express the opinion that despite the positive dynamics in business, corporate responsibility in Georgia is making little progress, but still moving forward in understanding the content and value of the concept that CSR represents.

For the research part of the paper it was also important to find out what the Georgian population knows and what information they have about corporate social responsibility of banking business. In order to assess the level of public awareness and perception of social responsibility, a survey was conducted, which gave us an opportunity to reflect, analyse and draw certain conclusions about the necessary changes regarding how far the awareness of Georgian society in general today is far from the current trends or the level of information received.

On various websites on the Internet we often come across information about social events, research and what the public knows about CSR from time to time in Georgia. However, we also appreciate the findings of the research and believe that they do not go beyond the published material or may even go beyond it. However, the interest in reaching a specific addressee – business or society – is not fully

covered by the researchers, and as representatives of a broad cross-section of society, we believe that there is less sense of responsibility in society.

To test whether the published research and the conclusions drawn from it are useful for society or companies, we conducted a study to find out and assess society's perception of social responsibility, what society thinks and knows about it, and what its expectations and conclusions are.

Presentation of the Main Material of the Study. The segment of study participants consisted of consumers, the majority of whom (73.3%) defined social responsibility as «supporting initiatives that contribute to societal well-being in the long run.»

- 63.2% emphasized participation in environmental protection/ecological activities.
- 58.7% believed that social responsibility involves supporting people with disabilities.
- 51.4% associated social responsibility with supporting education, culture, and sports.
- 41.7% considered social responsibility to be synonymous with charity.

In response to the question: «Which industry do you think social responsibility is most important for?» the answers were as follows:

- 24.40% – Banking/Finance
- 37.60% – Healthcare/Pharmaceuticals
- 18.80% – Food Industry
- 0.40% – Beverage Industry
- 4.80% – Telecommunications
- 7.60% – Petroleum Products
- 1.60% – Tourism
- 0.80% – Real Estate
- 0.40% – Logistics
- 2.80% – Insurance

Social responsibility is equally valuable across all industries; however, today, the public considers healthcare and pharmaceuticals the most critical sectors. This is due to the increasing challenges of maintaining health in an environmentally unstable world, making this issue even more relevant. [5, p.8].

Regarding public perception of social responsibility, the results remain consistent: 59.9% of respondents believe that within the framework of corporate social responsibility (CSR), a company should offer high-quality, safe, and fairly priced products to society –

even though this is a company's direct obligation rather than a voluntary CSR initiative.

In Georgia, the public is generally unaware of how many banking or commercial organizations adopt CSR concepts or strategies, and this lack of awareness is reflected in the survey's results. However, this cannot necessarily be interpreted as misinformation or ignorance, as the public and consumers may not be receiving enough relevant information. In fact, 12 out of 15 banking institutions operating in Georgia explicitly emphasize CSR in their mission statements. When asked what motivates banking/financial companies to engage in CSR:

- 70% of respondents believe that information on CSR in banking and financial organisations is insufficient.

- 85.8% believe that it is necessary to implement social initiatives.

As for the question 'What hinders the implementation of CSR in the banking and financial sector of Georgia?'

- 17.8% of respondents believe that there are problems in Georgian business.

It would be interesting to hear the respondents' comments on this answer, although it can be assumed that in most cases companies perceive social responsibility as an expense rather than an investment, and there is less involvement in social activities.

- 53% believe that the state support of social activities has decreased. And here, on the one hand, we can agree with the public opinion, since the state and the authorities have a direct obligation to improve the social situation of society and create a sustainable economic environment, and on the other hand, since social responsibility is a voluntary endeavour, society and business themselves should be interested in creating important environmental conditions and financial accessibility for their activities or living environment. [11, p.232].

A recent survey shows that public satisfaction with the social responsibility of banking and financial companies is only average. People generally believe the banking business mainly focuses on profit. The public knows little about the measures banks take. People are dissatisfied with how visible these measures are and want information to be more accessible through various media, the internet, or company websites. Since most respondents are between 20 and 40

years old, company websites work for them. However, we think that information should be distributed equally and be available to customers of all ages.

This study provides a comprehensive overview of Corporate Social Responsibility (CSR) in Georgia's banking sector. It's clear that the banking sector plays a special role in the country's economic and social development due to its systemic importance. Therefore, integrating CSR into its operations is vital not only for financial stability but also for societal well-being.

The study's findings show that despite some positive trends, CSR in Georgia is still in its early stages of development. A low level of awareness among both the public and the business sector is a major challenge. People often aren't informed about banks' social initiatives, and businesses themselves frequently associate CSR with charity or simply fulfilling legal obligations, rather than viewing it as a strategic, long-term approach.

The research results show that despite some positive trends, CSR in Georgia is still in its early stages of development. A low level of awareness in both the public and business sectors remains a key challenge. People are often unaware of banks' social initiatives, and businesses frequently associate CSR with charity or merely complying with legal obligations, rather than seeing it as a strategic, long-term approach.

A significant problem is the high financial cost of services and interest rates. Consumers perceive these as negatively impacting public well-being and contributing to the long-term financial impoverishment of the population. This creates a trust deficit and hinders the perception of banks as socially responsible institutions.

On the positive side, since 2020, there's been a clear trend towards planning CSR processes in the banking sector. CSR issues are now being included in strategic plans, relevant documentation is being approved, and the roles and functions of individuals responsible for CSR within organizations are being refined. The National Bank of Georgia's (NBG) proactive role and efforts to align with international standards (like Basel III and OECD) are significantly boosting this process.

Despite this progress, the research highlights that a complete understanding of CSR's content and value, and its full integration into daily operations, still requires further development. The public's emotional connection to banks is more often driven by personal relationships with employees and branch proximity, rather than by the bank's social responsibility activities. This again underscores the issues of information scarcity and low awareness.

Based on the research findings, here are some recommendations to strengthen CSR in Georgia's banking sector:

#### 1. Boost Awareness and Transparency

- **Public Campaigns:** The National Bank of Georgia (NBG), commercial banks, and civil society organizations should work together to launch large-scale information campaigns. These campaigns should help the public understand what CSR is, why it's important, and how it differs from simple charity.

- **Improved Reporting:** Banks must get better at reporting on their CSR activities. This means detailing not just completed projects, but also their impact, achievements, and challenges. These reports should be easy to find on various media platforms like websites, social media, and traditional news outlets.

- **Ongoing Communication:** Banks need to actively partner with media and public organizations. Their goal should be to constantly share information about their social and environmental initiatives.

#### 2. Strategic Integration of CSR

- Banks should view CSR not just as a collection of separate projects, but as an integrated part of their overall business strategy. CSR initiatives need to be tied to the bank's core operations and values.

- The perception that CSR is an expense must change. Banks should realize that social and environmental initiatives are long-term investments in their reputation, customer loyalty, and ultimately, financial success.

#### 3. Development of Green Finance

- It's essential to develop clear definitions and implement classification systems for «green loans» and other sustainable finance products. This will enable accurate progress assessment and data collection in this area.

- Government regulators could consider incentive mechanisms for green finance pro-

jects (like tax breaks or subsidies). This would motivate banks to be more active in this field.

#### 4. Strengthening public engagement

**Deeper dialogue:** It is necessary to promote deeper dialogue between the public, business and government on CSR issues. Active public participation and demands will encourage businesses to behave more responsibly. **Raising public awareness:** The public should be more aware of the role that consumers can play in influencing corporate social responsibility. For example, by choosing to support responsible companies.

Implementing these recommendations will help strengthen CSR in Georgia's banking sector. Ultimately, this will strengthen confidence in the financial system, promote economic stability and make a significant contribution to the well-being of society.

The study showed that in most cases, despite long-term cooperation with a bank, customers had little to no information about their bank's Corporate Social Responsibility (CSR) initiatives. Emotional attachment to a bank was primarily driven by good relationships with employees and the proximity of the bank branch. Georgian banks are characterized by high financial service costs, which negatively impact public welfare. Furthermore, the study indicates that high interest rates and financial costs contribute to the population's long-term financial impoverishment.

**Conclusions.** Corporate social responsibility plays a major role in achieving national state goals, improving the well-being of society, and effectively addressing social and environmental problems in certain areas. It is recognized that a responsible business sector contributes to the growth of a country's national competitiveness.

Today, banking business in the world is oriented towards social responsibility, because transparency and trust between society and business are important. However, there are also cases where social responsibility for business is only a marketing calculation and does not serve the ethical principles that social responsibility implies.

We conducted a small-scale study to assess the attitudes of the general public, as banking clients, toward the financial institutions they had an active business relationship with at

the time of the research. The study found that despite long-term banking relationships, many customers had little or no knowledge about their bank's social responsibility initiatives. Instead, their emotional connection to the bank was primarily influenced by good interactions with bank employees and the proximity of bank branches.

Additionally, many respondents highlighted the high financial costs of banking products in Georgia, which they believe negatively impacts public well-being. The study suggests that high-interest rates and financial expenses contribute to long-term financial impoverishment among the population, ultimately limiting access to funds that could otherwise be used for socially beneficial purposes.

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## ОЦІНКА РЕЗУЛЬТАТІВ ДОСЛІДЖЕННЯ СОЦІАЛЬНОЇ ВІДПОВІДАЛЬНОСТІ В БАНКІВСЬКОМУ СЕКТОРІ ГРУЗІЇ

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**Методологія дослідження.** У даному дослідженні застосовано комбінований підхід, що поєднує кількісні та якісні методи для глибокого та всебічного аналізу. Кількісний аналіз ґрунтується на статистичній обробці даних, отриманих від респондентів, що дозволяє виявити загальні закономірності та тенденції в сприйнятті соціальної відповідальності. Цей підхід забезпечує об'єктивність результатів і можливість їх узагальнення. Якісний аналіз, у свою чергу, дозволяє заглибитися в мотивацію та емоційну складову поведінки споживачів, виявляючи приховані фактори, що впливають на їхнє ставлення до банків. Вибір не випадкової вибірки був обґрунтований практичними міркуваннями, такими як простота, економічність і швидкість збору даних. Цей метод дозволив оперативно отримати значний обсяг інформації, що є критично важливим для дослідження. Хоча результати, отримані на основі не випадкової вибірки, мають обмежену можливість узагальнення на всю популяцію, вони є цінними для формування гіпотез і проведення подальших, більш масштабних досліджень. Дослідження має короткострокове застосування, оскільки відображає поточну ситуацію, але його результати також можуть бути використані в довгостроковій перспективі для порівняльного аналізу та аналогій.

**Результати.** Дослідження виявило цікавий і парадоксальний факт: незважаючи на тривалу співпрацю з банками, більшість клієнтів не володіють інформацією про їхню соціальну

відповідальність. Емоційний зв'язок клієнтів з банками формується не на основі їхньої соціальної діяльності, а на суб'єктивних факторах, таких як особисті стосунки зі співробітниками та зручність розташування відділення. Це свідчить про низьку ефективність комунікаційних стратегій банків у сфері КСВ та про необхідність більш цілеспрямованої роботи з інформування громадськості.

**Новизна.** Новизна дослідження полягає в тому, що воно висвітлює неоднозначне сприйняття соціальної відповідальності з боку всіх зацікавлених сторін. Для багатьох клієнтів цей термін залишається незрозумілим, що ускладнює оцінку та сприйняття дій банків. Водночас, дослідження показує позитивне ставлення бізнесу до поточного бізнес-середовища, його тенденцій розвитку та змін, що відбуваються. Це свідчить про наявність сприятливих умов для подальшого розвитку КСВ в Грузії, але також вказує на потребу в просвітницькій роботі та популяризації цієї ідеології серед споживачів.

**Практична значущість.** Практична цінність дослідження полягає в тому, що його результати можуть бути використані для вдосконалення практик соціальної відповідальності в грузинському банківському секторі. Правильне впровадження КСВ та її інтеграція в повсякденну діяльність сприяють підвищенню надійності, безпеки та економічної стабільності. Це, у свою чергу, веде до зниження рівня корупції, скорочення непродуктивних витрат та зменшення негативного впливу на навколишнє середовище. Дослідження також демонструє, що КСВ може сприяти підвищенню участі держави у важливих соціальних та екологічних проєктах. Таким чином, результати дослідження можуть бути використані як дорожня карта для банків, уряду та громадських організацій для розробки та впровадження ефективних програм, спрямованих на побудову більш стійкого та відповідального суспільства.

**Ключові слова:** бізнес-сектор, корпоративна соціальна відповідальність, бізнес-стратегія, екологічні ризики, відповідальний бізнес, банківський сектор, бізнес-середовище, інвестор, клієнт.

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