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Social Responsibility as a Basis for Implementing the Goals of Sustainable Development in the Context of the COVID-19 Pandemic

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Social responsibility as an awareness of the responsible attitude of the subjects (person, group, community, organization, state, society) to themselves and other subjects of this phenomenon and process is the basis for implementing Sustainable Development Goals. It permeates the entire

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structure of society both vertically (society – communities – person; state – region – citizen; economy – organization/enterprise (employer) – employee) and horizontally (society – states – economy; communities – regions – organizations/enterprises (employers); person – citizen – employee). The formation of social responsibility is necessary for implementing Sustainable Development Goals and, at the same time, is its basis. The COVID-19 pandemic accelerated the formation and development of the phenomenon of social responsibility as a basis for the implementation of the goals of sustainable development, encouraging new actors of this phenomenon to act, creating conditions for the public (planetary) association to fight COVID-19; changed approaches to the economy, ecology, social sphere, education, etc. These changes can no longer be reversed, and society can only use them as a basis for further implementation of sustainable development goals.

Keywords: social responsibility, sustainable development goals, COVID-19.

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Introduction

The COVID-19 pandemic has become a catalyst for society, which has accelerated the rethinking of fundamental values of contemporary society, the balance between rights, freedoms, and responsibilities of the individual, group, community, state, and society in relation to itself and others, has created conditions for further transformation of the modern world. The constant emergence of new mutations of the virus, the wave-like nature of the course of its spread, and combating it cause international organizations and states to constantly coordinate actions to fight the virus, find new forms and methods of such combating, precautionary measures to reduce the spread of the virus and its consequences (World Health Organization, 2022). For ordinary citizens, the coronavirus pandemic has led to reconsidering their own needs, interests, limits, and extent of interference in the private lives of others, groups, communities, the state, or society as a whole, restrictions on rights and freedoms, and responsibilities for themselves and others. In this regard, speeches, demonstrations, and protests against the state's violation of the rights and freedoms of citizens have begun to gain popularity and spread resistance to changes in the world.

Defining all the trends and patterns of development of the modern world, it is necessary to emphasize the importance of responsibility, particularly social responsibility, which characterizes the individual and the group, community, state, or society as a whole. The actualization of a socially responsible attitude to oneself and others in the fight against the COVID-19 pandemic extends to other spheres of society, in particular, political, socio-economic, and spiritual spheres, being consistent with the goals of sustainable development (How to fight COVID-19 in the world, 2020). Social responsibility is an awareness of the responsible attitude of the subject (person, group, community, organization, state, society) to themselves and other subjects of this phenomenon and the way to achieving Sustainable Development Goals (Sustainable Development Goals, 2015). Such a postulate requires an in-depth analysis of social responsibility as a basis for achieving the mentioned Goals, the study of this phenomenon and process from a historical perspective to substantiate and generalize the subjects of social responsibility, forms, methods, means by which its formation, establishment, and dissemination among subjects takes place, etc.

Research Methodology

The study of social responsibility as a basis for achieving Sustainable Development Goals in the context of the COVID-19 pandemic requires the formation of a theoretical basis and practical recommendations for further development and deepening of social responsibility among its subjects. Such a basis can be philosophy, political science, sociology, psychology, management, cognitive and behavioral economics, and educational management, which determine various aspects and facets of social responsibility, mechanisms of its implementation, forms and means of its use, and dissemination within their subjects. The practical work of the UN and other international organizations on implementing global goals also shows the need to form a conscious attitude toward oneself and others in implementing tasks related to Sustainable Development Goals (Sustainable Development Goals, 2015).

The implementation of this idea requires, firstly, an explanation of social responsibility as a phenomenon and process in social development; secondly, the identification of trends in the development of social responsibility as the basis of the global goals at different levels of society; thirdly, an analysis of the relationship between social responsibility as a basis for Sustainable Development Goals and the COVID-19 pandemic: "The crisis resulting from the pandemic has caused a change in the way that corporations pursue their economic, social, and environmental objectives, giving greater importance to the role they must play in society" (García-Sánchez & García-Sánchez, 2020: 1).

A vital role in the study should be played by the historical method, which helps to carry out a systemic analysis of the origin, formation, development, and spread of social responsibility and all its subjects from a historical perspective to determine its limits, extent, restrictions and freedoms, relationships between its actors, its place in social progress and its combination with the global goals. Determining the interaction and relationships between the subjects of social responsibility for sustainable development and the COVID-19 pandemic is possible based on systemic analysis, which helps to determine the lines of intersection and points of interaction of its subjects.

Main research material

Social responsibility is a contradictory phenomenon that affects such scholars' views on freedom and necessity as philosophical categories, morals, relationships, and interrelationships between different actors in social development, the element of social control, and so on. Therefore, it is important to understand which philosophical constructions its theoretical concept adjoins when it comes to social responsibility.

The idea of responsibility, like any idea, has a specific history of development: "In the era of Antiquity, the concept of responsibility was closely related to the collective moral and political norms and duties of a person... Responsibility in the Middle Ages comes from the principle of the free will of a believing person... In the rationalist philosophy of the New Age, a new paradigm of responsibility is born, which can be called the civil liability of an individual… Kant's philosophy became the theoretical premise of the legal state, the essence of which is the affirmation of the principle of universal human responsibility based on one's rational and free choice and responsibility for one's life... In the 20th century, a new paradigm of responsibility is developing. For the first time in history, all people, regardless of their gender, race, national, religious, and class differences, became the subjects of rights and responsibilities according to the law. The circle of responsibility has also expanded significantly, covering both economic, moral, and legal and cultural and environmental

responsibility" (Chervona, 2021). The justification of the principle of collective responsibility is new in the modern approach to responsibility. The concept of collective responsibility is present in H. Jonas's concept (Jonas, 2001). This new paradigm of responsibility is characterized by the expansion of both the subject and the object of responsibility – for everything, for everyone together, and for and for each one separately, when the subject and the object of the act do not simply coincide, but acquire a general meaning of individual of choice as an available choice that extends to all of humanity. In this regard, the collective actor is actualized, a set of individual actions united by a single principle and task comes to the fore, and the responsibility for the action extends to the sphere of the uncertain future.

Summarizing different views and interpretations of the phenomenon of social responsibility, it can be stated that it is an element of social control of society, it acts as a regulator of human behavior, group, community, state, and society as a whole, and reflects a particular stage of its development. As an element of the system of social control, social responsibility ensures the formation of individuals' conscious attitude to themselves and others, to the environment, including the social environment, to their place in society, and acts as a regulator of human behavior, the behavior of a group, community. At the level of the state and society in general, social responsibility involves defining, implementing, and guaranteeing a decent standard of living and ways to achieve it. Performing a regulatory function, it structures the relationship between individuals, a person and a group, a community, relations in the state, and society. Historically, it is possible to determine the directions and ways of forming, establishing, and disseminating social responsibility in society.

The responsibility as such was formed in the primitive, archaic society, where each member of the group had to rely on others for survival, which formed the primitive norms of social responsibility in the form of taboos, talion customs, and so on. The social responsibility of archaic societies, proto-states, or early state formations was more severe and "bloody," punitive in nature, which was connected with the survival of the primitive collective or state as an entity. Social responsibility was formed based on the "slogan" of life or death. With the development of state formations, and society as a whole, the trajectory of formation and development of social responsibility changes in the direction of consolidating the relevant norms of behavior associated with it, from punitive, coercive nature to the use of laws to regulate relations and mitigate punishment, and society with the state become focused not on the community, but on the individual. The historical process of struggle of different groups and communities for their rights (ethnic, professional, gender, political, etc.) formed in the respective groups a conscious, socially responsible attitude towards each other, which determined the social responsibility of the group or community. At the state or society level, the historical progress of the acquisition of certain rights and freedoms by certain groups or communities meant the recognition of the socially responsible attitude of the state or society as a whole towards these groups and communities. That is, recognizing the rights and freedoms of various groups and communities, the state became socially responsible towards its citizens, became the guarantor of their rights and freedoms, as well as allowed to expand its list: "It is critical that developing countries find innovative policy mechanisms to ensure immediate socio-economic support after the COVID-19 crisis as well as continued progress towards the 17 SDGs. A post-pandemic strategy should remove existing policy distortions and correct perverse incentives that inhibit sustainable development. Policies should also create synergies across several SDGs simultaneously, such as boosting economic activity, job creation, poverty reduction, environmental improvement and health outcomes" (Barbier & Burgess, 2020: 2).

Historically, there has been a transformation of social responsibility: as a regulator of human behavior, groups, and communities from archaic norms through taboos and talion customs to the formation of various social norms, which are based on one or another component of social responsibility. The COVID-19 pandemic also raises the question of the search for rational strategies of social responsibility that could be effective in opposite to irrational ones: "The moralization of COVID-19 risk mitigation measures contributed to the polarization of groups along moral values, which ultimately led to the emergence of collective irrational behaviors. Collective irrationality arises from groups explicitly or implicitly endorsing values that ultimately harm both themselves and those around" (Voinea et al., 2023).

In primitive society, archaic norms, taboos, talion customs, and archetypes as carriers of collective memory were formed based on common sense, which became the basis of social responsibility. The formation and development of primitive forms of religion prompted primitive society to the emergence of religious norms, which united all individuals into a single whole based on faith in otherworldly forces, with the emergence of religions – in God. The development of moral norms has formed the responsibility to treat each individual as a tribal being, tied with the natural bonds of brotherhood with all mankind. Moral norms have formed the social responsibility of individuals to defend the interests of those communities to which they belong, i.e., a person is identified as a representative of specific community (Krokhmal, 2004).

The basic principles of social responsibility in primitive society were laid down through the implementation of social norms through experience, which formed the mechanism of their transmission to future generations. This mechanism was assimilation (imitation, inheritance), manifested in customs, rituals, and traditions.

With the emergence of the state, social responsibility as one of the regulators of the behavior of the individual, group, community, and society as a whole becomes part of legal norms that establish the central positions of a new form of development, the state, and act as a means of regulating the behavior of a subject of social responsibility. The mechanism of transfer of social responsibility is obedience to the law as part of the function of regulation/self-regulation. The historical transformation of the state included the historical transformation of social responsibility, which added different social norms to common sense and combined different mechanisms of its transmission to future generations, namely assimilation (imitation, inheritance) and law obedience (Krokhmal, 2004). With the development of society, ideological norms are developing, becoming the basis for forming various groups with their own ideology, which is propagated or even instilled in others. In this context, realizing oneself as part of a particular ideological idea or theory requires the right to promote it and spread social responsibility to other people, groups, and communities that support or oppose these ideas.

After the Second World War, there was a rethinking of values and norms of human behavior in society, which led to the establishment and formation of a new type of a person, manifested in the formation of "free will" as "freedom" of individuals in the "freedom" of the world community. That is, there was a formation of "self-confident" individuals and subordination of all other areas of development of the state and society as a whole to this process. The boundaries and vector of social responsibility have changed: from clearly defined boundaries of freedoms, rights, and responsibilities "allowed" by society, state, group, or individual, there has been an expansion of boundaries and an increase in the number of rights and freedoms of the individual and recognition of new boundaries by group, community, the

state, society as a whole. The mechanism of such a transition is meaning-making. The state began to guarantee the expansion of the list of rights and freedoms for an individual, group, or community, and society formed in people a stable idea of the possibility of achieving more from the state or society. However, gaining more rights and freedoms did not always instill in a person an understanding of social responsibility for the privileges received. Therefore, at the beginning of the 21st century, the world's leading countries came out with a well-established social responsibility at the state level to ensure the rights and freedoms of their citizens and other countries – with the active struggle of various groups and communities for their rights and freedoms.

Dissemination of sustainable development ideas and their formalization in the global goals show that their achievement and implementation of the new action plan "Transforming our world: The 2030 Agenda for Sustainable Development" is possible through the development and dissemination of social responsibility at different levels of the structure of society both vertically (society – communities – people; state – region – citizen; economy – organization/enterprise (employer) – employee), and horizontally (society – states – economy; communities – regions – organizations/enterprises (employers); person – citizen – employee). Social responsibility is the basis for achieving Sustainable Development Goals, as it involves the formation of the individual (citizen, employee) conscious attitudes to goals, opportunities, and mechanisms for their implementation, their own involvement in these processes through rights, freedoms, volunteering, professional activities, self-expression, etc. At the state/region/community level, social responsibility, on the one hand, is the basis for guaranteeing the management of all citizens to respect their rights and freedoms. On the other hand, social responsibility is a feedback mechanism that determines the reaction and awareness of citizens' responsibility in relation to the subjects of management, policies in the field of sustainable development, and the achievement of global goals. At the level of economy – organization/enterprise (employer) – employee, social responsibility as a corporate responsibility ensures the implementation of the Sustainable Development Goals, determines further directions of business and economic development, guarantees business on ethical, moral, legal, etc. principles related to a voluntary commitment to improving the well-being of its employees, natural environment and social environment, providing corporate resources, helping communities, maintaining and preserving the ecology and nature, etc. The implementation of Sustainable Development Goals at the level of an individual organization (enterprise), at the regional, state, and interstate levels, and at the level of the whole society is guaranteed by the governing bodies through social responsibility. Many researchers underline that socially responsible education is one of the effective ways to deal with pandemic and sustainable development issues in the 21st century (Karimov et al., 2022).

The COVID-19 pandemic has made adjustments to the Sustainable Development Goals and the implementation of the new action plan (Shulla et al., 2021). On the one hand, it may seem that the implementation of the global goals needs to be postponed because the issues of ensuring the lives and health of people around the world are urgent. On the other hand, such a situation can contribute to the implementation of goals because, at the same time, society has the opportunity to provide a basis for further sustainable social development, which will be based on social responsibility, in the process of achieving goals. The decision-makers have to deal with four primary social dimensions (bioethical, political, psychological, and economic) during the development of the socially responsible roadmap for sustainable development (Etienne, 2022: 305).

As already mentioned, social responsibility has been consolidated in various social norms,

from customs and traditions to legal and ideological norms. The level of social responsibility enshrined in customs, traditions, and various social norms are ingrained in people's minds. The COVID-19 pandemic has shown that the norms of social responsibility ingrained in people's minds do not meet the urgent needs and demands of the society fighting the pandemic. Therefore, the question arises of adjusting people's consciousness using various means, methods, and forms so that in the minds of man and society, it becomes rooted that the world has changed and the norms of social responsibility have changed too. This can be done by strengthening social responsibility in the structure of society.

In the line "society – communities – people", during the pandemic, society should act as a unifying principle based on the idea of overcoming the pandemic, which is complemented by ideas of tolerance, global partnership, and cooperation, the interaction between individuals, groups, communities, states, etc. Different mechanisms, forms, and means of popularizing such ideas depend on the level of their implementation, from the general, which is society as a whole, through communities as self-governing systems that ensure the implementation of these ideas at the level of individual territory, to the separate person, individual (Kornievsky, 2020). Social responsibility during the pandemic develops local self-government (communities), namely the expansion of the boundaries of local communities, their powers, spheres of influence, and opportunities for management decisions at the local level. The community strengthens social responsibility for its members, territory, socio-economic situation, and development during the pandemic, creates a socially responsible space of its actions, including the actions of individuals, groups, communities, businesses, and authorities in it, mastering the system of mutual responsibility for their own development.

At the personal level during a pandemic, social responsibility along this line of intersection should be ensured by the presence of beliefs and awareness of the need to participate in activities of a community, society, adherence to social norms in relations with other people, community, government, groups, communities, support the government's position on issues of social development, in particular in the fight against coronavirus and its consequences, to motivate themselves to perform public duties and take the initiative to implement them, etc.

In the line "state – region – citizen", social responsibility is the basis that clearly defines the rights, freedoms, benefits, and responsibilities of the state as a whole and the region (communities) and individual citizens based on social norms, including law principles (Riezanova, 2016). Law obedience as a mechanism for forming and disseminating social responsibility along this line of intersection ensures and guarantees the state's compliance with all determined guarantees to citizens, and citizens, in turn, are obliged to perform their duties honestly to others and the state. During the pandemic, social responsibility on this line of intersection ensures respect for the rights, freedoms, benefits, obligations, and responsibilities of the state and citizens, which is regulated by various social norms. But both the state and citizens have to realize that in the fight against coronavirus, the state must first ensure the protection of the life and health of its citizens, using coercive means because the conscious attitude of citizens to these processes is not high, and measures conducted by the state provoke civil resistance.

In conditions of the pandemic, the effectiveness of the system of relations and relationships that have formed, its optimization is essential in the interaction of the state with regions and citizens, taking into account the fight against coronavirus and its consequences, joint action in different directions with a clear awareness of the position of each participant in such action, the ability to identify and correct behavior to acquire common social values, the ability to increase social contribution to socially significant activities, willingness to take

responsibility for their own and joint actions and deeds. The state, regions, and citizens must consciously fulfill and adhere to their obligations.

During the pandemic, significant changes are also occurring in the line "economy – organization/enterprise (employer) – employee". During this period, implementing the Sustainable Development Goals should consider the reduction of economic growth through the introduction of lockdowns, quarantine restrictions, and measures that prevent the spread of coronavirus but negatively affect economic development (Yurchyshyn, 2021). At the same time, a pandemic can be the basis for developing new industries, changing priorities in the country's economy, active innovations and infrastructure expansion, digitalization, etc.

The pandemic should be a catalyst that accelerates the introduction of social responsibility in enterprises and encourages employers to take more responsible care of their employees, not just of the profits, to help society overcome the pandemic and its consequences based on their capabilities. During the pandemic, socially responsible businesses invest in social projects, support projects to protect the lives and health of the population and its employees and focus their activities on positioning themselves as part of society.

Socially responsible businesses, especially during the pandemic, should take the voluntary initiative to accept responsibility for social interaction, environmental protection, and engagement with partners, consumers, employees, communities, and other stakeholders based on ethical principles and norms. This list is supplemented by respect for the rights of employees, taking into account their interests, with the possibility of establishing benefits and guarantors of work during lockdowns and quarantine restrictions, positive impact on society, and so on.

In the line "society – state – economy," social responsibility is implemented in almost all the Sustainable Development Goals. The basis of social responsibility on this line of intersection is the departure from centralization in society and the state and their transition to decentralization, which changes the parity of power between civil society and the state towards expanding the rights, freedoms, and responsibilities of civil society through decentralization processes in the state, transfer of several functions, powers to local levels (regional, community level, etc.). The expansion of the power of civil society enables non-governmental authorities, public organizations, and other subjects of civil society, which base their activities on the principles of social responsibility, to gain the opportunity to continue it and promote conscious, socially responsible behavior in society (Kornievsky, 2020). During the pandemic, civil society actors effectively influence people, groups, and communities on the issues that concern one or another entity. They are active "players" in exacerbating destructive situations, strengthening various forms of resistance to the implementation of pandemic policies and their consequences, etc., or, conversely, support such policies, helping to mitigate the consequences of harmful and unpopular decisions of the authorities in the fight against coronavirus.

An important direction in this line of intersection is building a system and mechanisms of public-private partnership for decision-making, business participation in social programs, infrastructure development, development of socio-economic development plans, lobbying for the interests, advising on socio-economic development of the state, region, etc., speeches of business representatives as advisers to the authorities, etc. The connection of business with the government is based on legal norms and moral and ethical bases, business participation in solving social problems, and development of innovations.

In the line "communities – regions – organizations/enterprises (employers)", the priority in spreading social responsibility during the pandemic is the participation of businesses

in local projects, their total or partial funding, development and implementation of social and educational projects, projects for children and youth, etc. Today, the participation of business representatives, community managers, their development, and cooperation with communities directly, bypassing the state level, prevails since communities in the process of decentralization gain more power from government agencies, local businesses invest in community development, reimburse them for their development through programs of patronage, sponsorship, and charitable activities, volunteering, cooperation with the external environment based on ethical principles and norms. During the pandemic, this direction of development of social responsibility becomes urgent because it is business at the local level that can help in the fight against the pandemic and its consequences, and it should do so consciously.

In the line "person – citizen – employee", it is necessary to realize that the COVID-19 pandemic has become a litmus test for individuals to test their own values, norms of behavior, understanding with other people, reactions to various unusual situations, stress, desires, and opportunities to get out of the comfort zone, defining the extent and limits of restrictions on rights and freedoms, etc. This awareness occurs in an environment where various governments and authorities, through constant and growing coercion, are trying to restrict the rights and freedoms of citizens and employers – the right to work and to receive a decent reward. In this regard, social responsibility should be the basis for understanding between the individual (citizen, employee) and government to find parity between guaranteed rights and freedoms and the possibility of their voluntary temporary restriction by government and authorities to save human life and health. The social responsibility of the employee during the pandemic is possible through professional development, as well as during the receipt of quality education, in which the future specialist would already form social responsibility towards colleagues and consumers, customers, and other groups. Although education has become commercialized, it has retained its primary function – forming a professional (citizen) who would meet the demands of the state and society at the appropriate level of social development (Chervona & Bylvinska, 2020: 96-97).

Conclusions

Social responsibility as a conscious, responsible attitude of the subject to themselves and others aims to form an appropriate branched system of its subjects, which would implement and promote its ideas through the appropriately formed mechanisms, forms, methods, and tools. Such a system of subjects, built vertically and horizontally, should cover all spheres of society, all social levels, and structures.

The use of social responsibility as a basis for achieving Sustainable Development Goals will provide a common ground for all participants in this process, which should form a common conscious attitude to themselves and others, toward the environment, including the social environment, to partnerships in various spheres of society, etc., to achieve the goals. It is possible to provide this through the system of education and upbringing. After all, starting from the family as the organizational basis of society, where the child is socialized and raised, instilling in children an understanding of duty, and ideas of responsibility, including social responsibility, knowledge, perception, and implementation of social norms, forms a conscious, socially responsible position; through the education system, which not only provides knowledge about social responsibility and global goals but also develops and corrects the conscious socially responsible position of the student; to professional development in the workplace, which helps to understand the employee in the socio-economic structure of society.

The COVID-19 pandemic accelerated the establishment and formation of the phenomenon of social responsibility as a basis for achieving Sustainable Development Goals, encouraging new subjects to act, creating conditions for the public (worldwide) association to combat the pandemic, changed approaches to economics, ecology, social sphere, education, etc. In this context, all subjects of social responsibility should be aware of their place, role, and prospects for an existence based on the ideas of social responsibility and their implementation and should indicate their active social and community position. Thus, the society aims to form such social responsibility, which would become a conscious basis for achieving Sustainable Development Goals with appropriate behavior, built on the principles of respect, interaction, and support, being an element of the social control system, the regulator of the behavior of the subjects. We formulated ways of reframing the social architecture in the series of social subsystems (vertical and horizontal ones)).

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