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HISTORICAL DEVELOPMENT OF THE CONCEPT OF SOCIAL RESPONSIBILITY

Since the beginning of the twentieth century and with the separation between ownership and management in modern companies. The classic economic outlook assumes that the primary and sole duty of companies is to increase profits and without doing any other duty to society. Milton Friedman said, projects will thus be able to grow, providing goods and services to consumers, Companies will be able to pay better wages to users [1]. He believes that the company's responsibility is only pay wages to workers for the work they do, and provide goods and services to consumers for money paid, and pay taxes to governments that provide public services to citizens, and to respect the rules and laws, and that The company's adoption of social responsibility will reduce its profits and increase labour costs. Meanwhile, corporate executives have begun to pay attention to other goals such as the interests of consumers, employees, creditors and local communities.

At the same time, governments in advanced industrial countries have begun to grant tax breaks to companies for charity, which encouraged companies to allocate a share of profits to social businesses, taking advantage of these exemptions and material incentives. During the 1950s and 1960s, civil rights groups, consumer protection societies, and other social movements began to influence corporate behaviour by monitoring environmental impacts and product quality to ensure that they were free of harmful substances. Thus obligating companies to develop new policies such as the development of control systems and protection against pollution and increased attention to reduce waste of energy. Paul Samuelson sees the concept of social responsibility as an economic and social dimension [2]. He also points out that companies in today's world must not only be associated with social responsibility, but must also be creative in their adoption. One of the factors that contributed to increased attention to the issue of social responsibility was the events of September 11, which encouraged a large number of large companies to provide support Material and moral for those affected by these events, as well as financial scandals of a number of international companies and the spread of corruption. As a result, interest in social development has increased and the importance of partnerships between the Government, the public sector, the private sector and civil society has been emphasized.

References:

1. Friedman, Milton, et al. *Consumer Expenditures in the United States: Estimates for 1935-36*. Washington, D.C.: Government Printing Office, 1939.
2. Paul Samuelson on the History of Economic Analysis. *Selected Essays*, by Steven G. Medema and Antony M. C. Waterman (Cambridge University Press, New York, 2015).