

IMPROVING CORPORATE SOCIAL RESPONSIBILITY PRACTICES FOR SUSTAINABLE DEVELOPMENT IN CONSTRUCTION COMPANIES

Murotkosimov Shokhrukh Abdisalimovich

Tashkent University of Architecture and Construction Network centre department space

Abstract: *This article explores the theoretical and practical foundations for improving corporate social responsibility (CSR) practices in construction companies. It also analyzes international experiences in this area and considers how they can be adapted to local conditions. Additionally, the article provides detailed information on the effectiveness and social impacts of CSR activities in construction companies.*

Key words: *Corporate Social Responsibility (CSR), sustainable development, construction companies, economic efficiency, environmental sustainability, social responsibility, community engagement, working conditions, environmental technologies.*

Introduction: Improving CSR practices in construction companies and aligning them with sustainable development is one of the most pressing issues today. Globally, the construction sector, as an important branch of the economy, contributes not only to economic growth but also to the social stability of society. Additionally, construction companies have a significant impact on society and the environment during their activities. These impacts can be both positive and negative, which is why effective management of CSR is of great importance for construction companies.

Although the concept of CSR has a long history, its practical application has gained special significance in recent years. The main goal of CSR is to integrate companies' profit-oriented activities with their obligations to society. Companies should not only pursue economic benefits through their activities but also implement projects that positively impact society.

CSR is vital for construction companies for several reasons. First, CSR enhances the reputation of companies in society. For any construction company, building a positive corporate image plays a crucial role in establishing strong relationships with clients, partners, and investors. Second, CSR helps increase environmental responsibility in companies. Environmental protection issues hold an important place on the agenda in the construction sector, and socially responsible approaches in this area aim to reduce environmental harm.

International experience shows that construction companies that effectively implement CSR not only fulfill their responsibilities to society but also increase their competitiveness in the market. Therefore, improving CSR practices is also an important task for local construction companies. It is necessary to develop CSR strategies that are suitable for local conditions and to implement mechanisms for their application.

Sustainable development: Sustainable development is a key factor in ensuring the long-term activities of companies. The construction sector is of primary importance for society and the economy, and ensuring sustainable development in this field should become a strategic goal in the activities of construction companies. CSR plays an important role in this process, as it considers not only economic factors but also social and environmental aspects.

As a significant branch of the economy, construction companies not only contribute to economic development but also play an important role in ensuring social and environmental sustainability. Sustainable development is one of the strategic goals aimed at ensuring long-term effectiveness in the activities of construction companies. In this process, issues such as efficient use of construction materials and technologies, environmental protection, and safeguarding workers' rights and interests need to be addressed.

The necessity of sustainable development lies in the fact that construction companies must increase the economic efficiency of their activities while fulfilling their social and environmental responsibilities. This, in turn, ensures the long-term competitiveness and reputation of companies.

Striving for sustainable development is necessary not only to increase the economic efficiency of construction companies but also to reduce their impact on society and the environment. Therefore, construction companies should implement sustainable development principles in all their activities.

CSR Practices: CSR practices aim to make the activities of construction companies more transparent and beneficial to society. These practices include improving working conditions, protecting the environment, enhancing cooperation with the public, and participating in social projects. For construction companies, improving CSR practices is essential not only for enhancing their reputation but also for ensuring sustainable development.

CSR practices involve a set of activities aimed at fulfilling the social, environmental, and economic obligations of companies to society. In construction companies, CSR practices serve not only to make production processes transparent and efficient but also to ensure responsibility towards society and the environment.

An important part of CSR in construction companies is providing safe and comfortable working conditions for employees. This, in turn, includes measures aimed at protecting workers' health, safeguarding their rights, and improving their attitude towards work. By improving working conditions, construction companies can increase the sustainability of production processes and the productivity of the workforce.

Another important aspect of CSR practices is environmental protection. Construction companies should operate in accordance with environmental standards, apply measures to reduce waste, recycle, and increase energy efficiency. This helps not only to reduce the impact on nature but also to improve the ecological reputation of companies.

Public cooperation is crucial for ensuring transparency in the activities of construction companies. CSR practices are aimed at increasing public trust in the company's activities. To achieve this, construction companies should establish regular communication with the public, take public opinion into account, and actively participate in social projects.

Another important component of CSR practices is participation in social projects. Construction companies can support various social projects for local communities. As a result, companies establish close relationships with the communities in which they operate and help solve their social problems.

Implementing CSR practices is one of the important steps towards sustainable development for companies. Through these practices, companies not only increase economic efficiency but also fulfill their social obligations to society. For example, participation in environmental protection projects, implementing measures for energy efficiency, and improving working conditions all contribute to the long-term sustainability of companies.

Conclusion: Improving CSR practices is very important for achieving sustainable development in construction companies. It serves not only the long-term sustainability of companies by taking into account their economic, social, and environmental responsibilities but also helps to increase their competitiveness and strengthen their reputation in society.

CSR practices play a key role in ensuring the sustainable development of construction companies. By improving working conditions, protecting the environment, cooperating with the public, and participating in social projects, companies can make their activities more efficient and beneficial to society.

CSR practices are one of the decisive factors in the sustainable development of construction companies. In areas such as increasing economic efficiency, fulfilling social obligations to society, achieving environmental sustainability, and strengthening the company's competitiveness, CSR practices play an important role. Therefore, construction companies should consider CSR practices as a strategic priority and focus on their implementation.

In our opinion, construction companies should implement several measures to improve CSR practices. These include:

- Organizing training and educational programs on CSR practices for company employees;
- Strengthening collaboration with research and educational institutions to implement innovative solutions;
- Providing transparent reporting on CSR activities and ensuring open communication with the public;
- Implementing energy efficiency and environmental protection measures during construction processes.

Conclusion

Improving CSR practices is very important for achieving sustainable development in construction companies. It serves not only the long-term sustainability of companies by taking into account their economic, social, and environmental responsibilities but also helps to increase their competitiveness and strengthen their reputation in society.

CSR practices play a key role in ensuring the sustainable development of construction companies. By improving working conditions, protecting the environment, cooperating with the public, and participating in social projects, companies can make their activities more efficient and beneficial to society.

CSR practices are one of the decisive factors in the sustainable development of construction companies. In areas such as increasing economic efficiency, fulfilling social obligations to society, achieving environmental sustainability, and strengthening the company's competitiveness, CSR practices play an important role. Therefore, construction companies should consider CSR practices as a strategic priority and focus on their implementation.

References

1. Karimov SH.R. (2019). Corporate social responsibility and its impact on sustainable development. Tashkent: Tashkent state university of economics publishing house.
2. Xalmurodov A.N. (2020). Modern directions for implementing corporate social responsibility practices in construction companies. Scientific journal of construction and architecture, 3(12), 45-53.
3. Nurmuxammedov J.A. (2021). Sustainable development strategies and their application in construction companies. Economics and management, 4(17), 23-29.
4. Xaydarov S.A. (2017). The importance of corporate social responsibility in the construction sector. World economy and international relations, 2(6), 11-19.
5. Arifdjanova Z. D. (2023). Mechanisms for improving corporate social responsibility. Journal of economics and education, 12(2), 34-42.
6. World business council for sustainable development. (2000). Corporate social responsibility: making good business sense. Geneva: WBCSD.
7. United Nations Global Compact. (2015). Sustainable development goals and corporate social responsibility. New York: United nations.
8. Carroll A. B. & Shabana K. M. (2010). The business case for corporate social responsibility: a review of concepts, research, and practice. International journal of management reviews, 12(1), 85-105.
9. Porter M. E. & Kramer M. R. (2006). Strategy and society: the link between competitive advantage and corporate social responsibility. Harvard business review, 84(12), 78-92.
10. Epstein M. J. & Buhovac A. R. (2014). Making sustainability work: best practices in managing and measuring corporate social, Environmental, and Economic Impacts. 2nd ed. Sheffield: greenleaf publishing.
11. Olimova, O. (2024). Architectural Peculiarities of the Structure of Technoparks and Technopolises. *Sustainable Civil Building Management and Engineering Journal*, 1(2), 9-9.