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**HISTORY AND PERSPECTIVES OF CONTEMPORARY RUSSIAN  
CORPORATE VOLUNTEERING**

**Ph. D. Zulfiya A. Troska**

Plekhanov Russian University of Economics, Russian Federation  
ORCID 0000-0002-8038-0677  
Zulechka@bk.ru

**Ph. D. Natalia I. Gorlova**

Plekhanov Russian University of Economics, Russian Federation  
ORCID 0000-0003-0833-2053  
Gorlovanat@yandex.ru

**Ph. D. Olga V. Gribkova**

Plekhanov Russian University of Economics, Russian Federation  
ORCID 0000-0001-8553-8675  
gribkova1975@mail.ru

**Ph. D. Ekaterina V. Kuzub**

Plekhanov Russian University of Economics, Russian Federation  
ORCID 0000-0002-0448-540X  
kuzub\_ev@mail.ru

**Dr. Larisa I. Starovojtova**

Russian State Social University, Russian Federation  
ORCID 0000-0001-8660-4101  
Starovojtova@list.ru

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**Abstract**

The article is devoted to the history of corporate volunteering formation. Simultaneously, it describes the basic features of modern Russian corporate volunteering and its development prospects. The paper presents practical guidelines aimed at enhancing the involvement of personnel in socially significant activities, which improves the quality of working with them. These models are comprehensive and universal. The practical significance of the study lies in the fact that its conclusions and recommendations can be used in organizing voluntary activity in Russian companies and in the successful implementation of volunteer projects and programs.

**Keywords**

Corporate volunteering – Corporate social responsibility y – Social significance – Charitable activity

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## Introduction

Corporate volunteering is one of the most important methods and tools for maintaining the social activity of an organization. In addition, it promotes the formation of stable relations within both the state and local communities. Nowadays, when a corporate volunteering program, is competently organized, it becomes one of the most successful and cost-effective vector of business development<sup>1</sup>.

The experience of running both foreign and domestic companies proves that corporate volunteering is an important engine of social change as well as a basic element for building up corporate communications in the organization. The promotion of Corporate Volunteering is gaining momentum around the world as various organizations, large and small, form their own charitable and social projects, with employees and their family members volunteering<sup>2</sup>. Modern employer seeks to support and encourage those employees who are willing to accept voluntary participation in the activities of local communities, as well as in projects directly involving the organization itself. Managers in modern large corporations share the opinion on corporate volunteering being a crucial factor for the development of corporate social responsibility. It positively affects not only the direct recipients, but also commercial structures as market factors<sup>3</sup>. At the same time, along the lines of civil society development, employee engagement can be studied as a civil practice of commercial companies, resulting in the growth of the civil activity among the population<sup>4</sup>.

According to most experts (Krasnopolskaya I. Dorozhinskiy Yu, T. Bachinskaya) there is no common definition of 'corporate volunteering', its range of interpretations is wide enough. For example, a number of experts and organizations favor its Russian-language synonym 'corporate voluntarism' and deliberately do not employ the combination 'corporate volunteering' in daily practice<sup>5</sup>. However, in our view, both formulations are identical and thus, interchangeable. Therefore, defining the term 'corporate volunteering' it is important to highlight its following interpretation, common in contemporary literature:

1. Corporative volunteering is staff participation in various charity events held by the company itself, as well as by third-party organizations<sup>6</sup>;

<sup>1</sup> "Development of corporate volunteering as a promising area of social partnership in Russia", *Business and society*, num 3-4 (70-71) (2012): 3-25.

A. D. Galyuk & M. R. Kaydarshina, "Increase of staff involvement on the basis of corporate volunteering", *Executive editor*, (2016): 208.

<sup>2</sup> A. L. Gatignon-Turnau & K. Mignonac, "(Mis) Using employee volunteering for public relations: Implications for corporate volunteers' organizational commitment", *Journal of Business Research*, 68(1) (2015): 7-18.

<sup>3</sup> A. Malouf, M. Selaković & N. Ljepava, "Exploring the Relationship Between Corporate Volunteering and Internal Communications in Multinational Organizations". (2016): 6-22.

<sup>4</sup> S. Dreesbach-Bundy & B. Scheck, "Corporate volunteering: A bibliometric analysis from 1990 to 2015", *Business Ethics: A European Review*, (2017).

<sup>5</sup> Corporate Volunteering in Russia. Collection of best practices. T. Bachinskaya (ed) (Moscow: Center for the Development of Philanthropy "Soprichastnost", 2011) y I. Krasnopolskaya, Corporate Volunteering in Russia: Key Features. Corporate Volunteering in Russia. Collection of best practices.

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<sup>6</sup> M. V. Pevnaya & A. A. Kuzminchuk, "The Potential for the Development of Corporate Volunteering in Modern Russia", *Social Studies*, num 1 (2017).

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2. Corporate volunteering is a voluntary staff participation in various social projects implemented within the company<sup>7</sup>;

3. Corporate volunteering is staff participation in voluntary work in the company organized and conducted under its direct support in various social programs format<sup>8</sup>.

Analyzing corporate volunteering in foreign and domestic companies, it can be argued that the first and foremost is strengthening the corporate social responsibility of the organization. Another not less important reason is the wish to develop a corporate culture in the company, to increase team loyalty, to strengthen the idea of social responsibility and team-stabilizing connections<sup>9</sup>. In addition, the initiative of corporate volunteering on the part of the governing body is aimed at unlocking the team potential and leadership qualities to the maximum, to give the employees an opportunity for developing not only professionally, but personally<sup>10</sup>. Another significant reason for employee engagement is the employees' desire to implement volunteering activities within the company and under its name<sup>11</sup>.

For any company, medium and large, corporate volunteering is a costly practice; however, all of the costs, as experience shows, can be paid back by appreciable development advantages for the organization<sup>12</sup>. Among these positive results specialists point out improved quality of human resources, assistance in solving business problems, strengthening of corporate values and the development of communication at various levels<sup>13</sup>.

The business tasks successfully resolved through corporate volunteering include the following:

1. Recognition of the company, enhancing its reputation for partners, competitors and the local community;
2. Improvement of the public image in the eyes of its employees, both existing and potential;
3. Loyal attitude of public authorities towards the company.

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<sup>7</sup> S. P. Peregudov & I. S. Semenenko, *Corporate citizenship: concepts, world practice and Russian realities* (Moscow: Progress-Traditsiya, 2008)

<sup>8</sup> K. Allen & M. Galiano, *Corporate Volunteering in the Global South*. In *Perspectives on Volunteering* (Springer International Publishing, 2017)

<sup>9</sup> C. Plewa; J. Conduit; P. G. Quester & C. Johnson, "The impact of corporate volunteering on CSR image: A consumer perspective", *Journal of Business Ethics*, num 127(3) (2015): 643-659.

<sup>10</sup> O. Samuel; L. Roza & L. Meijs, "Exploring Partnerships from the Perspective of HSO Beneficiaries: The Case of Corporate Volunteering", *Human Service Organizations: Management, Leadership & Governance*, Vol: 40 num 3 (2016): 220-237 y O. Samuel; P. Wolf & A. Schilling, "Corporate volunteering: Benefits and challenges for nonprofits", *Nonprofit Management and Leadership*, num 24(2) (2013): 163-179.

<sup>11</sup> C. C. Huang, "Employees' perception of corporate social responsibility: Corporate volunteer and organizational commitment", *International Business Research*, Vol: 9 num 9 (2016): 142 y J. L. R. Robledo; M. V. Arán & J. L. G. Porras, "Analysis of corporate volunteering in internal market orientation and its effect on job satisfaction", *Tourism & Management Studies*, num 11(1) (2015): 173-181.

<sup>12</sup> A. Do Paco & A. Cláudia Nave, "Corporate volunteering: A case study centred on the motivations, satisfaction and happiness of company employees", *Employee relations*, 35(5) (2013): 547-559.

<sup>13</sup> J. Hu; K. Jiang; S. Mo; H. Chen & J. Shi, "The motivational antecedents and performance consequences of corporate volunteering: When do employees volunteer and when does volunteering help versus harm work performance?", *Organizational Behavior and Human Decision Processes*, num 137 (2016): 99-111.

Improvements of the quality of human resources of the company include:

1. Reduction of staff turnover and increase in team loyalty towards the employer;
2. Increase in staff motivation;
3. Identification of team leaders;
4. Speaking about corporate and communicative values, the obvious positive 'consequences' of corporate volunteering can be;
5. Distribution of business ideas among the local community;
6. Meeting employees from different departments and branches of the company;
7. Increasing awareness of the collective organization of information.

Based on the postulates of the Universal Declaration of Human Rights, as well as referring to the provisions of the Universal Declaration on Volunteering, adopted in 1990 at the XI World Conference of the International Association for Volunteer Effort in Paris, the following basic principles of volunteering in general and corporate volunteering in particular can be defined<sup>14</sup>:

1. The necessity to develop corporate volunteering in every modern company that seeks to be socially responsible and commercially successful.
2. Assistance and support of the staff from the company's management, and an interest in the initiative in volunteer activities, as well as encouragement of such activities.
3. Distribution of information about experiences in the field of corporate volunteering and its wide promotion in the commercial sector among business partners.

One cannot ignore the fact that the volunteer activity of various categories of citizens, regardless of its type (corporate, environmental, cultural, social, etc.) makes the foundation of civil society. Volunteering helps instill and promote such societal values as helping and caring, the ability to show initiative and take responsibility, and strengthening interpersonal bonds.

## Method

As mentioned before, the economic crisis and, as a consequence, mass reduction of expenses for charity make the development of corporate volunteering especially relevant. It is gaining momentum and will possibly be a mass phenomenon in a few years<sup>15</sup>.

Corporate volunteering is a substantial element in the system of corporate social responsibility. First of all, this is a value system based on the interaction between the society, employees of the company and its customers.

Russian experts single out the following causes of corporate volunteering:

1. The organization brought to a new level;
2. Personal initiative of top executives;
3. Various corporate social responsibility programs;
4. Popularization of volunteering among employees.

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<sup>14</sup> M. Loosemore & J. Bridgeman, "Corporate volunteering in the construction industry: motivations, costs and benefits", *Construction Management and Economics*, (2017): 1-13.

<sup>15</sup> Corporate volunteering. Business and society. Comprehensive research of corporate volunteer practices in the city of Moscow (Moscow: IPO "Association of Managers", 2014).

Thus, according to I. Ekushevsky, businessman and head of the 'Club of volunteers' founded in 2004 in Russia, many companies today bear a serious social responsibility. This responsibility is not the commercial side of their business but rather a desire to be engaged in volunteering, which is dictated by the common tribute to modern trends. Competition plays an important role here – the initiator of effective social initiatives is the winner<sup>16</sup>.

Having a significant resource in the form of employees, the company, if interested in social issues, can easily involve its team in volunteering practices. I. Ekushevsky notes that it is increasingly common in Russia – it is not an external or internal a volunteer organization involving the company's employees in a charity event, but company itself showing interest in developing and introducing a social initiative with the direct involvement of employees as active participants and executors.

Generally, in Russia the interest in volunteering started to gain momentum since the beginning of the 1990s due to the development of nonprofit organizations working in various social fields - healthcare, culture, education, elderly care, child care, sports, disability care and assisting other vulnerable categories of the population<sup>17</sup>.

Somewhat later, a systematic approach to supporting volunteering in Russia began to take shape. As in any other foreign country, it has its own development features, which is influenced by a whole set of external and internal factors, including historical events and cultural traditions, socio-economic and political conditions and international trends and experiences. A powerful impetus for the development of volunteer practices in this country was the first democratic transformation in the early 1990s, the result of which became new forms of citizens' self-organization citizens, the so-called non-profit 'third' sector<sup>18</sup>.

Speaking of Russia, it is very difficult to name the exact date for the emergence of corporate volunteering. However, most experts note that its powerful development was outlined in the mid-2000s, more precisely after the 2008 crisis<sup>19</sup>.

According to O. Reshetnikov, the majority of the local communities in Russia are formed around the core enterprises; as a result, it affects their level of responsibility to their representatives. Increased social obligations to members of local communities on the part of enterprises form a caring attitude to the environment, construction, repair and support of social infrastructure and, what often happens, form a socio-cultural climate on a local level, affecting spiritual and social needs<sup>20</sup>.

According to N. Kaminarsky, the Executive Secretary of the 2011 Donor Forum, the development of corporate volunteering in our country in recent years has outpaced private and institutional charity. Companies at the moment have accumulated rich experience in

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<sup>16</sup> M. V. Pevnaya, "Volunteering as a sociological problem", *Sociological research*, num 2 (2013): 110-119.

<sup>17</sup> N. I. Gorlova, "History and Prospects for the Development of Russian Corporate Volunteering, *Uchenye zapiski*", *Electronic scientific journal of the Kursk State University*, num 4 (40) (2016).

<sup>18</sup> I. Krasnopolskaya; L. Roza & L. C. Meijs, "The relationship between corporate volunteering and employee civic engagement outside the workplace in Russia", *VOLUNTAS: International Journal of Voluntary and Nonprofit Organizations*, num 27(2) (2016): 640-672.

<sup>19</sup> N. A. Levochkina, "Corporate social responsibility: the experience of non-financial reporting of Russian companies", *Economy and society*, num 9 (28) (2016).

<sup>20</sup> O. V. Reshetnikov, *Corporate volunteering: Scientific and methodical manual* (Moscow: OOO Prospekt Publishing House, 2010).

solving various social problems, which ranges from the guardianship of orphans and support for science to help underprivileged classes and integrated development of the territories<sup>21</sup>.

An important fact in favor of the development of corporate volunteering is that a priority of the Concept of long-term social and economic development of the Russian Federation for the period until 2020 is the development of interaction mechanisms between the state, the population, business and society structures. The formation of new areas of social partnership between the state and the commercial sector of the economy is linked to this, envisaging the joint implementation of projects for the development of human capital.

Back in 2011, A. Shadrin, the Deputy Director of Strategic Management (Programs) and Budgeting of the Ministry of Economic Development of the Russian Federation noted that Russian business is ready to 'invest' not only in social programs targeted to its own employees, but also in the general improvement of social environment and quality of life of local communities in the cities and regions where the company is developing. For large and medium-sized enterprises involved in the formation of favorable social environment it is increasingly important both from the point of view of attracting new staff and fulfilling the expectations of current staff<sup>22</sup>. According to A. Shadrin, it reduces the risk of long-term development of the companies and the growth of their capitalization.

2011 turned out to be eventful in terms of events dedicated to volunteering practices. So, in May 2011, the eighth Russian conference on volunteering was held in Moscow, attended by representatives of various sectors of the economy from more than 40 regions of the Russian Federation. Its outcome was the Volunteer Development Strategy from 2011 till 2020. This strategy is a system of consolidated state and private actions aimed at creating the conditions for the level of volunteer participation in Russia (fixed over the past 10 years on 1-3%) to reach up to 30-40% in 2020.

In late 2011-early 2012 the philanthropic development center 'Awareness' in the framework of the grant of the Institute of Public Planning conducted a study of corporate volunteering in Russia. The Director of the Center I. Krasnopolskaya in presented in April 2012 the main findings and conclusions of the studies at a seminar. The results showed that corporate volunteering in an unstructured form has existed in Russia for the past 10 years, but has become more formalized only recently. In this country it is generally presented as an element of corporate social strategy with the aim of strengthening the corporate culture of the organization. According to I. Krasnopolskaya, in the organization of events on corporate volunteering, difficulties arise as with volunteers themselves, from the staff of enterprises who are psychologically not ready for meetings with the targeting audience (disabled orphans, terminally ill hospital patients). The main problem is the lack of skills in communication with these categories of people<sup>23</sup>.

According to I. Krasnopolskaya, in the process of organizing corporate volunteering  
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<sup>21</sup> T. Yu. Shahnes, "Corporate Volunteering as the Most Important Component of Socially Responsible Business", Proceedings of the Moscow International Higher Business School MIRBIS, num 2 (2016): 114-119.

<sup>22</sup> N. A. Levochkina, "Corporate social responsibility of institutions of higher professional education: from national university to national faculty", In the world of scientific discoveries, num 7.7 (67) (2015): 2669-2678.

<sup>23</sup> I. Krasnopolskaya, Corporate Volunteering in Russia: Key Features. Corporate Volunteering in Russia. Collection of best practices. T. Bachinskaya (ed). Second edition (Moscow: Center for Development of Philanthropy "Soprichastnost", 2012).

events, difficulties arise when the volunteers turn out to be psychologically unprepared for meetings with the target audience (disabled people, orphans, terminally ill hospital patients), the main problem being the lack of communication skills with these categories of people.

In 2014, the National Council on Corporate Volunteering was established, headed by R. Zakiev. By 2015 it included more than 200 Russian companies about 15 thousand employees of which were corporate volunteers. Spheres of interests of the Council members are quite diverse: from environmental problems and the organization of events dedicated to this subject to the competitions for the best volunteer project 'champions of good works'.

In 2015, from September to December the VII Moscow Civil Forum was held, where members expressed proposals to combine the Russian major corporations for volunteer training through the establishment of training programs. According to the N. Pochinok, Rector of the Russian State Social University, Russia is quite a 'young' country when volunteering is concerned, yet this does not affect the degree of interest of Russian businesses in corporate volunteering. Managing Director of the fund 'Public opinion' E. Petrenko said that today every fourth company in Moscow is engaged in corporate charity. In 2015 more than 60% of employees of various Moscow companies expressed a desire to volunteer. The main motivation, according to E. Petrenko, is the feeling of satisfaction that such activity brings<sup>24</sup>.

Another important event dedicated to the problems of corporate volunteering was the IV Moscow International Forum 'Corporate volunteering: business and society' (December 8, 2015). Organizers (V. Kovalev, M. Maksimovskaya) and participants (the representatives of large and medium-sized businesses discussed corporate volunteering) discussed possible ways to attract employees to charity events and activities, as well as the interaction of government, business and non-profit organization.

Nowadays one of the important tasks of company managers is to examine the opinion of the organization about volunteering activities and the interest it takes in this area; for this, regular surveys are conducted<sup>25</sup>.

Today, the main task of the majority of successful business structures is training employees in corporate volunteering, as well as creating partnerships with the state and non-profit organizations. In the opinion of business representatives, holding such forums is necessary, as they involve a core audience, which is important for the exchange of accumulated experience in the field of volunteering.

## Results

Corporate volunteering today is not in the spotlight because in the period of financial crisis many large companies have significantly reduced their charitable donations<sup>26</sup>.

<sup>24</sup> A. A. Shlihter, Directions and mechanisms of interaction of socially responsible business with the non-profit sector of the United States (Moscow: IMEMO RAS, 2010).

<sup>25</sup> T. Yu. Shahnes, "Corporate Volunteering as the Most Important Component of Socially Responsible Business", Proceedings of the Moscow International Higher Business School MIRBIS, num 2 (2016): 114-119.

<sup>26</sup> N. I. Gorlova; L. I. Starovojtova; Z. A. Troska & T. Y. Tyapkina, "Model of stress resistance formation in volunteers through participation in the" Sochi 2014" Project", Indian Journal of Science and Technology, num 9(14) (2016).

Revealing the features of the target audience of corporate volunteering, three most common models are distinguished.

The first model is called 'an affiliate'. Here, the employees of the organization are involved in voluntary activity of the partners - representatives of public organizations, social services, non-profit organizations.

This model is effective if the organization has entered into a partnership agreement with a non-profit organization based on the professional skills of both sides. In the process of establishing partnership relations, questions are simultaneously being asked about which project will be implemented and who will act as its target audience. As mentioned before, applied research related to the subject of volunteering in the organization shows that the most popular type is helping large families, single mothers, children from disadvantaged families or those left without parental care.

The second model is a 'unique corporate model'. Its distinctive feature is that the company develops its own volunteering program; as the practice shows, it is often the privilege of large companies. Choosing a 'unique corporate model' of volunteering, the organization should strategically determine on what to focus: short-term projects (selecting the target audience on the 'here and now' principle), or time-extended programs that massively impact the current situation. The target audience also depends on the interests of the company's management and its employees. The target audience may be orphanages or hospices. In the context of recently developing political and economic situation the residents of Eastern Ukraine and the Crimean population can also be the target audience.

The third model is 'individual voluntary activity'. It is based on a personal wish of employees to participate in volunteer projects and programs. This model is less common in practice, yet not an exception to the rule. In practice, there are successful examples of the employees' personal initiative in the field of volunteering being an example for the entire team, followed by the separate budget formation for implementing voluntary initiatives. The key point is the question of how the company, represented by its management, can learn about these employees. The problem is solved by thematic workshops within the organization helping not only identify those employees but solve the issue of support for their volunteering initiative. The target audiences, as a rule, are children, the elderly, veterans and military operations participants, hospitals and hospices (for example, the practice of blood donation is frequent in modern companies).

The methodological recommendations on the organization of corporate volunteering are listed below<sup>27</sup>.

Firstly, researches (e.g., surveys) on how the company can identify the potential volunteers among their staff are to be carried out. Here it is important to study projects already implemented earlier in order to understand which of them are used by the most popular members of the team, and who wishes to participate in them. Next, effective methods of attracting employees to volunteer activities need to be developed.

Second, a project of corporate volunteering program should be focused not only on the company's interests in the field of social practices, but also on the views of potential

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<sup>27</sup> N. I. Gorlova & Z.A. Troska, Basics of volunteer management. Guide to Case Studies (Moscow, 2016).

volunteers. The program will determine which methods should be used to involve employees in corporate volunteering.

Third, it is necessary to choose the specific stocks and to find reliable partners among the non-profit organizations for the implementation of social projects and corporate volunteering programs. Projects selected by the management and staff of the enterprise should be the most adapted for implementation in the framework of corporate volunteering.

As the fourth and the most important step, volunteers from the staff must be trained in special workshops according to the principles of volunteering. Such training should be conducted by competent representatives of non-profit organizations and by psychologists and volunteers from the other companies who have gained considerable experience. All these measures will allow the volunteers to acquire the necessary skills and competences needed while working on volunteering projects. Selecting volunteers to participate in social projects requires giving them the work which will strengthen their will to continue volunteering practices and bring them satisfaction; this is essential for cooperation to be mutually beneficial.

The fifth step is the practical application of theoretical knowledge in the framework of corporate volunteering programs. It is implemented through the participation of staff in various charity events. Involvement in social projects and their successful implementation, according to Y. Dorozhinskaya, positively effects the motivation of those directly acting as volunteers and those who only consider such opportunity<sup>28</sup>.

Most often, the involvement of volunteers from the organization's employees is carried out through corporate e-mail or through bulletin boards, as well as by invitations from volunteering program leaders, company's top officials and colleagues who have accumulated positive experience in participating in social events – charitable races, which have recently become very popular, master classes, lotteries and auctions.

## Discussion

Russia has been gradually reducing the gap with the leading nations in terms of corporate volunteering development; it is happening mostly due to the presence of a large number of Western multinational companies willing to share their experiences and best practices in this area.

Research status and development of corporate volunteering are as follows:

1. Corporate volunteering is a dynamic force committed to social problems of different levels;
2. Unified principles that should be guided by the Russian businesses taking the initiative in the field of volunteering do not exist;
3. Corporate volunteering types and methods depend on the cultural traditions of society, politics and on the ideology of a particular company.

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<sup>28</sup> I. N. Golyshkova & N. Ye. Balashova, "The current state of corporate volunteering in Russia", Actual



A disadvantage, however, is that in recent years, while analyzing the corporate volunteering, experts are faced basically with private practices and examples of individual companies in the absence of qualitative summary statistics across the country.

Specifics of participation in various volunteer projects are largely determined by industry affiliation of the company. Some organizations seek to solve all problems at once, but experience shows that it is quite difficult and, as a consequence, the company is committed to focus on one or two problems for the successful implementation of corporate social responsibility policy.

It is important to emphasize that volunteering is an innovative practice of corporate responsibility in Russia – today, not all experts are advocates of social responsibility in business, which is reflected on the final outcome.

Unfortunately, some experts share the view that corporate volunteering questions do not deserve any attention; however, the wish to develop this practice within the commercial structures is still present and is expressed in Russian companies seeking advice on the matter from relevant structures.

It is important that generally, the future prospects for the development of corporate volunteering among the Russian companies are positive. In other words, corporate volunteering in Russia has a great potential and is developing, focusing, in particular, on the experience of the leading international companies.

## **Conclusion**

Speaking of Russian companies, the tendency to support volunteering in those regions where their subsidiaries are located is gaining momentum. Many enterprises prefer to support non-profit organizations' initiative projects, or employees initiating volunteering. Only a small percentage of companies develop their own corporate volunteering programs. Nevertheless, you cannot deny that employees' volunteering activity plays a very important function in attracting additional financial resources and new participants, especially among young qualified professionals.

According to Russian experts, one of the most popular forms of Russian practices of corporate volunteering becomes voluntary, based on the use of the skills of workers, or the formation of worker's skills. With the advent of the Internet and new technical opportunities, online volunteering (as well as various other remote forms of participation) is gradually gaining momentum. Microvolunteerism (uniting small groups of volunteers) is becoming a popular worldwide trend.

Corporate volunteering is characterized by a more inclusive feature, namely, that it will involve not only staff working at the moment but the members of their families, their friends, clients and suppliers. Companies will seek cooperation, experience exchange and best practices in corporate volunteering.

Domestic companies (both large and medium-sized) and foreign corporations' representative offices working in this country have accumulated sufficient experience in the field of promoting corporate volunteering ideas in Russia.

In 2009, the 'Vedomosti' newspaper, the international company PwC and the Donor Forum compiled a rating 'Corporate charity leaders' which was based on the analysis of volunteer activities of 53 Russian and Western companies operating in Russia. The leaders of corporate charity were the following companies: Chuvash Power Sales Company (RusHydro), Citibank, RUSAL, L'Oreal, NOVATEK, ExxonMobil Russia Inc., Polyus Gold, Sistema, and Severstal.

In 2013, the Western representative of Coca-Cola Hellenic on domestic market had developed a program for the implementation of several volunteering projects, which since 2014 became the basic for the company. The main directions of its activities are as follows:

1. Supporting those affected by emergencies;
2. Supporting the elderly and low-income families;
3. Supporting orphanages and boarding schools.

Experience shows that all areas of the program are being successfully implemented. So, in 2014 more than 35% of the members of the company's team participated in volunteering projects. The project 'Donor Day', held jointly with the Federal State Unitary Enterprise 'Blood Center of the Federal Medical and Biological Agency' in the company's offices, is very popular.

I. Arkhipova, Manager of External Relations and Communications of Coca-Cola Hellenic in Russia notes that corporate volunteering in the organization is becoming more widespread, and many projects are still ahead. For several years Russian employees of the company have been implementing the 'Christmas Caravan' project, approved by more than 30 sales offices abroad. 'Christmas Caravan' is an opportunity to organize a Christmas tree for the orphans and give them gifts. The project is very popular among the company staff willing to invest in it privately as well. In 2012, the project covered more than 45 cities of Russia. A different example of important voluntary activity is the eco-project 'Green Team', aimed at maintaining a clean environment. The employees of Coca-Cola Hellenic in Russia with the support from local communities clean urban and forest-park areas. Over 8 years of the project implementation with the participation of more than 30 thousand people, 500 tons of garbage was collected.

According to analysts, it can be confidently summed up that for the past ten years the leading Russian companies have been showing a steady trend of the growing interest in corporate volunteering which is an essential element of the corporate social responsibility. The main conclusion stated by the Russian researchers is as follows: in Russia corporate volunteering programs complement the activities of corporate social responsibility.

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