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«Corporate social responsibility as a factor of increasing the investment attraction of agrarian-industrial business»

Galimullina N.M., Korshunova O.N., Feoktistova I.R.
The Russian agrarian enterprises faced the need to develop production capacities to fulfill the increased demand in goods. Developing economic structures often required loans and external funding sources. One of the ways to solve this problem is to attract investments. To identify the most promising projects, potential investors thoroughly assess an issuer: the resources available, the financial situation, estimations by financial analysts, sustainable development, and reputation.
Solution methods

We chose three agricultural-industrial companies for analysis: “Miratorg” agricultural-industrial holding, “Cherkizovo Group” Public Company, and “Rusagro” Group. The criteria for choosing them were the effective performance and the financial indicators of the companies.

To analyze the further development, experience of attracting investment and potential of investment attraction of the chosen companies, we studied their corporate web-sites and annual reports.
Conclusions

Results, implementation

• The largest Russian agricultural enterprises, oriented towards attracting investments, are active in disclosing information not only on financial indicators but also in the sphere of corporate social responsibility.

• In agriculture, significant areas of CSR are saving production and environmental projects.
Contacts

Galimullina N.M., Korshunova O.N., Feoktistova I.R.
Kazan National Research Technical University named after A.N. Tupolev
E-mail: NMGalimullina@kai.ru