

Abstract

The goal of this diploma thesis: The influence of man on increasing corporate social responsibility is describe the meaning of social responsibility and options how to increase it. Is possible to increase responsibility of corporation by employee or customer? How we can recognize that their behaviour isn't only good promotional tactic as a public relation and commercial? How government can support this behaviour and is realistic to force corporate to be morale with using the right? The result of this thesis will be find out what does it means social responsibility for normal people nowadays and what saying companies especially in Prague.

Keywords

Social responsibility, corporate social responsibility, ethics, individual ethics, business ethics, environment, human influence, commercial, state, law