

This thesis deals with the topic of corporate social responsibility while drawing mainly on the political theories of CSR formation. Its theoretical part discusses CSR concept in general, depicting its contributions as well as its seaminess. Further it focuses on the application of CSR in the European and Czech context. Although a lot of companies within the Czech Republic identify themselves with the idea of CSR, ČSOB bank is one of the first ones that applied CSR strategically and is considered as one of the leaders in the field. Case study in the empirical part of the thesis examines specific comprehension of CSR in ČSOB and asses it. In the very end CSR in ČSOB is being confronted with the context of CSR in Czech bank sector.