

ABSTRACT

The corporate social responsibility is a voluntary concept of firm's embrace of responsibility for the impact of its activities on the environment and society. The corporate social responsibility is the brand and guarantee that firm runs its activities not only within the law and ethical standards, but goes far beyond the law and moral values. Firm demonstrates its social responsibility through engagement in social issues, substitute for the state in support of underprivileged or disadvantaged groups, but also develop activities which have positive impacts on the environment, advocate and meet ethical business principles, take care of their employees, to distance themselves of corruption and bribery, etc. This thesis deals with the objective introduction of corporate social responsibility concept from its origin to contemporary approaches. The thesis introduces related theories which contributed to corporate social responsibility as well. In addition, this thesis familiarizes with the open question of relationship between corporate social responsibility (performance) and firm's financial performance and presents the important empirical research in this area. Results of analysis, done in this thesis, indicate a slight negative relationship between corporate social responsibility (independent variable) and firm's financial performance (dependent variable). At the same time, the thesis highlights both the weaknesses of used methods and the limited usage in the Czech environment. Finally, it suggests possible directions of closer examination and research of the relationship between social a financial performance.

Keywords

Corporate social responsibility, corporate social performance, strategic CSR, stakeholder theory, geographical dimension of corporate social responsibility, financial performance