

ABSTRACT

The aim of this thesis is to introduce the concept of Corporate Social Responsibility (CSR) and describe the relevance of corporate social responsibility activities. Due to the fact that, one of the basic characteristics of Corporate Social Responsibility, is long-term in character, which requires a dedication to CSR activities, even in times of financial difficulties when company does not have the optimal results, this thesis shows how selected companies fulfill the concept of CSR. The theoretical part is divided into two parts - the first is the concept of Corporate Social Responsibility, which focuses on the development, pillars, benefits and concepts associated with this concept. I deal with crisis and describe financial crisis, economic crisis, its development, causes and consequences in the next part. The empirical part of this thesis is based on the methodological triangulation - expert interviews, documented examination and comparison. This thesis sampled five selected companies and shows how these companies perceive CSR, what activities they have implemented, how to cope with the crisis that affected them and how it affected the implementation of CSR activities. Another benefit of this thesis is to expand knowledge about values of companies around the city of Kolín. The results of this thesis point to the importance of including the concept CSR into corporate strategy and accept it as a principle.