

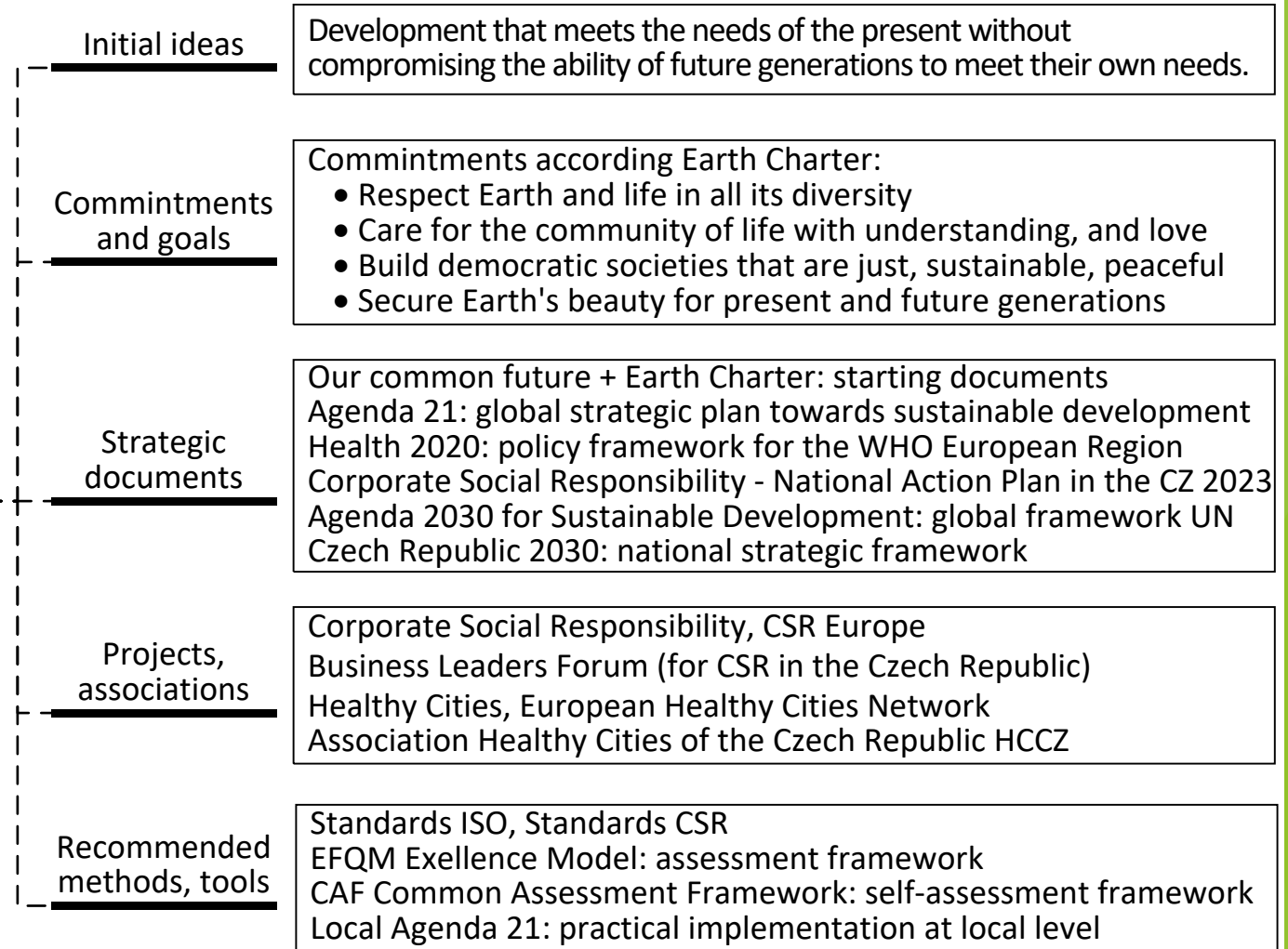
The Systematic Use of Corporate Social Responsibility by Small Companies

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Globalization and its socio-economic consequences 2020

Methodological Framework

- ▶ The responsible behaviour of the companies is part of the whole sustainable development.
- ▶ The conception 'Corporate Social Responsibility' (CSR) is the platform for those organizations looking to enhance sustainable growth and positively contribute to society.
- ▶ The concept CSR means the voluntary commitment of the company, that will behave responsibly towards the influenced environment; the company has the responsibility towards its owners, as well as towards its environment.



Approaches to the Concepts Implementation

- ▶ Strategic documents define the main visions and principles of sustainable development concepts. Implementations of the specific project have different approaches, which are related to different aspects:
 - ▶ One of the aspects is the level of implementation, which can be global, national, or local.
 - ▶ Another aspect is the type of company, i.e. if the company is the organization of the public administration or the private company.
 - ▶ The important is also how big the company is because the awareness about the main conceptual principles and other implementing conditions is different among the workers in the big company and the workers in the small local firm.

CSR Implementation in Big Company

- ▶ While the CSR principals implementation, it is important how big the company is, because the awareness of the main concept principles and different implementation conditions is different in the big companies and different in the small local firms.
- ▶ The CSR implementation within the big company is usually part of the company's policy.
- ▶ Management of the company considers this desirable and its own realization is real because the company can set aside financial and human sources for the CSR implementation.

CSR Implementation in Small Company

- ▶ However, the situation is different in small companies.
- ▶ The CSR implementation within the small company is difficult, i.e. it is not implemented purposefully.
- ▶ Small firms cannot set aside financial and human sources.
- ▶ The management of the small firm is not usually aware of the principles and possibilities of the CSR. It usually happens that the CSR activities are naturally implemented in the firm, without the firm's awareness.
- ▶ The requirement for small firms is to implement the CSR principles systematically.
- ▶ This is important from the view of the firm's existence itself as well as the global view of sustainable development.

Case study: The Use of CSR Concept by Small Companies

- ▶ Four regional firms were selected, they were contacted and the case study was explained to them. Information was gained and verified by repeated personal interviews with employees and managers.
- ▶ The main goal was to find out, how much the employees of both firms know about the CSR concept and if the firm applies it somehow, respectively some of their principles.
- ▶ The following method was set:
 - ▶ Introduction of the main CSR principles to the firms' representatives and determining the main areas for the analysis. Goal = to determine the areas based on the CSR concept, which are considered important by the management.
 - ▶ Determine the evaluation criteria for every area. Goal = to realize and determine, which criteria characterize and influence the monitored area.
 - ▶ Evaluate the criteria via questionnaire, i.e. find out the current state once. Goal = to find out how much is the firm aware of the CSR and how much they fulfil or do not fulfil the selected CSR principles.
 - ▶ Suggest the recommendation for the improvement of the current state and determine the criteria for long-term repeated monitoring. Goal = to create the conditions for long-term criteria evaluation, if there is an improvement in the area of principles application of sustainable development.

Evaluation of the Case Study

- ▶ For the representatives of the firms, the interesting was already the progress of the project, when they understood and named the firms' priorities (in accordance with the CSR) and gradually they started to determine the specific criteria in the context of their specific firm environment.
- ▶ The outputs gave them the feedback that they actually use some of the CSR principles already.
- ▶ While discussion, it was stated, that the CSR concept is required for the firm itself, that it is useful and feasible and that the deeper systematic implementation is suitable.
- ▶ This case study introduced the way, how to set the initial conditions for the systematic CSR principles application.

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