

Abstract

Corporate social responsibility (CSR) is an engaging, momentous aspect of current business practices. Firms may build and reinforce stakeholder relationships by taking part in CSR projects. Companies, operating in the retail trade sector, may be of special interest as they aim to communicate with the general public, as potential customers. One may thus concentrate on observing their corporate social responsibility disclosure from commonly available information. Furthermore, to the best of our knowledge, only few studies document the corporate social responsibility efforts of firms in the Czech Republic. More research with this regard can hence provide new insights. We thus investigate the determinants of web-based CSR effort disclosure of retailing firms in the Czech Republic. The linear probability model, probit as well as logit are used in the analysis, together with a set of sub-sector, organizational, legal and financial explanatory variables. We find evidence of a positive relationship between the probability of CSR effort disclosure and EBIT. We also find some evidence that net debt, net profit, ROA as well as firm age are positively related to firm CSR effort reporting.