Abstract
This master thesis elaborates on the question whether there is a difference in the understanding of Corporate Social Responsibility (CSR) on the universal level and on the regional level in South America. It is built upon the dichotomy of the recent movement in the CSR field that seeks to answer both emerging transnational challenges in a coordinated way while delivering a significant impact on the local level. The analysis is performed using the method of content analysis. Two major aspects of CSR are analyzed – the way the nature of CSR is defined and the prominence of the issues that CSR should address. Based on the results of the content analysis, we identify major trends in the understanding of CSR on both levels and determine the scope of the difference between them. Regarding the differences, we find one common denominator that is dominant on both levels – institutions and governance. In other categories we observe a high variability of the prominence across analysed levels. The important trends revealed in the thesis is a high penetration of South America with foreign CSR institutions and a significant impact of a membership in a global CSR organization on how CSR is communicated by a member organization on the regional level.