

## **Abstract**

The bachelor thesis deals with the communication strategy of IKEA in the field of CSR in the Czech market in 2019-2021. The theoretical part provides a comprehensive theoretical background to the topic focused on corporate social responsibility and communication strategy. The practical part is focusing on the global furniture company IKEA. The thesis first describes the chosen research methods. Then it offers a brief introduction of the company and its CSR strategy. It describes not only its current approach, which is summarized in the document "People & Planet Positive" updated in 2018, but also the company's journey until then. A subsequent analysis of the communication strategy in the selected period presents a detailed description of the 9 largest CSR campaigns, as well as smaller topics in this area of communication. The analysis also includes an interview with the PR Leader of IKEA Czech Republic, Hungary and Slovakia, which helped to complete the picture of the company's approach to CSR communication. At the end of the thesis, one can also find research in the form of a questionnaire survey conducted to find out consumers' opinions on the issue under study.