

## **Abstract**

**Title:** Social responsibility of FK Dukla Praha

**Objectives:** The purpose of this bachelor thesis is to find out how FK Dukla Prague works with the concept of social responsibility based on the theoretical part and semi-structured interviews with Dukla employees. Another purpose is to find out the awareness of FK Dukla Prague fans about socially responsible activities of the club. The thesis also aims to establish recommendations for the club based on the research.

**Methods:** First, a research of secondary data is conducted in this work. This is followed by qualitative and quantitative research methods. The qualitative method is in the form of semi-structured interviews with 3 club workers. Then the following method is a questionnaire survey carried out with fans of FK Dukla Praha.

**Results:** Finding out how FK Dukla Praha works with the CSR concept brought some interesting findings. CSR is not part of the club's strategy or values, and these are mostly one-off projects without long-term goals and plans. Fans have some awareness of CSR projects that could be better communicated and promoted. The club's activity is mainly devoted to projects in the social area, while respondents see a lack of involvement in the environmental area. These results are the basis for the recommendations for the club, the main points of which are the inclusion of CSR in the club strategy, better communication of projects or more activity in the environmental area.

**Keywords:** Football, economic area, social area, environmental area, fans, football club