

This graduation thesis is focused on corporate social responsibility (CSR) implementation. First few chapters bring some theory about CSR and about cooperation of companies and non-governmental organizations (NGO's). Another chapters contain project of research and analysis of information acquired from companies that participated in a research. Implementation of CSR in this research is described on the basis of respondent's answers concerning the role of parent firm in CSR of it's daughter companies, responsibility for various phases of CSR, a cohesion of CSR with another company strategies, development of CSR, stakeholder engagement, means of communication, measure of CSR effectiveness and means of NGOs support. The graduation thesis also contains recommendation for NGOs how to cooperate with companies in order to establish longterm partnership with them.