

Abstract

This Master Thesis copes with current phenomenon – Corporate social responsibility and as a base it uses the Stakeholder theory. The Thesis continues with defining the concept of Corporate social responsibility in general and then devotes small part to present activities under Corporate social responsibility which aims mainly at external stakeholders of an organization. Nevertheless the core of this Thesis is an interconnection between Corporate social responsibility and human resources management which is later on examined from several different points of view and an overview of tools that work with this interconnection is given. It also describes employees from the stakeholder perspective, follows with investigating corporate social responsibility aspects within individual personnel activities in an organization and confronts them with real attitudes of Czech university students.