

Abstract

The main goal of this project is to describe social responsibility of Prague Public Transport Company within the specified period. The concept of CSR is set in a broader context in the introduction. The term CSR is defined according to the different approaches in relation to current debates about a single definition. Further, the project presents social responsibility in the field of public transport. Each company's campaign is compared with theoretical approaches in order to assess the overall tone of socially responsible business. At the end the project pays attention to corporate communication and culture.