Abstract

This bachelor work is focused on women returning to work after parental leave, from the view of the phenomenon of corporate social responsibility (CSR). The aim of the thesis is to find out, what position the employer holds in supporting women, who try to return to their work, within the phenomenon of CSR. Specifically, the work focuses on the SKODA AUTO Company, on how the company is or isn’t socially responsible. The research part of this work is done as a case study of this company; specifically it is a combination of quantitative and qualitative methods of research. The first part of it was questionnaire for a larger number of women employees, which did return in the past 3 years to this company or will return during this year. After evaluating quantitative data, the qualitative research was made. Seven interviews were done with the respondents during the qualitative research; one of them was a recruiter of this company. She herself should make it easier for mothers to return and help them to find a suitable job.

The main result was that even though the employees are interested in alternative types of jobs (job sharing, work from home, part-time job, …) this company provides only a small number of these positions. Respondents, which did inform themselves in providing alternative types of jobs and asked their employers, received mostly negative response. Also no programs of adaptation (some courses to make it easier to return back to the work) exist in this company, the only support from the company’s side is the recruitment centre, specifically the recruiter, who provides consultations to returning women, does interview and tries to teach them to write their CVs right, etc. Great interest was in the company’s kindergarten, which also doesn’t work at this time. Even though the company focuses on the social sphere of the CSR concept, their main effort is the outer support of the regional development, local interest groups, etc. One of the biggest advantages, which the company provides to those returning women is another year of unpaid leave, inclusion in PRIO group and the help of the recruitment centre which partially substitutes the program of adaptation, which currently does not exist for this company.

This thesis highlights the absences in company politics and within the cooperation with the company, should be used as an idea for improvement.