

Abstract

Virtual world is having an increasingly important role for us. Not only it affects our personal lives but also our shopping habits. Today it is more or less a necessity to be present online for many companies. The submitted work is the first exploratory analysis of websites content of social enterprises in the Czech Republic. This sample consists of 128 social enterprises, which were supported by a Call no. 30 "Social economy" of the European Social Fund. Supported organizations gain a considerable amount of funds for their development. With incoming public finances it is necessary to raise a question of transparency and openness of these organizations. Work describes which information is available through websites of social enterprises, evaluates their level of transparency and monitors whether these organizations recognize themselves as social enterprises. It was examined whether organizations disclose information for which they could be described as a social enterprise organization that is in compliance with the principles created by the Thematic Network for Social Economy (TESSEA) a network, which created the first Czech definition of social enterprise. The results show that most social enterprises have a website. However, although the information sought on websites were more or less basic, social enterprises have some problems with their publishing, and disclose a little less than 40% of the information sought. Almost 82% of companies recognize themselves as social enterprises, but only about a quarter apply to some specific principles of social entrepreneurship. Social enterprises fulfil the TESSEA's principles on their websites in less than 36%.

Key words: social entrepreneurship, disclosure, transparency, Internet, web pages