

Abstract:

Recently in the Czech Republic, more attention has been focused on the social responsibility of companies. Companies become members of professional platforms, in which they gain and deepen their knowledge. The vital part of CSR is cooperation within the civil sector. The goal of this thesis is to focus on this cooperation within the Czech environment. For my own research I have been using the typology of the authors Wymer and Samu, who look at different ways of management and the benefits gained from different types of cooperation. I compare and find differences in this typology through analysis of documents and questionnaires of companies active in professional platforms. The cooperation established between companies and NGOs is different in the case of agreements on the use of the logo and the name of non-profit organizations, sponsorship, joint issue promotion and corporate philanthropy, both greater involvements of the non-profit sector, and given benefits.