

Abstract

This diploma thesis is focused on corporate volunteering as a form of Corporate Social Responsibility fulfillment. The subject of its first chapter is introduction of the Corporate Social Responsibility (CSR) concept. The second chapter is dedicated to volunteering – to its history, legislation and researches that have been realized within this field. In the third chapter, there are introduced forms of corporate volunteering. The next part is focused on motives leading to involvement in projects of corporate volunteering and on researches mapping involvement of the Czech society in corporate volunteering. In the next part of the thesis, there are presented and interpreted outcomes of an empiric research that was focused on benefits of corporate volunteering ascribed by corporate volunteers.

Key words

Corporate Social Responsibility, CSR, volunteering, volunteer, corporate volunteering, corporate volunteer, for-profit sector, non-profit sector