

Abstract

Diploma thesis is focused on research of employee's motivation to participate in corporate volunteering programs. Theoretical chapters summarize contemporary knowledge of corporate volunteerism phenomenon and its roots – corporate social responsibility on one side and volunteering on the other. Thesis is also dealing with specific, still not very well examined area of skills-based volunteering and with use of particular examples from Czech environment it presents its actual form. Thesis deals with various theories for volunteer motivation. Theoretical part of thesis is followed by empirical research focused on motives of corporate volunteers for participation in this type of volunteerism, their attitudes toward skills-based volunteering and also perceived differences between corporate and noncorporate (civic) volunteering.

Key words

Volunteering, volunteer, corporate volunteering, corporate volunteer, skills-based volunteering, motivation for volunteering, corporate social responsibility (CSR)