

ABSTRACT

Building an attractive workplace image, companies can attract and retain qualified employees. According to several research papers, some workers, especially young generation, prefer organizations with a prestigious employer brand and a positive social impact. The master thesis is focused on corporate social responsibility (CSR) as part of employer branding and its application within a human resource management system. The thesis is based on the assumption that the rising generation of workers considers socially responsible behaviour of companies as one of the factors of employer's attractiveness. The aim of the thesis is to analyze attitudes and preferences of selected representatives of generation Y regarding corporate social responsibility. The quantitative analysis is focused on the view on CSR by Charles University students of Faculty of Arts and employs an online questionnaire for data collection.

Key words: employer branding, corporate social responsibility, CSR, stakeholder theory, employer's attractiveness, generation Y, HR marketing, HR activities