

In my theses I focus on analysis of three international private market companies. Company GEFCO ČESKÁ REPUBLIKA s.r.o. , Dalkia a.s. a ABB a.s. With this companies I'm interested in the way how they practice corporate social responsibility (CSR). When I was choosing this companies I considered facts as:

- Company has to have head quarter in Western Europe
- Company has to have experience with corporate social responsibility and has to practice CSR and has to organize social responsible activities.
- All chosen companies are leaders in its business sector.

In my theses I will focus on overview about CSR activities of companies, mainly on corporate philanthropy. I will focus on cooperation of these companies and non government organization, I'm interested in concrete activities done by NGOs in cooperation with through CSR and how NGOs perceived activities that are done through CSR. I'm interested in the way how companies involve their employees into CSR. I'm going to aim if subsidiaries and head quarters practice same CSR activities and using same CSR tools. I'm also interested in the role of CSR in marketing strategy of these companies.

Key words

Non government organization, corporate social responsibility (CSR), corporate philanthropy, corporate volunteering, volunteer, civil society, organization, donating, marketing, head quarter/subsidiary, stakeholders.