

This master's thesis is concerned with corporate social responsibility and corporate philanthropy in relation to the measurement of corporate community investment impact. The impact measurement and its significance is approached through Corporate Community Investment methods introduced by London Benchmarking Group (LBG), in the Czech Republic referred to as "Standard odpovědná firma". This thesis is based on the hypothesis that this impact measurement method and its employment allows the long-term cultivation of the corporate social responsibility in the states where it is applied. In order to assess the potential of LBG method implementation in the Czech Republic, this thesis introduces the measurement results, the target groups reviews of the measurement significance, and at the same time analyses a variety of case studies.