

The submitted dissertation holds the title *The role of public policies in promoting Corporate Social Responsibility (policy analysis of 13 EU member states and the Czech Republic)*.

The first chapter presents a general overview regarding the concept of Corporate Social Responsibility (CSR). The historical and theoretical backgrounds behind the idea of corporate responsibility are being discussed in this part.

The second chapter concentrates specifically on the history and development of the CSR agenda within the European Union. The analysis is based on the main strategic documents the EU has issued in the past ten years in this specific area (e.g. *Green Paper: Promoting a European framework for Corporate Social Responsibility* from 2001 and others).

The third chapters presents an analysis of government policies applied in 13 chosen European countries with the aim of promoting and supporting CSR. Among the chosen analysed countries are for example France, Great Britain, Finland, Austria and others. The gathered information is then summarized in a comprehensive model that shows the ways and means governments in the European context apply in order to create an environment that stimulates companies to uptake CSR.

This model is in the final chapter transmitted to the Czech local context and filled with local data. This enables a comprehensive situation analysis of the CSR-related policies in the Czech Republic. A closer examination in this area shows that most of the pro-CSR steps applied in the 13 analysed EU countries can as well be found in the Czech government policies.

The comprehensive study done within the dissertation thus leads to a conclusion that the main problem in our context is purely the fact that CSR is not on the agenda of the Czech government, that it is not publicly communicated and promoted. No specific position document or government statement has been issued in this area so far and the pro-CSR activities are rather scattered around different government bodies, thus a comprehensive big picture is missing.

The main recommendation the dissertation dares to present in the final chapter are therefore rather simple: it is suggested that the government might consider integrating the current scattered CSR-related activities, creating a complex big picture and communicating the topic of CSR in an official manner.

Besides this, the government might also consider broadening the spectrum of tax incentives for CSR-related activities of local companies as well as the option of introducing the obligation on pension funds to report regularly on how they consider ethical, environmental or social issues within their investment strategies. These two concrete recommendations are specifically mentioned since they have proven to be very powerful in driving the CSR agenda within the analysed 13 EU member states.