

Abstract

In 1953, Howard R. Bowen gave rise to the debate on social responsibility, and since then it has become very widespread. The concept of Corporate Social Responsibility gained a lot of forms during the second half of the twentieth century and from the university campuses got into practice and also into the Czech Republic. On the background of changing theoretical approaches toward CSR we can see changes of business environment – especially in the change of the conceptualization of the enterprise – from shareholder perspective to stakeholder perspective. Stakeholder theory extensively influenced the approach to CSR. Based on the thematic analysis and interviews with the actors, I identified two main practiced approaches towards CSR. Some actors understand the corporate social responsibility on the background of moral values, on the contrary, other understand this concept on the background of economic interests of the company. Firms can be responsible from both reasons on the basis of external pressures. But, some companies „play a game on social responsibility“ and society does not perceive it positively. This negative experience can be transferred to other companies with „CSR label“. However, many researches have repeatedly shown that citizens expect from the companies involvement in social issues and reward them by purchase their products. So, companies can through CSR activities gain power in the society, where the original values of capitalism was replaced by hedonism and where the public space is getting empty. The main task of this thesis is to describe and explain the CSR concepts in its practice and philosophical foundations.