

Preface

Corporate Social Responsibility (CSR) is a concept which played a significant role in economic and management sciences at the turn of the 21st century. Has business – thanks to numerous scientific publications – become more socially responsible? It is worth reflecting on the infiltration of ideas into the actions taken in real life and, conversely, on describing new ideas or deriving inspiration for them as a result of the observation of economic activity at different levels. When acting in a socially responsible way one must take into consideration different factors depending on the scale and the kind of activities. The common denominator is not only the compliance with the existing law, but also non-infringement of unwritten but widely accepted rules valid in a given local community, consideration of its interests in the long term. It requires better familiarisation with socio-economic conditions at different levels and acceptance of the fact that management cannot be merely a tool serving to achieve the maximum outcome using the minimum resources. The advantage of Socially Responsible Business may lie in a long-term benefit connected with more constant though sometimes not so dynamic development, better reputation in the society, which as an element of public relations may in return bring greater rewards.

The work is divided into three parts combined by the idea which points to the fact that irrespective of the kind of business activity and at every level of management social issues appear and should not be disregarded.

The first part presents the idea, areas and conditions of using the concept of corporate social responsibility. There is a reference to other concepts such as sustainable development and total quality management.

In the second part the authors indicate how corporate social responsibility is applied to selected sectors and specific activities undertaken in enterprises. There is a description of the assumptions, methods of action and outcomes concerning the use of CSR in the sphere of waste management and recycling. Another area presented in this section is the aspects related to the provision of a working environment which does not pose a threat to the employees' occupational health and safety. The text also refers to the issues of trainings and development.

The third part refers to the applications of the idea of CSR at the sectorial, national and international levels. It describes social aspects connected with mining, purchasing, transporting and producing energy using resources. International tensions in the political sphere have a serious impact on this market, and dialogue at different levels should be a significant element of CSR. Two other elaborations in this part are devoted to the analysis of working conditions, culture and organisational behaviour in the countries created after the disintegration of Yugoslavia. In the final part there is a discussion about how the Transatlantic Trade and Investment Partnership currently under negotiation between the EU and the USA corresponds with the concept of CSR.

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