

# Bulletin

The World of Work and the Quality of Life

International Conference

## The World of Work and the Quality of Life in the Globalized Economy

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The University of Economics,  
Prague

Project „Impact of The Changes in The World of Work on the Quality of Life“

Occupational Safety  
Research Institute, public  
research institution



Institut of Sociology, Academy  
of Sciences of the Czech  
Republic, public research  
institution

The University of Economics,  
Prague



### Why Corporate Social Responsibility?

The discussed issue of corporate social responsibility ranks between significant subjects of the international conference “The World of Work and the Quality of Life in the Globalized Economy”. Professor Akiriho Ishikawa is of opinion that the corporation is thought in society to fulfil two basic requisites: to observe the rules and norms of market economy and civil society and to increase the wealth of society for an enhancement of the welfare of people. These are regarded as a minimum standard for the corporation to follow. However, the specific form and matter are changeable in accordance to the situations of a given society. The perception of corporate social responsibility might be different between countries and between periods. Professor Ishikawa is recalling his own experience:



*I personally recall a discussion with a Hungarian manager a couple of years after the decay of socialist economy. One question was thrown to him: „What do you think the purpose of a corporation and the obligation of management is? To maximize a profit for shareholders, or to develop the market share and the organisation of your corporation, or to secure the employment and enrich the life of your employees or to provide your employees the opportunities of self-realisation at work?“ The answer was: „None of those you mentioned, but the survival of our corporation.“*

### What would the majority of managers of Czech companies possibly reply?

This question involves a wide spectrum of opinions to be pronounced at the conference. Various standpoints, presentations of advantages, benefits and possibly snags, problems may bring about the delegates a number of inspiring suggestions which might be put into practice within their own business, research or another activity.

**Corporate social responsibility is not only the subject of interest of the conference delegates but also the subject of a number of contributions of the authors coming from the Czech Republic and the neighbouring country – the Slovak Republic. Their contributions will be heard in the A session entitled “The Global World of Work and the Quality of Life”. They will also be contained in the CD Conference Proceedings: “The World of Work and the Quality of Life in the Globalized Economy”, ISBN 978-80-245-1207-5. Nevertheless, it is worthwhile to present them briefly as follows:**

Doc. Ing. Jana Boučková, CSc. Marketing Chair, Faculty of Business Administration, The University of Economics (Prague)

#### **CONSIDERATIONS ON CORPORATE SOCIAL RESPONSIBILITY**

Respect of the ethical dimension in company activity, which results in a favourable company image, has become a considerable asset. The company's motivation changes in relation to social responsibility. Social and environmental aspects appear in company mission and rules of company's operation. A question remains, what is the real ability of the company to take over the responsibility for the common welfare. The article aims to clarify a certain vague of terms and call attention to the problems of application of the social responsibility in connection to restructuring and delocalisation.

Prof. Ing. Dagmar Lesáková, CSc. Faculty of Business, The University of Economics in Bratislava

#### **CORPORATE SOCIAL RESPONSIBILITY AS A PART OF THE CORPORATE IDENTITY**

The objective of this paper is to analyse and to evaluate the implementation of corporate social responsibility based on the experience of Philip Morris Slovakia, s.r.o. Tobacco companies are rather controversial regarding their core business, and hence they require a specific approach in developing concepts of social responsibility. In the presented paper we investigate the links between marketing strategy of Philip Morris and the tools of social responsibility in business activities. We analyse how systematic is Philip Morris as a global trans-national company in managing social (and political) issues, which could influence its results, reputation and position in the industry. A special part of our evaluation is the empirical field research which is focused on the campaigns preventing young people from smoking. The target group of our research are university students. The objective of their interviewing is to identify how they perceive the social responsibility activities of Philip Morris Slovakia, s.r.o., which part of the campaign they found to be persuasive and what are the strengths and weaknesses of the campaigns.

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#### **CORPORATE SOCIAL RESPONSIBILITY – THE THEORETICAL CONCEPT AND ITS PRACTICAL IMPLEMENTATION IN THE SLOVAK ECONOMY**

The great, long-running debate about business's role in society is currently caught between two contrasting positions. On one side there are those who argue that: „business is business“ and the sole legitimate purpose of business is to create shareholder value. On the other side there are proponents of corporate social responsibility. The debate between these points of view has increasingly taken on global significance.

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### **IS THE IMPLEMENTATION OF THE SOCIAL RESPONSIBILITY AN INVESTMENT TO A GOOD ACCOUNT?**

The Social Responsibility is one of the current approaches of the organization's management in both enterprise and public sectors. There is a brief characterization of the Social Responsibility, including its benefits and possible problems, given in this article. The primary introduced information about the awareness and ways of implementation the Social Responsibility in the Czech Republic is based on the research and analysis of our companies' reports.

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### **CORPORATE SOCIAL RESPONSIBILITY ON THE COMPANY LEVEL, RELATION TO SUSTAINABLE DEVELOPMENT**

The European Union defined Sustainable Development as "improving of standards of living and wealth of people within the purview of capacity of environment". The other definition is: "sustainable development is a development in which present generations find ways to satisfy their needs without compromising the chances of future generations to satisfy their needs." Corporate Social Responsibility (CSR), this term has been defined as the integration by companies of social and environmental concerns in their business operations and in their interaction on a voluntary basis. These two terms were defined as a way to increase considerable wealth of people. This article is looking for links between Sustainable Development and Corporate Social Responsibility. One part is about social policy of a company and the state social policy.

Doc. Ing. Jitka Srpová, CSc., Faculty of Business Administration, The University of Economics (Prague)  
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### **CORPORATE SOCIAL RESPONSIBILITY AND ITS INFLUENCE ON THE DEVELOPMENT OF THE QUALITY OF LIFE**

The understandings of to what extent should the firms involve socially and what is the role of business in the post-industrial society is gradually changing. The traditional profit-makers are becoming the value-makers who strive for the fulfilling not only the traditional economic goals but also the social and environmental aspects of their activities. This paper deals with the main principles of this concept and it tries to point out the possible benefits it can bring the socially responsible firms. The authors have conducted a research by means of semi structured interviews with the representatives of the business sphere. The results of this research bring a number of subject matters such as: whether the domestic environment motivates the firms sufficiently to socially responsible behaviour or which obstacles prevent applying the ideas into the everyday operation of the firms in the Czech Republic.

## A benefit for companies and society

Business is a systematic activity conducted independently on businessman's own behalf and businessman's own responsibility so as profit could be attained. Every business subject is effective in an actual place, uses sources and in a way influences its surrounding environment. Apart from the priority objective of business activities - to attain profit and to satisfy the interests of the owners it should have social responsibility for products and services rendered (influence on health) as well as for influence on the environment and internal/external environment. Global linkage process, fostering of mutual dependence, progress in being informed, power of media, public opinion pressure growth, consumers, various ecologic and parallel movements or organisations etc., contribute to the fact that behaviour and attitude of companies in society is perceived more and more critically. Production of dangerous and health defective products (for instance the dangerous Mattel toys), ecologic devastation, low protection against major accidents, corruption, dangerous and degrading work conditions of workers (forced labour, penal servitude, children's work) are considered inadmissible behaviour. Discussion on corporate social responsibility is putting the questions of ethic, social and ecologic standards to the fore, both within and beyond the companies. Modern civil society expects from business subjects that they will not only do their duties vis-à-vis the owners, abide by the law, minimise the risks of pollution and other negative consequences of business activities, provide work position fit for human beings but to engage in society's success and contribute towards higher quality of life as well. Measuring instruments for the results attained in various spheres of social responsibility are being developed and refined all over the world. The progress on the ISO 26000 Standard for social responsibility (the completion of which is due in 2008) is of significance. The standard is about to deal not only with companies but NGOs and governments as well. It is about to secure gathering of information on human rights, environment, workers' rights sustainable development, and company responsibility and the like. Technical support for drawing up the standard is offered by the International Labour Organisation. Voluntary standards are mainly focused on quality, ecology, safety, economics, reliability, compatibility, functional synergy, efficacy and efficiency. They form an added value to business activities, broaden knowledge and skills, contribute to technical progress and good managerial practice, and protect users and consumers.

Company (owners, management) approaches should not be neglected either as these activities are at a price. Companies generally anticipate a number of advantages for this activity (in the future, unless on the spot). May we wish that the concept of social responsibility as proactive and voluntary fine tuning of private and social interests were not proclamation of various codes, false advertising but it were a part of corporate strategy and put into practice in their current activities to bring benefit to everyone

**A model of improving the quality of work life** – includes and as an example of integration of social, safety, ecologic and societal standpoints in business:

