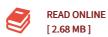




Corporate Social Responsibility in Automotive Industry

By Bím, Michal

Condition: New. Publisher/Verlag: LAP Lambert Academic Publishing | CSR of SMEs in Czech Automotive Industry | This book deals with the topic of Corporate Social Responsibility (CSR), which encompasses responsible behaviour towards society in economic, environmental and social area. The aim of the book is to provide suggestions of strategies for small and medium-sized enterprises (SMEs) of Czech automotive industry. The recommendations are based on results of quantitative and qualitative research conducted among Czech SMEs in automotive industry. The research examines their awareness, knowledge and usage of CSR principles. The results show decent awareness of CSR. Czech SMEs operating in automotive industry are to certain extent knowledgeable and partly apply CSR principles. Reserves can be found in establishing, conducting and communicating of CSR strategy. The recommendations contain generally applicable CSR principles for the whole industry and practical example in form of the case study. Suggested CSR strategies help Czech based SMEs to be more competitive and overcome barriers of understanding and successful functioning of CSR. | Format: Paperback | Language/Sprache: english | 191 gr | 220x150x7 mm | 116 pp.



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