

JANA KOZÁKOVÁ
MÁRIA URBÁNOVÁ

CSR IN SLOVAKIA

VISEGRAD GRAND NO. 22220149 "CORPORATE SOCIAL RESPONSIBILITY IN BUSINESS PRACTICE
OF THE VISEGRAD REGION"



• Visegrad Fund

CORPORATE SOCIAL RESPONSIBILITY IN BUSINESS PRACTICE OF THE VISEGRAD REGION VISEGRAD GRAND NO. 22220 | 49

THE PROJECT IS CO-FINANCED BY THE GOVERNMENTS OF CZECHIA, HUNGARY, POLAND AND SLOVAKIA THROUGH VISEGRAD GRANTS FROM INTERNATIONAL VISEGRAD FUND. THE MISSION OF THE FUND IS TO ADVANCE IDEAS FOR SUSTAINABLE REGIONAL COOPERATION IN CENTRAL EUROPE.

CSR IN SR AND MNC

- important for understanding future trends in the development of these markets.
- principles adopted by multinational companies in their domestic conditions are gradually adopted by their subsidiaries and entities linked in the supply chain in the host markets. (SK)
- After the adoption of a certain new approach by the parent company, as part of the transfer of knowledge and the unification of the corporate culture, it is gradually adopted across all the entities that make up the multinational company.
- these will gradually become commonplace
- a huge gap in the management literature focusing on the impact of MNCs on the emerging markets they have entered.
- The topic is usually discussed from an economic point of view (Chisăgiu, 2015; Girma et al., 2015; Mazé and Chailan, 2020) often with an emphasis on the effects of foreign direct investment (Hanousek and Kočenda, 2011; Apostolov, 2016; Eren et al., 2019).

CSR IN LITERATURE

- From a managerial point of view, the authors' interest is primarily in the field of human resource management (Zehir et al., 2011; Cottaridi, 2019) and corporate social responsibility (Obara and Peattie, 2018; Wrana and Diez, 2018; Tian, 2020), while in the field of CSR environmental aspects of corporate responsibility are currently in the center of interest (Mahadevan and Sun, 2020; Adeel-Farooq et al., 2021).
- Social aspects of social responsibility are usually addressed in current literature within the topic of social management of the supply chain (Čarnogurský et al., 2015; Panda et al., 2017; Tian et al., 2020; Soundararajan et al., 2021) and social sustainability (Govindan et al., 2020; Bubicz et al., 2021).
- joint performance effects of companies' socially responsible activities in connection with foreign direct investments have also been investigated (Liu et al., 2020), **but such oriented literature is practically absent in the conditions of Slovakia and other developing economies.**

FEM RESEARCH

- previous carried out at the Department of Management (currently the Institute of Economics and Management) FEM SPU in Nitra, which addressed the topic more or less marginally within the framework of the issue of international management and business.
- In textbooks in Slovakia, the topic of social responsibility in business has so far only been part of International Management and Business (Ubrežiová, 2005; Bednár and Procházková, 2018; Ubrežiová et al., 2018), while it was not usually given attention even in a separate chapter.
- This issue is separated in terms of content in a separate chapter in the bilingual textbook "International Management and Business in a Multicultural Environment" published in 2021 (Kozáková et al., 2021).
- The bilingual textbook is the output of the project KEGA 005SPU-4/2019 - "Theory and practice of international management and entrepreneurship in a multicultural environment", within which a work focused on social sustainability was also published (Kozáková, et al., 2020), which was based on the same data, but was processed using a different methodological procedure.

CSR IN SLOVAK BUSINESS PRACTICE

It is the domain of foreign multinational companies, but under their leadership and influence, the implementation of CSR activities is gradually being applied in smaller local entities as well.

their subsidiaries, or other entities in the supply-customer chain.

It can therefore be a company of different sizes, or number of employees, companies located in different regions of Slovakia, or companies characterized by diversity in other characteristics as well.

With this in mind, sorting questions that include general sorting characteristics were included in the research.

CSR IMPLEMENTATION ON DAUGHTERS OF MNCs IN SLOVAKIA

- From the general characteristics of CSR, it is possible to generalize that the majority of monitored branches of multinational companies, which is 44.5 percent, can only make tactical decisions in the field of marketing and PR.
- only tactical decisions can be made by the majority, i.e. 40.3 percent of the monitored companies, in the area of social responsibility in business.
- Up to 36.1 percent of the monitored companies have the area of social responsibility in business organizationally integrated under the human resources (HR) department.
- For social responsibility activities, the most, which is 46.1 percent uses the English name Corporate Social Responsibility and the corresponding abbreviation CSR.
- Up to 58.6 percent of the monitored companies implement socially responsible activities that are related to the subject of their business, but it is not a direct connection.
- The reason why they started socially responsible activities is in more than 58 percent the need of the company management to contribute to a certain public welfare and to be a good citizen of the society. 37.7 percent of the monitored companies chose their website as a form of informing the public about their socially responsible activities. 58.1 percent of them do not participate in contests and competitions in the field of social responsibility, but more than 48 percent of them certify their socially responsible activities.
- More than 79 percent of the monitored companies calculate the costs of social responsibility in business, but the data found is exclusively intended for company managers.

KEY FACTORS OF CSR IN SLOVAKIA

- 14 important characteristics of companies which affect various areas of the implementation of social responsibility.
- These are: legal form, region in which the company is located, year when the company was founded, or entered in the commercial register, number of members of the statutory body that the entity has, share of the company's assets, number of regions in which the subject operates, size of the company, respectively number of employees, form of investment, form in which the subject entered the Slovak market, country in which the country is located, or the geographical area in which the parent company is based, the number of countries in which the multinational company operates, the number of branches in Slovakia, the gender of the director, respectively the fact whether the person at the top of the management structure is a man or a woman, and the representation of women in the statutory authority.
- From the point of view of the number of confirmed statistical significances, we can say that factors number of countries in which the multinational company operates, the number of members of the statutory body and the number of employees, respectively the size of the company, the form of entry are the **MOST SIGNIFICANT**

AFFILIATES OF MNC IN SLOVAKIA

- Branches of multinational companies in Slovakia most often have the legal form s.r.o, they are registered in the Commercial Register as a company with foreign equity participation, as a rule they have exclusively foreign ownership, they are active in production and have more than 250 employees, their parent companies are from the European Union, they lead men and women don't even have them in the secondary school.
- The CSR activities implemented by them relate to the focus of their business and were started by their need to contribute to public welfare.
- They realizes at least selected economically, environmentally and socially focused CSR activities, but they do not participate in specialized competitions or events, they calculate the costs of CSR, but specific data about them are available only to persons responsible for social responsibility or top managers.
- From the economic pillar of CSR, the majority is very strongly involved in the field of rejecting corruption and ensuring the above-standard quality of production.
- In the environmental field, they are heavily involved in various activities, but they did not agree on the extent of their implementation. Within the social area, they focus very strongly on the formalization of ethics in business through the Code of Ethics and on the rejection of child labor.

MOST SIGNIFICANT CSR CHARACTERISTIC | SLOVAKIA

From the point of view of the characteristics of the implementation of socially responsible activities by multinational companies in Slovakia, the most significant characteristic is the characteristic Emission of carbon dioxide, which belongs to the environmental field within the scope of social responsibility activities.

Formal positioning of the CSR area in the organizational structure of the company, Formalization of the social area and Greener transport, Formalization environmental area and Philanthropy and sponsorship - SOC.



THANK YOU FOR YOUR ATTENTION!



supported by



Visegrad Fund

