



# Corporate Social Responsibility in Business Practice of the Visegrad Region

## Visegrad grand no. 22220149

*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.*

• **Visegrad Fund**

## Visegrad Group



Corporate Social Responsibility in Times of Crisis: A Comparative Analysis of Social Public Assistance in the Visegrad Region, with Focus on Slovakia, Czech Republic, and Poland

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## Introduction

- The article examines the role of corporate social responsibility (CSR) in supporting social public assistance (SPA) during crises, with a focus on

- COVID-19 pandemic,
- conflict in Ukraine,
- energy crisis

... in the Visegrad region (Czech Republic, Slovakia, and Poland).

- The article highlights the importance of CSR in crisis management, as it can help to **mitigate the negative impact** of crises on people and communities.
- These crises have had a significant impact on society's socioeconomic situation and have brought to light the crucial role that public assistance plays in reducing the negative consequences on people's lives and the well-being of communities.

# Research Objective

- This study examines and compares the levels of emphasis placed by companies operating in the Czech Republic, Slovakia, and Poland on the implementation of specific crisis-oriented CSR public assistance activities.

# Research Gap

- Limited understanding of how CSR initiatives and their impact on social public assistance unfold in the context of crises, particularly within the Visegrad region.
- Existing literature on CSR primarily focuses on its implementation in stable business environments, with fewer studies examining its role and outcomes in crisis situations.
- Most of the research on CSR has been conducted in Western countries, leaving a gap in knowledge regarding its application and effectiveness in the specific context of emerging economies.

# Social Public Assistance in the Visegrad Region

- Social public assistance (SPA) is a scientific concept found in the social pillar of corporate social responsibility (CSR).
- It refers to the giving of various types of support and help by businesses to people and communities in need.
- SPA initiatives in the Visegrad region are designed to support various aspects of society, such as education, healthcare, poverty alleviation, job creation, and environmental conservation efforts.
- The COVID-19 pandemic, the conflict in Ukraine, and the energy crisis have highlighted the importance of SPA in the Visegrad region.
- Businesses in the region have actively engaged in CSR initiatives to support affected communities during these crises.



# Methodology

## Data:

online questionnaire validated by pilot study;

distribution through various channels;

companies in the Czech Republic, Poland, and Slovakia;

sample of 300 companies (100 from each country);

20 per size category (microenterprises, small, medium-sized, large, and extra-large enterprises).

## Procedure:

- Cronbach's alpha reliability coefficient = 0.718
- Shapiro-Wilk test - a significant deviation from normality.
- Durbin-Watson test - no evidence of autocorrelation.
- Kruskal-Wallis test - statistically significant differences in CSR implementation among the monitored Visegrad countries.
- Post hoc analysis - Bonferroni test to identify significant differences among variables.
- Pearson Correlation coefficient - verifying obtained results

# Research design - construction of specific hypotheses

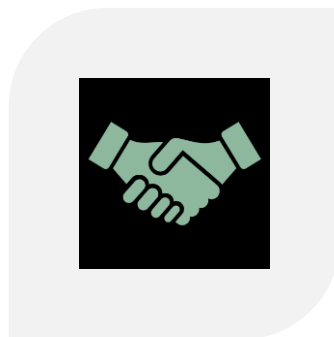
Ha		Country (Sorting char)		Variables (Socially oriented CSR activities)	
Ha1	There is a statistically significant variance in the level of emphasis placed by companies operating in the...	1. Czech Republic	on the implementation of specific socially oriented corporate social responsibility (CSR) activities:	1. Mobilizing the Corporate Sector in the Fight against the COVID-19 Pandemic: Social CSR Activities for Society's Protection	...with the aim of assisting in overcoming global crises.
Ha2		2. Poland		1. Corporate Engagement and Solidarity: Supporting Ukraine in Times of Crisis through CSR Initiatives	
Ha3		3. Slovakia		1. Energy Crisis and Corporate Engagement: Social CSR Initiatives for Sustainable Development	



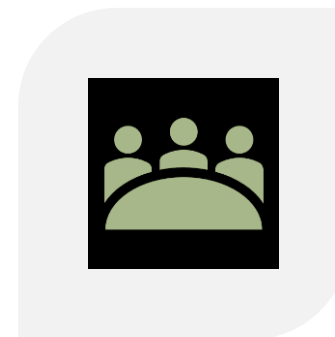
# Results and discussion



MOBILIZING THE CORPORATE  
SECTOR IN THE FIGHT AGAINST  
THE COVID-19 PANDEMIC

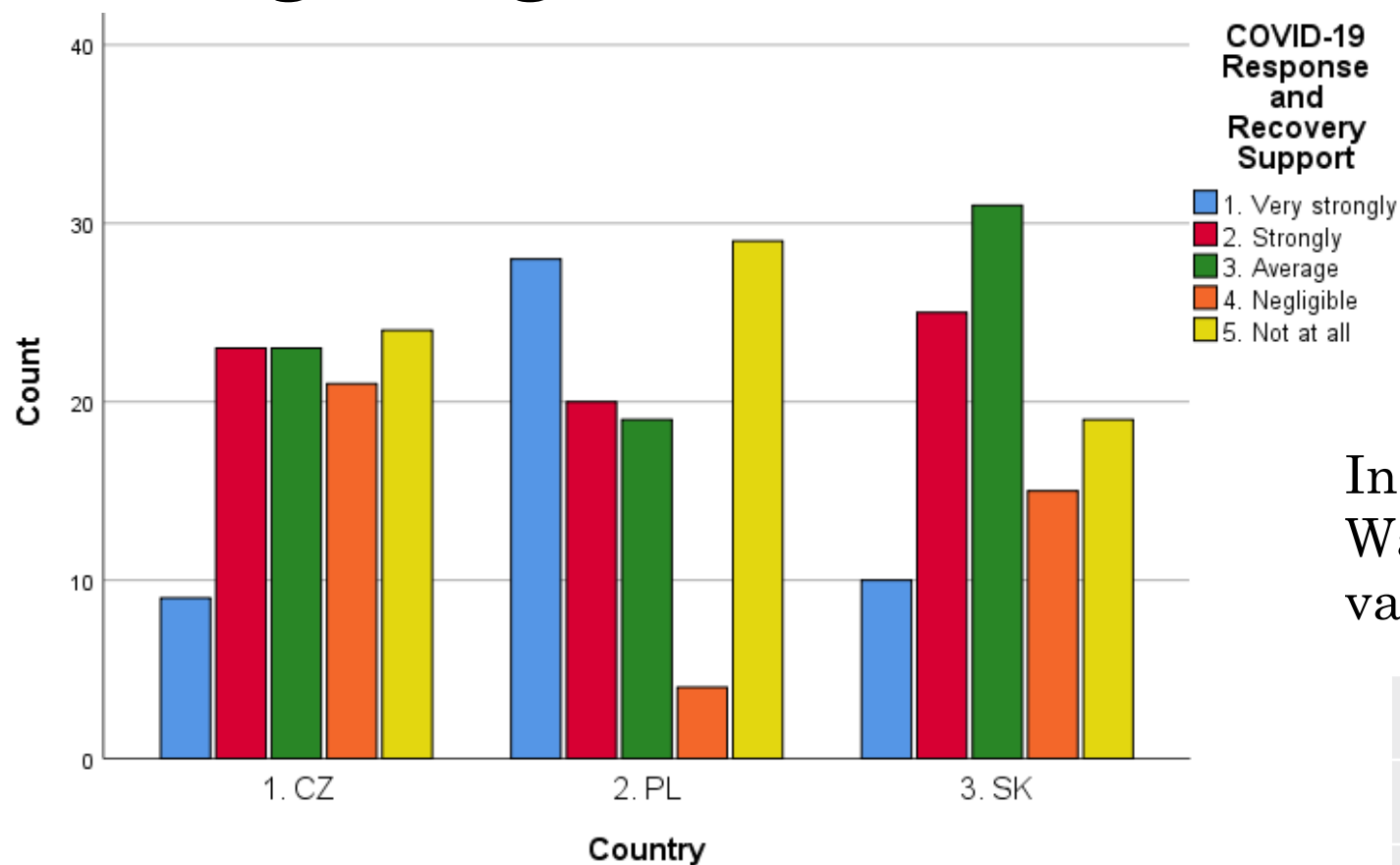


CORPORATE ENGAGEMENT  
AND SOLIDARITY WITH  
UKRAINE



ENERGY CRISIS AND  
CORPORATE ENGAGEMENT

# Mobilizing the Corporate Sector in the Fight against the COVID-19 Pandemic

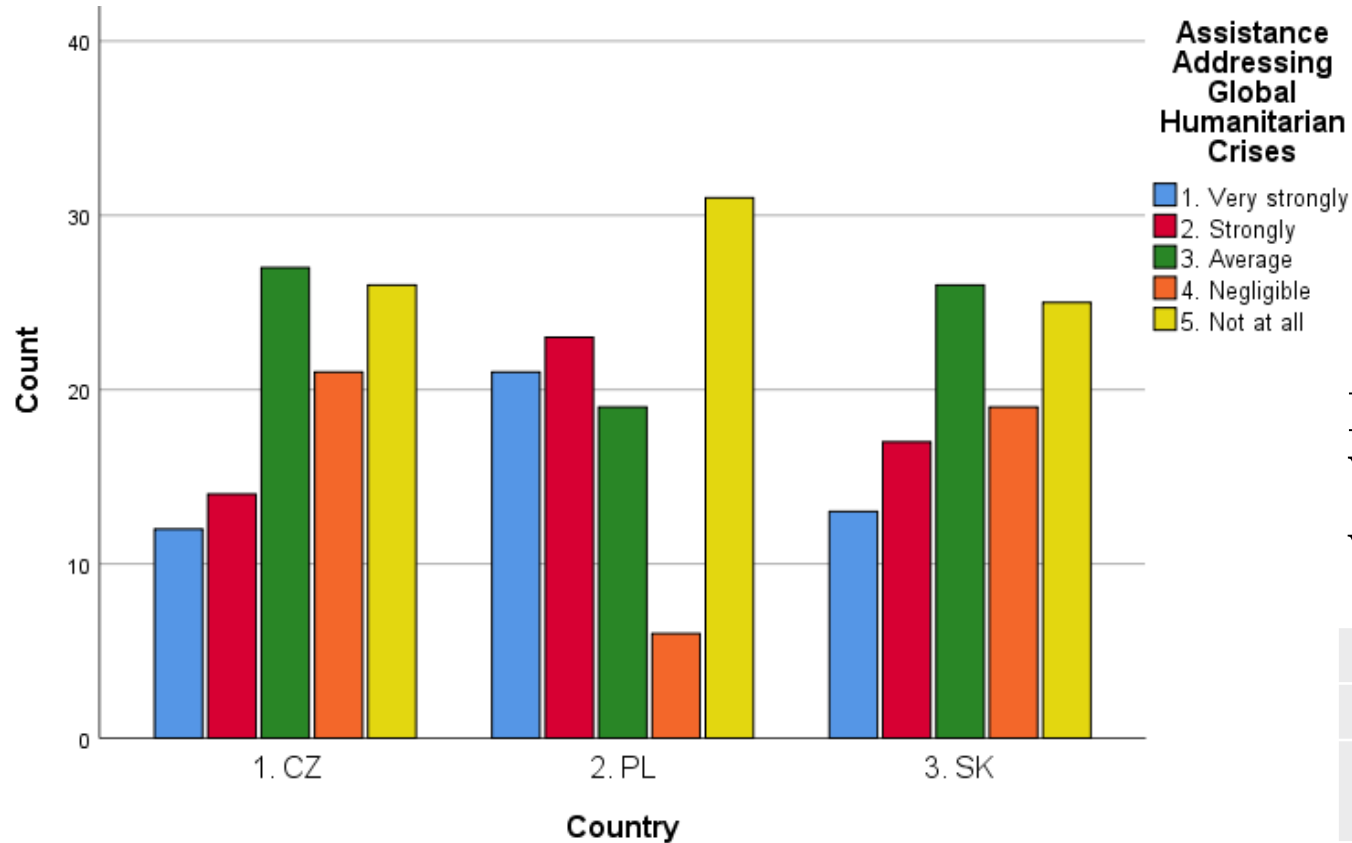


Independent-Samples Kruskal-Wallis Test Summary for variable 1

Total N	300
Test Statistic	4,794 <sup>a,b</sup>
Degree Of Freedom	2
Asymptotic Sig.(2-sided test)	,091

Source: own processing

# Corporate Engagement and Solidarity with Ukraine

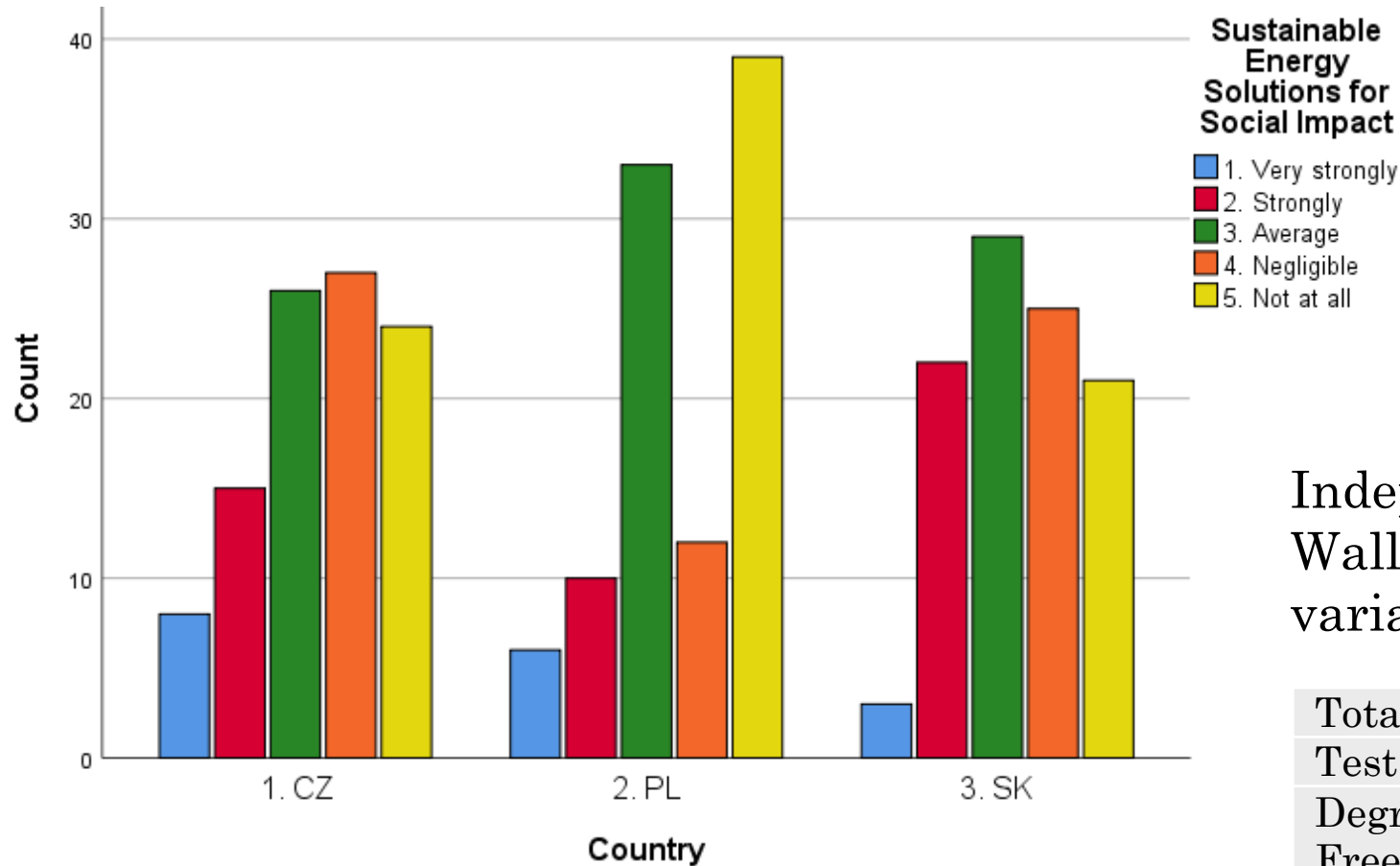


Independent-Samples Kruskal-Wallis Test Summary for variable 2

Total N	300
Test Statistic	2,307 <sup>a,b</sup>
Degree Of Freedom	2
Asymptotic Sig.(2-sided test)	,316

Source: own processing

# Energy Crisis and Corporate Engagement



Independent-Samples Kruskal-Wallis Test Summary for variable 3

Total N	300
Test Statistic	3,768 <sup>a,b</sup>
Degree Of Freedom	2
Asymptotic Sig.(2-sided test)	,152

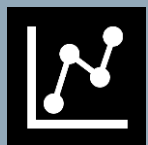
Source: own processing

# Correlations between country and Variables 1-3.

	COUNTRY	ASSISTANCE ADDRESSING GLOBAL HUMANITARIAN CRISES	COVID-19 RESPONSE AND RECOVERY SUPPORT	SUSTAINABLE ENERGY SOLUTIONS FOR SOCIAL IMPACT
Pearson Correlation	1	-,026	-,059	-,017
Country				
Sum of Squares and Cross-products	200,000	-9,000	-20,000	-5,000
N	300	300	300	300

Source: own processing

# Limitations:



The challenge of estimating the precise number of participants or return rate due to the use of multiple distribution channels may affect the representativeness of the sample.



Relying on self-reported responses through an online questionnaire raises the possibility of social desirability bias, where participants may provide answers, they believe align with expected CSR practices.



The study's focus on the Visegrad region, specifically the CZ, PL, and SK limit the generalizability of the findings.

# Conclusion

- CSR initiatives play a vital role in crisis management, as evidenced by the study.
- The research examined CSR activities in:
  - Czech Republic
  - Slovakia
  - Poland
- Key crises investigated:
  - COVID-19 pandemic
  - Conflict in Ukraine
  - Energy crisis
- Findings showed a consistent level of commitment and support across the three countries.
- Further research is needed to explore the interplay between these factors in CSR practices.



# Acknowledgment



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We would like to express our gratitude and acknowledge that this paper represents a segment of a comprehensive study conducted as part of a mentioned project aimed to explore multiple facets of Corporate Social Responsibility (CSR) in the business practices of companies operating in the Visegrad countries, (Czech Republic, Poland, and Slovakia). We extend our appreciation to the project team and funding agency who contributed to the successful execution of this study. Their valuable support and insights have been instrumental in shaping the outcomes presented in this paper.





**Ambis.**



• **Visegrad Fund**



**Project  
Partners**

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(AMBIS university)

- Faculty of Economics  
(Poznan University of Life  
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