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Corporate Social Responsibility in Business Practice of the Visegrad Region

VISEGRAD GRAND NO. 22220149





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The Influence of Company Size on CSR Practices in Slovak Businesses:

AN EMPIRICAL STUDY

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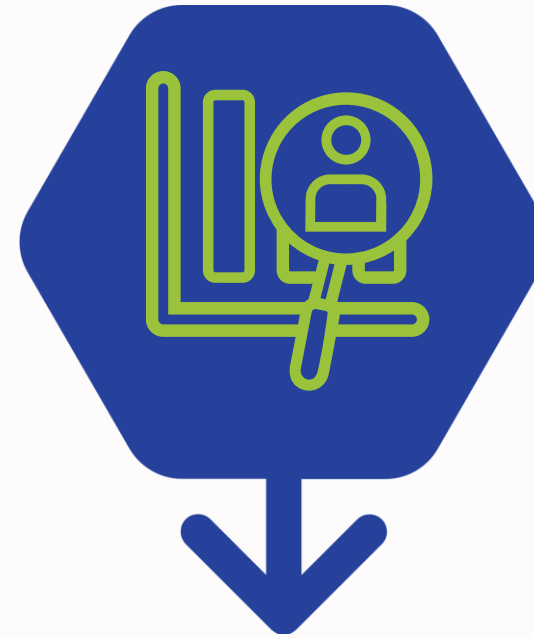
Boris Rumanko

INTRODUCTION



Purpose of the Study

To explore the relationship between company size and the adoption of Corporate Social Responsibility (CSR) practices in Slovak businesses.



Background

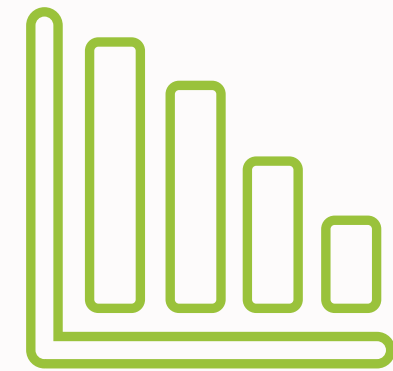
Understanding CSR in relation to company size is crucial, given the growing importance of sustainability in global business practices - particularly relevant in the Slovak context, where CSR studies are sparse.



Research Gap

Previous research primarily focuses on large corporations or specific industries, our study fills a critical gap by providing insights across various company sizes in Slovakia, from microenterprises to extra-large enterprises.

METHODOLOGY



Sample: 125 Slovak businesses surveyed, covering a spectrum from microenterprises to extra-large enterprises.

Data Collection: structured questionnaire used to gather data.

Statistical Analysis: Non normal data distribuion; Independent-Samples Kruskal-Wallis Test and Bonferroni Pairwise Comparisons used for hypothesis testing.

RESEARCH OBJECTIVE

Aim of this study is to describe selected aspects of CSR implementation in Slovak business sector and finding statistically significant differences between businesses of various size.

VARIABLE:

V1

Organizational integration of CSR

- Separate CSR department: 1;
- Under the Compliance department: 33;
- Under the Marketing or PR Department: 8;
- Under the Human Resources (HR) department: 28;
- CSR is not organizationally integrated: 27

V2

CSR awarding

- Yes, they were awarded: 32;
- No, they were not awarded: 93

V3

CSR certification

- Yes, they have certified CSR processes: 52;
- No, they do not have certified CSR processes: 73

V4

CSR reporting

- Regular CSR reporting: 33;
- Occasional CSR reporting (once per 3 years): 20;
- Limited CSR reporting (over 3 years periods): 18;
- No formal CSR reporting: 54

F3

Company size

- Microenterprises (0-9 employees): 25;
- Small enterprises (10-49 employees): 25;
- Medium size enterprises (50-249 employees): 25;
- Large enterprises (250+ employees): 25;
- Extra-large enterprises (500 and more employees): 25

Organizational integration of CSR (V1) across categories of company size (F3) (significant: 0.000)

- Extra-large Enterprises: Predominantly feature separate CSR departments.
- Microenterprises: Most commonly lack any organizational integration of CSR, more than larger companies.

CSR awarding (V2) across categories of company size (F3) (significant: 0,015).

- Microenterprises to Medium-Sized Enterprises: More likely to report not being awarded for CSR compared to extra-large enterprises.

KEY findings

CSR certification (V3) across categories of company size (F3) (significant: 0,004).

- Microenterprises and Small Enterprises: Less likely to have certified CSR processes compared to larger and extra-large enterprises.

CSR reporting (V4) across categories of company size (F3) (significant: 0,000).

- Extra-large Enterprises: More frequently engage in regular CSR reporting compared to all smaller size categories.
- Medium to Microenterprises: More often report having no formal CSR reporting, with microenterprises showing the highest tendency of this across all sizes.

SUMMARY OF RESULTS

Corporate Structures and CSR

Larger enterprises demonstrate a higher degree of organizational integration of CSR. This includes dedicated departments and formal reporting, suggesting a systematic approach to CSR as company size increases.

Strategic Recommendations

To enhance CSR practices, smaller businesses may benefit from streamlined CSR strategies that do not require extensive resources, potentially in collaboration with larger organizations.

Comparative Insight

The findings align with international studies suggesting larger businesses have more robust CSR practices. However, unique to Slovakia, the scale of CSR disparities is influenced by regional business dynamics and regulatory environments.

LIMITATIONS:

- The sample size, while diverse, may not fully capture the broad spectrum of Slovak businesses.
- Data relies on self-reporting, which can introduce bias as companies may portray their CSR efforts in a favorable light.
- Cross-sectional design limits the ability to track changes over time.

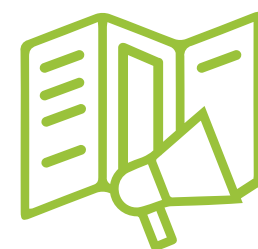
FUTURE RESEARCH DIRECTIONS:

- Longitudinal studies could provide insights into how CSR practices evolve.
- Expanding the study beyond Slovakia could validate findings across different cultural and regulatory contexts.
- Further research could explore the impact of CSR on business performance across different sizes and sectors.

SUMMARY OF RESULTS

Summary of Findings:

There is a clear correlation between company size and the extent of CSR practices in Slovak businesses. Larger companies tend to have more formalized and integrated CSR processes.



Implications:

These insights are instrumental for policymakers and business leaders in shaping strategies that foster effective CSR integration across all business sizes.

Final Note:

Emphasizing the necessity for targeted and scalable CSR approaches can help ensure that all companies, regardless of size, can contribute meaningfully to sustainability goals in Slovakia and beyond.



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**THANK YOU
FOR YOUR ATTENTION**

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