

CORPORATE SOCIAL RESPONSIBILITY AS A MODERN CONCEPT OF ORGANIZATION DEVELOPMENT

Elzbieta PAWŁOWSKA^{1*}, Marta MICHALSKA²

¹ Silesian University of Technology, Faculty of Organization and Management; elzbieta.pawlowska@polsl.pl,
ORCID: 0000-0001-6863-5430

² Silesian University of Technology, Faculty of Organization and Management; martamichalska007@wp.pl,
ORCID: 0000-0002-0551-4380

* Correspondence author

Introduction/background: Currently in Poland, it is becoming increasingly popular to implement activities related to social responsibility in organizations. Companies have begun to pay more and more attention to such issues as building relationships with the environment, as well as widely understood social interest or environmental protection has become important.

Aim of the paper: The purpose of the article is to indicate the role of social responsibility and its relationship to the development of the organization using a selected example.

Materials and methods: The study used the case-study method using a survey questionnaire tool.

Results and conclusions: Based on the survey, it can be concluded that the employees of the surveyed enterprise have a positive view of social responsibility activities. The organization should focus on a strategy based on investing in solutions to improve the quality of life of employees, the local community, and strive to offset the negative impact on the environment.

Keywords: Corporate social responsibility, stakeholders, enterprise, environment.

1. Introduction

The concept of corporate social responsibility has evolved significantly with the development of the economy. New areas of the concept are linked to changing realities that business exerts on its environment. Overexploitation of natural resources, widening disparities in society, climate change, increasing pressure to reduce production costs, often resulting in violations of basic human rights, are not new phenomena, but the events of the twentieth century - from environmental disasters to corruption scandals on an international scale - led to public awareness of the imperfections of business (Stanek, 2009). The disclosure of numerous irregularities resulted in heightened public vigilance over corporate activities. The public expected greater transparency from companies, and consumer organizations took an interest in their activities, protesting unethical treatment of employees, contractors or customers.

They began to demand that companies take social and environmental aspects into account. The pressure of rising social expectations and multi-directional pressures on the business sector initiated changes in the value systems of many companies (Plawgo, 2009).

Corporate social responsibility is one of the most complex, dynamic concepts facing business leaders today, who are under increasing pressure to create a better quality of life. It is important for business to engage in the issue of ethical behavior, as well as to contribute to economic development while taking into account social aspects. Corporate social responsibility is meant to merge the concepts of global citizenship with concern for the environment, as well as sustainable development. Well-understood corporate responsibility in practice means, first of all, that business leaders must be sensitive to the concerns of not only internal but also external stakeholders. They should also have a good understanding of the conditions that prevail in society so that they are able to have a positive impact on them. They should also take into account the social consequences resulting from their decisions affecting broad groups of not only constituents, but also stakeholders and the environment (Doś, 2020). It is precisely to meet such demands from various types of stakeholders that the idea of corporate social responsibility was created.

2. Literature Review about Corporate Social Responsibility

There are many definitions of Corporate Social Responsibility (CSR) in the literature, but they are not always consistent, which is due to the fact that many authors from different disciplines attempt to interpret it.

An invaluable contribution to the development and spread of the concept of corporate social responsibility is attributed to the European Union. The European Commission's Green Paper emphasized that the concept of corporate social responsibility is based on the responsibility of companies for their impact on society (European Commission, 2011). This impact is multidimensional and manifests itself not only as companies' concern for the environment, employees or working conditions. This means that companies are expected to respect existing laws and mutual agreements between social partners, but also to make a significant contribution to projects that are related to sustainable development and the construction of a strongly socially competitive market economy. The achievement of such a goal is directly related to the ability to integrate the activities of a given enterprise with environmental, social, consumer, as well as ethical expectations.

In recent years, it is possible to see a trend toward standardization of activities on the concept of CSR. A comprehensive standard for the concept of corporate social responsibility is the international standard ISO 26000. This standard systematizes knowledge about the concept of corporate social responsibility, according to which, CSR is the responsibility of

an organization for the impact of its activities and decisions on the environment and society, contributing to sustainable development, taking into account the expectations of all stakeholders as well as consistent with applicable law and consistent with international standards (ISO 26000, Karczewski, Kretek, 2013).

An interesting definition of the CSR concept is presented by M. Rojek-Nowosielska. The author defines it as an intentional action taken in a given enterprise, which were taken based on the results of social dialogue and aimed at creating socially important values that meet the expectations of stakeholders (Rojek-Nowosielska, 2017). An interesting definition was also provided by M. Rybak, defining corporate social responsibility as the obligation of management to choose such actions and decisions that will contribute to taking care of its own interest (multiplying the company's profit) as well as multiplying and protecting social welfare (Rybak,2001). In turn, B. Rok presented the concept of CSR as a long-term and strategic approach, based on the rules of social dialogue and the search for solutions that benefit society as a whole (Rok, 2004). It is also worth looking at the definition, presented by A. Paliwoda-Matiolanska, who defined the CSR concept as an effective and comprehensive process of business management, which, by properly identifying the expectations of stakeholders, contributes to the growth of competitiveness, ensuring its stability and sustainable development, and at the same time creates favorable conditions for social and economic development, creating both economic and social value (Paliwoda-Matiolanska, 2017). The above review of the definitions of the CSR concept allows us to consider the strategic dimension of the concept. CSR is increasingly relevant to the issue of corporate competitiveness. Taking CSR into account in the strategy of enterprises can bring many benefits in terms of risk management, reducing the cost of access to capital, as well as customer relations, human resource management and innovation potential (Adamczyk, Gródek-Szostak, Kulisa, 2020).

Based on the definitions of corporate social responsibility presented above, it can be concluded that due to its multifacetedness and complexity, the concept should be interpreted as a certain whole, but consisting of various aspects. The definitions presented indicate that the concept of CSR is a set of voluntarily adopted actions by companies, treated as a long-term benefit.

The idea of corporate social responsibility is becoming more and more popular every year. Conscious CSR activities integrated with business strategy can become a way to improve the company's image, and also become an important element in building cooperation. Currently, more and more studies conducted in Polish organizations indicate the role played by corporate social responsibility in their development.

An interesting survey on corporate social responsibility was conducted in 2013 with a sample of 1,055 respondents. During the survey, respondents were asked, among other things, about companies' commitment to society, to what extent Poles expect companies to engage in CSR areas, as well as to what extent different industries engage in socially responsible activities. The survey found that few respondents pay attention to CSR activities when choosing

a product. Few consumers were also able to change their purchasing preferences, which were often related to brand awareness or the right price. According to the respondents, it is likely that with more and more frequent creation by companies of consistent and long-term social involvement programs and their proper communication, there will be a growing group of consumers in Poland who will take into account activities in this area when making purchasing decisions (Greszta, Maison, 2014).

In 2016, another survey was conducted to find out whether Polish companies engage in social responsibility activities. Based on the survey, it can be concluded that (Tylec, 2017):

- conducting socially responsible activities was declared by 63.5%;
- only 70% of entities declaring social commitment had an information policy on ongoing projects, and this mainly consisted of posting information on the company's website (65%); one in two entities informed about it in the management report, while only one in five companies declaring to be socially responsible prepared a separate CSR report;
- building the company's image (30% of indications) was most often cited as the motives for engaging in CSR activities; almost one in five responses referred to a positive impact on the company's value, strengthening relations with stakeholders and the desire to build a socially responsible company;
- most companies allocated less than 0.05% of sales revenue to socially responsible activities - comparing data for 2013-2015, there is no increase in CSR expenditures in relation to sales revenue.

Based on the above information, it can be concluded that the orientation of enterprises to socially-oriented activities is often part of their competitive strategy.

Another interesting study in the area of CSR was conducted at two companies in the manufacturing industry among employees of organizations operating in the Silesian province in 2018. The purpose of the survey was to examine the ways in which CSR strategies are implemented in organizations. The first issue analyzed was to identify whether the idea of corporate social responsibility is actively introduced in the companies where the respondents work. 74.16% of respondents answered in the affirmative, Next, the ways of implementing CSR strategy in organizations were analyzed. In first place was the promotion of this strategy among employees using various communication channels (49.43%), followed by 39.32% of respondents indicating the importance of creating an organizational culture aimed at cooperation with the environment, while in last place was cyclical training for employees (11.23%). The survey also focused on assessing the way CSR strategy assumptions are communicated. Here, the survey shows that in most cases it is positive (66.29%). Another issue was the participation of rank-and-file employees in actively creating the main objectives of the CSR idea. Unfortunately, the survey results show that 65.16% of respondents declared that they have no influence on the formation of CSR strategy. Respondents were further asked about their participation in CSR initiatives. 74.15% of respondents actively participated in such activities, and they cited a desire to demonstrate (51.51%) and a sense of community with the environment

(31.81%) as the most common motive for participation. The last issue analyzed was how to improve the implementation of CSR strategies on organizational grounds. Respondents indicated that in order for these activities to run more smoothly there should be more consideration of employees' ideas (58.55%). As the presented research indicated, managers try to promote the social responsibility strategy among employees using various communication channels for this purpose, while there should be greater use of employees' valuable ideas which would result in increasing their involvement in such activities (Kochmańska, 2018).

An interesting study on corporate social responsibility was conducted by the Coleman Parkes Institute in 2019. The survey included about 5000 respondents from various countries around the world, including Belgium, Denmark, Finland, France, Germany, Italy, the Netherlands, Norway, Portugal, Russia, South Africa, Switzerland, Turkey, the United Kingdom and Poland. The research looked at what an employee's perspective and expectations are of employment in a company that applies CSR standards. According to the research, the goals of a company that is oriented toward social responsibility are becoming increasingly important to job seekers. The young generation is increasingly paying attention not only to choosing companies that are committed to social responsibility, but also to employment in such companies for which issues related to the CSR concept are important (Paprocka, 2021).

Based on the presented research, it can be concluded that currently the concept of corporate social responsibility plays an important role not only in the context of enterprise development, but also in building its image.

3. Materials and Methods

The research process consists of the following stages: theoretical cognitive research, identification of the cognitive gap, formulation of research hypotheses and their verification through quantitative research.

The purpose of the article was to identify the role of social responsibility and its relationship to organizational development using a selected example. Based on the main objective of the study, the following specific objectives were formulated:

- The essence of social responsibility is presented.
- The characteristics of research on corporate social responsibility in Poland over the past five years are discussed.
- The conceptualization of the dimensions of CSR was made.
- An instrumentarium for measuring CSR was developed.
- Empirical verification of the set hypotheses was carried out.

On the basis of theoretical and cognitive research, a gap was identified reflecting the shortcomings of scientific research on CSR in multidimensional terms based on the international standard ISO 26000. On this basis, a survey questionnaire was constructed.

The quantitative research focused on the main research problem formulated in the form of the question of how the social responsibility of business is shaped in the company in question?

With regard to the research problem defined on the basis of the literature analysis, the following specific research questions were formulated:

1. will the company's corporate social responsibility orientation be related to increasing the confidence of internal and external stakeholders?
2. with the implementation of the concept of corporate social responsibility, will the organization take measures to reduce the negative impact of the on the environment?

In search of answers to the research questions posed, the following research hypotheses were formulated:

- H1: An enterprise's orientation to corporate social responsibility contributes to improving working conditions among the enterprise's employees.
- H2: An enterprise's orientation to social responsibility contributes to improving its image.
- H3: An enterprise's orientation to social responsibility contributes to reducing the enterprise's negative impact on the environment.

The formulated research questions and research hypotheses resulted from the theoretical research conducted.

The quantitative research used a standardized questionnaire with a five-point Likert scale. A case study method was chosen to conduct the research. This method makes it possible to draw empirical conclusions about the analysis of a phenomenon in its natural context, which is particularly important when the boundary between a case and its context cannot be clearly defined (Hollweck, Yin, 2016).

The study provided the authors with empirical, in-depth insights into the specifics of corporate social responsibility of a purposely selected organization.

4. Analysis of the study

The survey was divided into 7 areas, i.e. organizational governance, labor law, labor law practices, environment, fair operating practices, consumer issues, and social involvement and community development.

The survey was conducted on 40 respondents of the surveyed company.

At the beginning of the surveys, respondents were asked to answer what they thought the term "corporate social responsibility" meant. More than half of the respondents (mainly with vocational education) gave the answer I don't know, while employees with higher education

gave such answers as: Corporate concern for the local community, the environment - 17.5%, and that it is an attempt by the company to take action to help the local community, reduce the negative impact on the environment - 7.50%.

The first question of the survey concerned organizational governance - there is a transparent process of decision-making and information transfer in the company. 70% of respondents tended to agree with the above statement, 17.5% of employees strongly agreed, while 7.5% of respondents answered that they tended to disagree with the statement. The results are presented in the chart below.

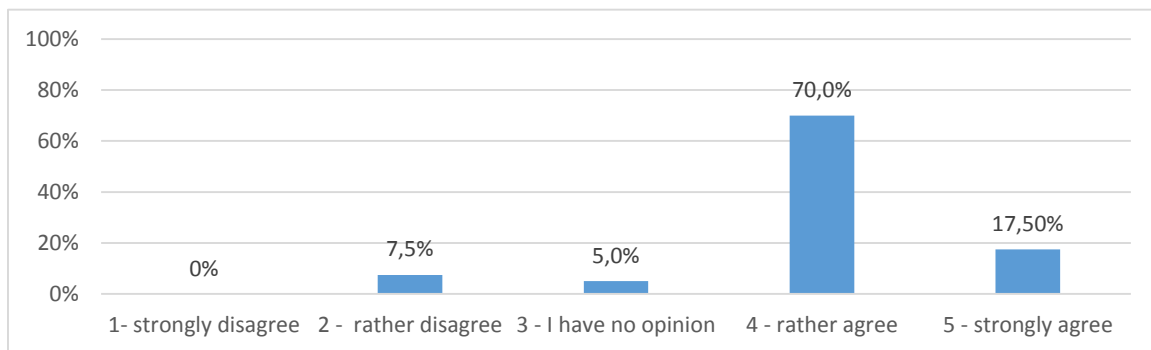


Figure 1. There is a transparent process for making decisions and communicating them within the company.

Source: own study.

Another statement was: the roles and responsibilities of each employee were clearly defined in the company. 55% of respondents said they strongly agreed, while 40% of respondents tended to agree with this statement. Only 5% rather disagree.

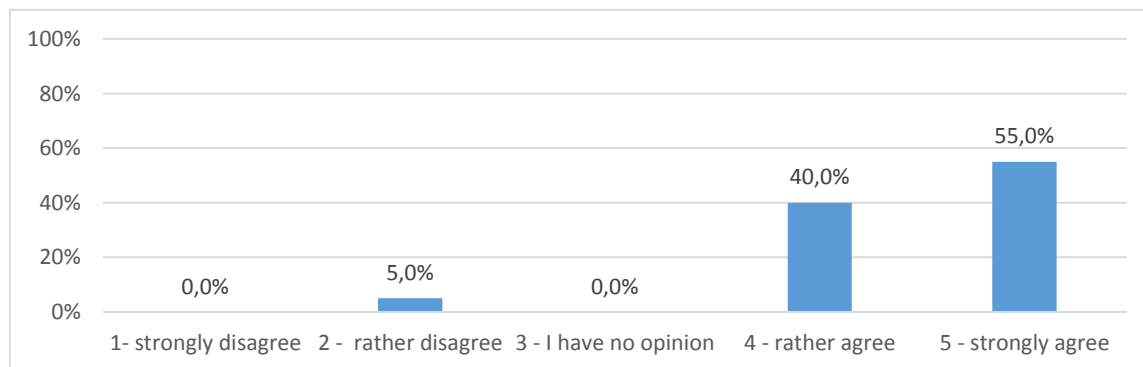


Figure 2. The company has clearly defined the roles and responsibilities of each employee.

Source: own study.

In the next question, respondents were asked whether they agreed with the statement that the company has a code of ethics in place at both company locations and allows reporting of any attempted violations of these rules by an employee. 57.5% of respondents marked the answer strongly agree, while 32.5% of employees tended to agree with the statement, 10% employees had no opinion on the existence of a code of ethics in the organization.

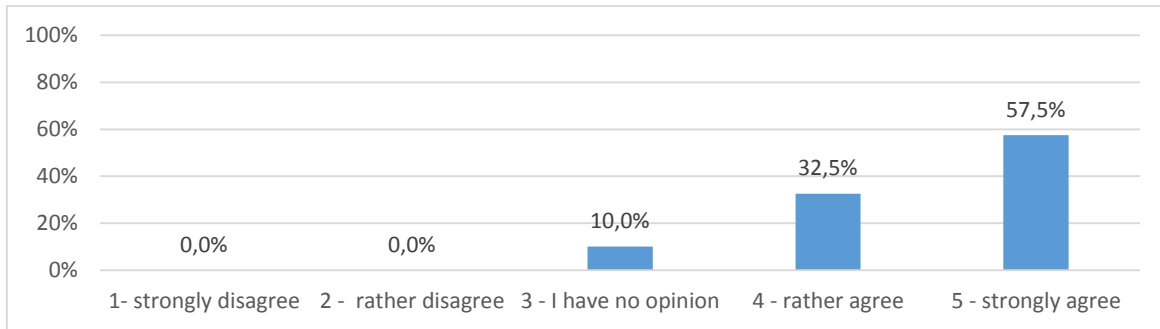


Figure 3. The company has established a code of ethics that applies at both company locations and allows reporting of any attempted violations of these rules by an employee.

Source: own study.

Another question asked whether the company encourages employees to actively participate in the organization's social responsibility activities. 57.5% of respondents have no opinion on this issue, 32.5% rather agree, 10% of respondents strongly agree.

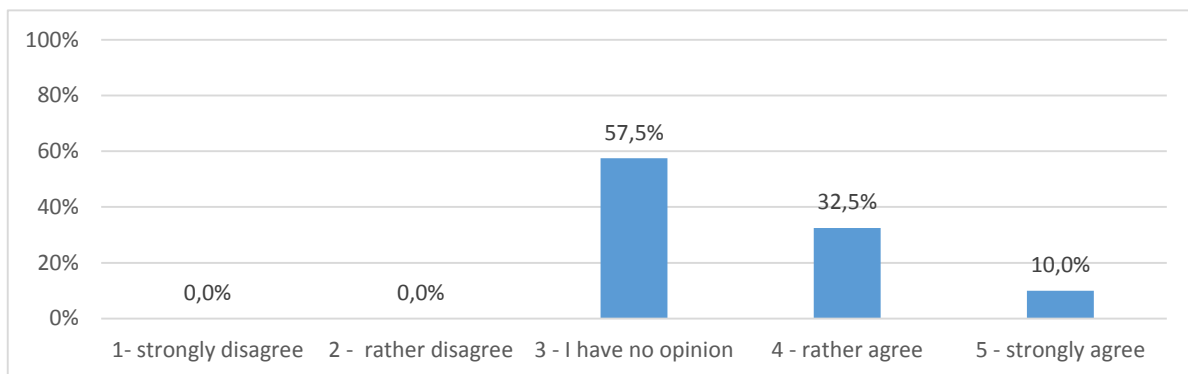


Figure 4. The company encourages employees to actively participate in the organization's social responsibility activities.

Source: own study.

Another finding was whether the company had developed mission, vision and values to clearly specify the organization's culture and set its direction. 85% of respondents marked the answer strongly agree, while the remaining 15% of respondents indicated the answer rather agree.

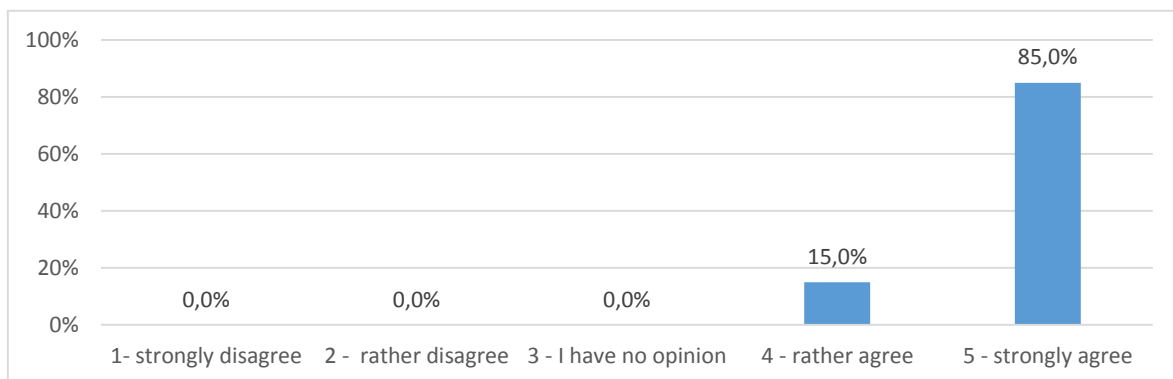


Figure 5. The company has developed a mission, vision and values, the purpose of which is to clearly specify the organization's culture and set its direction.

Source: own study.

The second area surveyed was human rights. Respondents were asked whether the company respects the rights and freedoms of employees in the area of anti-discrimination (cultural, racial, gender, age). 55% of respondents marked the answer rather agree, while the remaining 45% of employees strongly agree.

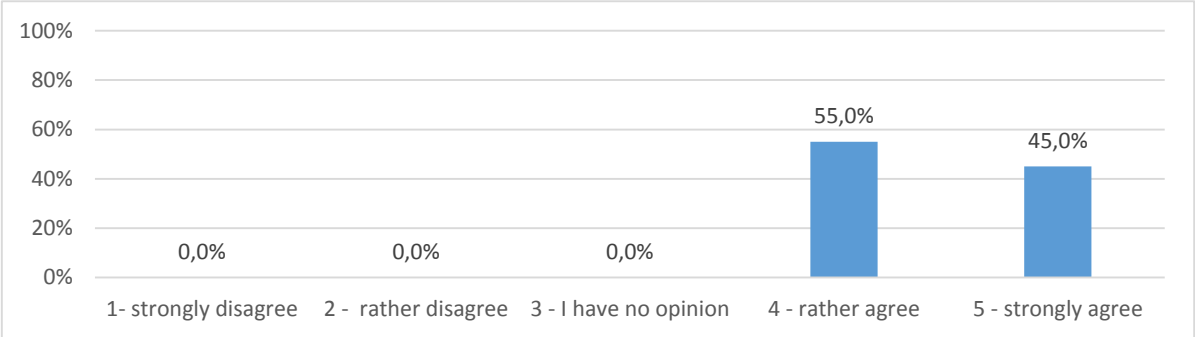


Figure 6. The company respects the rights and freedoms of employees against discrimination (cultural, racial, gender, religious, age).

Source: own study.

Next, the respondents were asked to express their opinion on whether there is a Company Social Benefit Fund at the company, the purpose of which is to ensure the social security of its employees. 92.5% of respondents indicated the answer strongly agree, while the remaining 7.5% of people chose the answer rather agree.

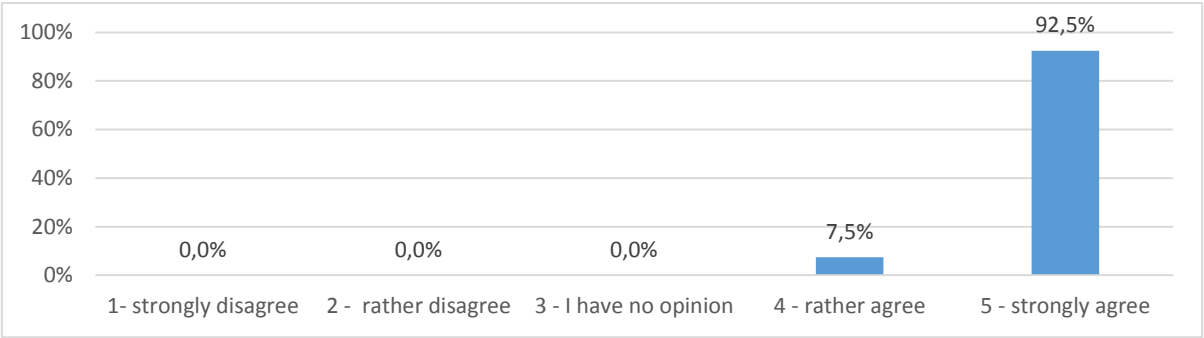


Figure 7. The company has a Company Social Benefits Fund, the purpose of which is to ensure the social security of its employees.

Source: own study.

Another statement asked whether respondents thought the company cared about respecting regulations related to labor law. 70% of respondents marked the answer "strongly agree", while the remaining 30% of respondents selected "rather agree."

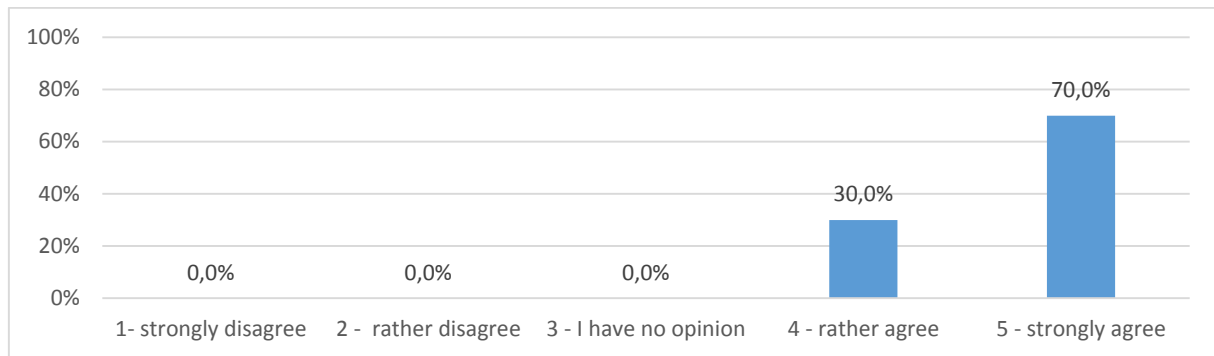


Figure 8. The company ensures that regulations related to labor laws are respected.

Source: own study.

Another question concerned the legality of raw materials and components. 57.5% of respondents chose the answer "rather agree," 27.5% "strongly agree," 15% of respondents had no opinion on the subject.

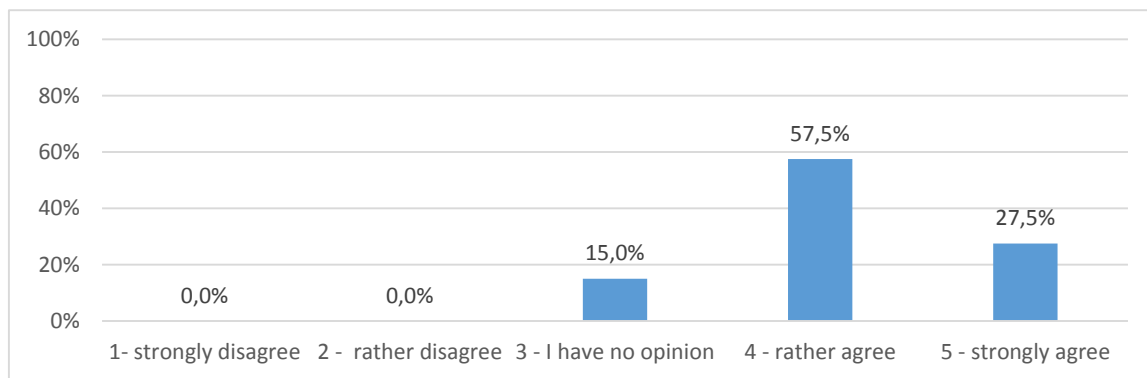


Figure 9. Only components/raw materials from legitimate sources are used in production.

Source: own study.

The next question asked whether the company pays a life insurance and medical care package to all employees. 77.5% of respondents marked "strongly agree," while 20% marked the answer "rather agree," 2.5% of respondents had no opinion on the subject.

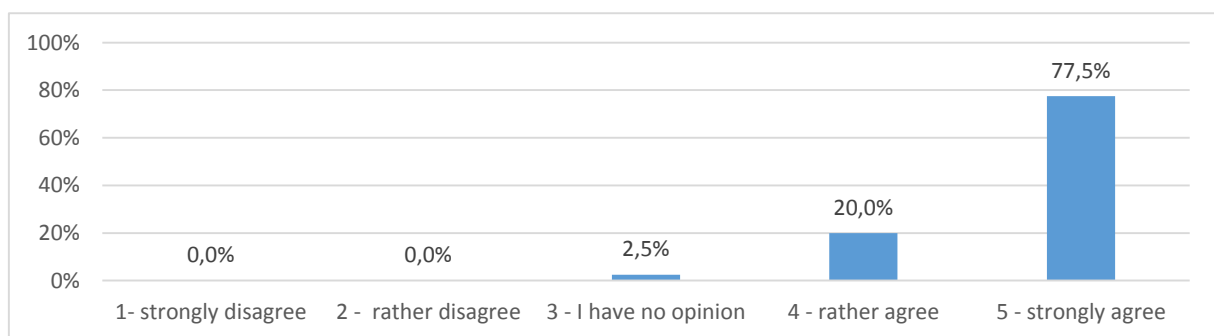


Figure 10. The company pays for a life insurance package and medical care for all employees.

Source: own study.

The final human rights issue is whether the company cares about preventing bullying in the workplace. 57.5% of respondents marked the answer "I rather agree", while 40% of people chose the answer: strongly agree". Among the respondents, only 2.5% had no opinion on the subject.

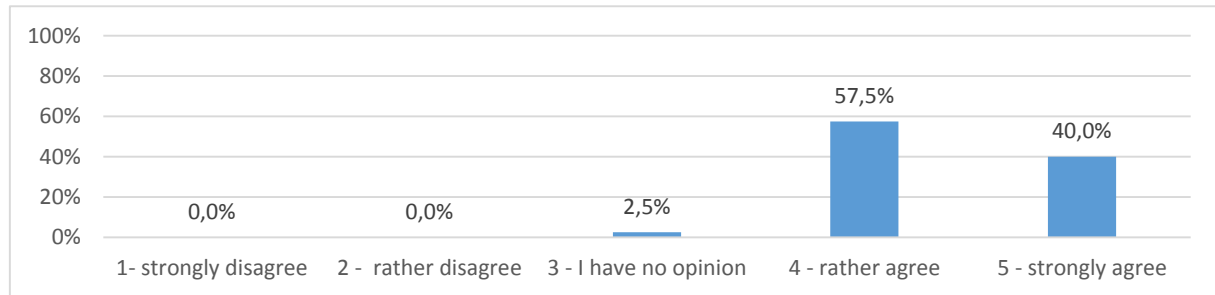


Figure 11. The company is committed to countering bullying in the workplace.

Source: own study.

Another area of the survey was labor practices. Respondents were first asked whether they agreed with the statement, that the company where they are employed provides working conditions that comply with regulations including maintaining occupational health and safety standards. 67.5% marked the answer "strongly agree," while the remaining 32.5% selected the answer "rather agree".

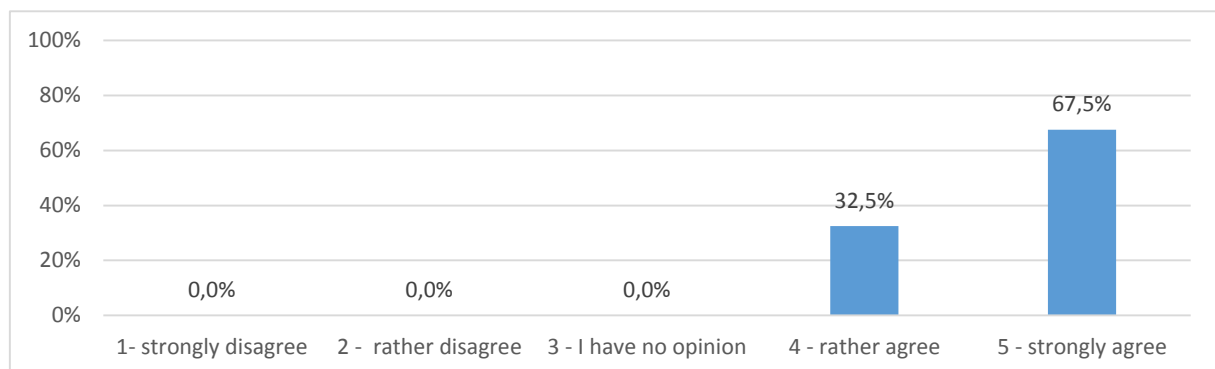


Figure 12. The company provides working conditions in accordance with regulations including maintaining standards of health and safety at work.

Source: own study.

Does the company allow its employees to participate in internal recruitment and provide opportunities for promotion. The answer "strongly agree" was selected by as many as 80% of respondents, while the remaining 20% of people chose to select the answer "rather agree".

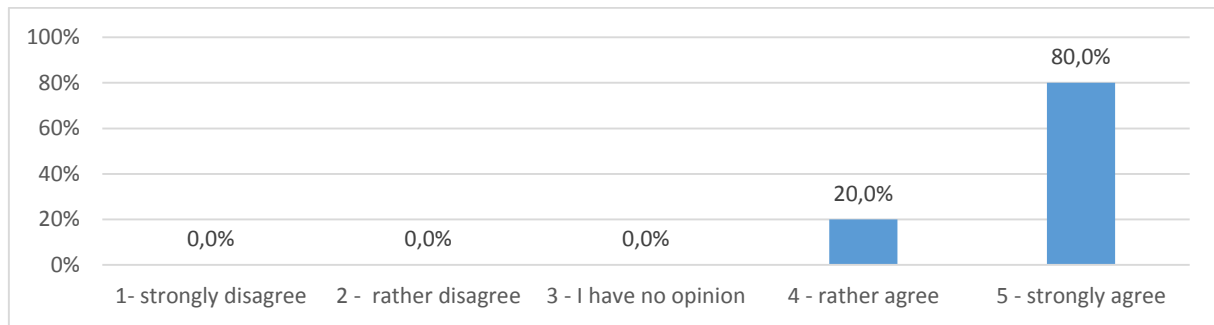


Figure 13. The company allows employees to participate in internal recruitment and promotion opportunities.

Source: own study.

In the next question, respondents were asked to express their opinion regarding the statement that the company has introduced flexible working hours and hybrid work opportunities (allowing work-life balance) for employees. 72.5% chose the answer "strongly agree," while the remaining 27.5% chose "rather agree".

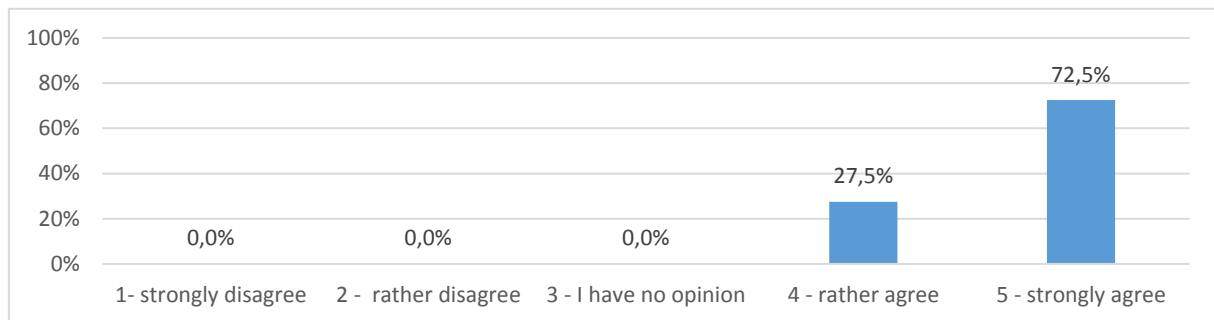


Figure 14. The company has introduced flexible working hours and hybrid work opportunities for employees (allowing work-life balance).

Source: own study.

Respondents were asked whether the companies where they work provide them with stable employment. 77.5% of respondents strongly agreed, while 22.5% chose the answer "rather agree".

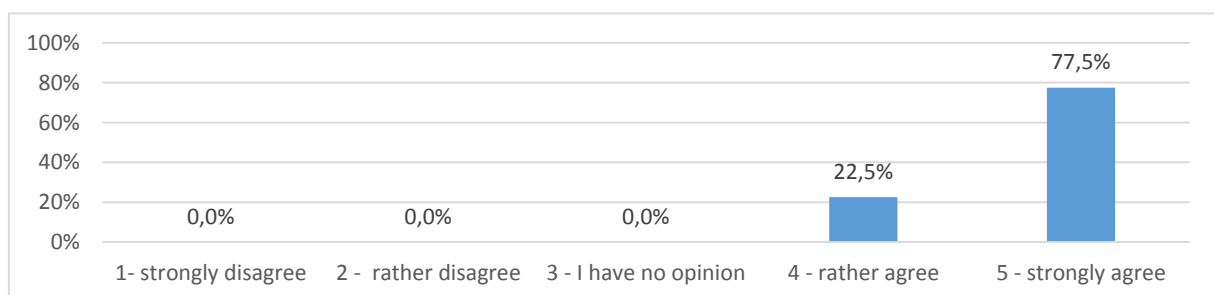


Figure 15. The company ensures stable employment, e.g., by paying employees on time.

Source: own study.

The last question from the labor practices area asked whether the respondents thought the company cared about the development of its employees through skill enhancement, including training and skills improvement. 75% of respondents answered "strongly agree," while the remaining 25% of people marked the answer "rather agree".

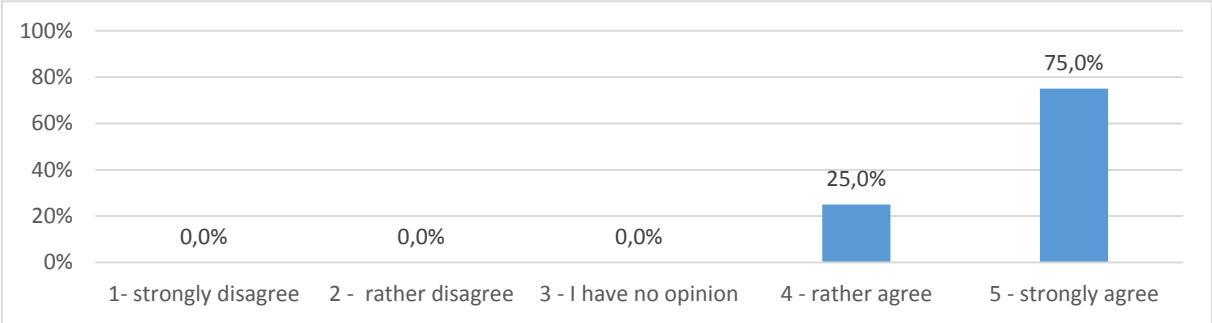


Figure 16. The company cares about the development of its employees by improving their skills and this includes training and skill development.

Source: own study.

Another area analyzed was the environment. Respondents were asked whether they agreed the company reduces its negative impact on the environment, e.g. through efficient use of raw materials and materials. 47.5% of respondents tended to agree with this statement, 32.5% of respondents answered "strongly agree," while 20% of respondents "have no opinion".

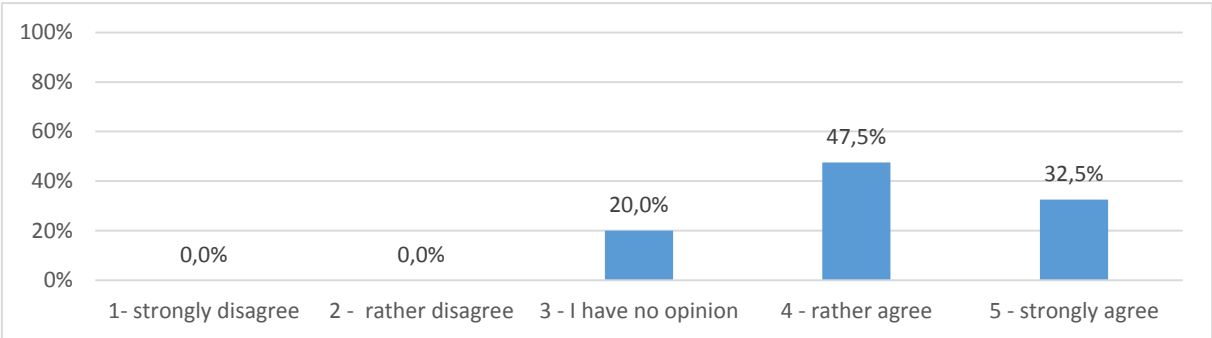


Figure 17. The company reduces negative environmental impacts, for example, through efficient use of raw materials and materials.

Source: own study.

In the next question, respondents were asked whether they agreed with the statement that the company is striving to reduce consumption of water and energy resources. 42.5% of respondents rather agree with this statement 35% strongly agree. 22.5% have no opinion.

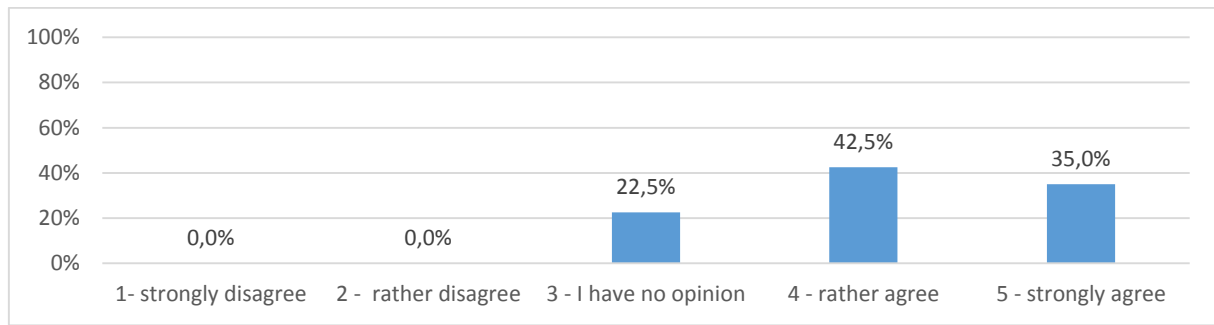


Figure 18. The company aims to reduce consumption of water and energy resources.

Source: own study.

Another question asked respondents for their opinions on whether they thought the company was investing in technological solutions, e.g. photovoltaic panels, a fleet of hybrid cars, LED lighting, segregation of garbage and bulky waste. 92.5% of people agree with this statement., 7.5% of respondents do not have an opinion on the subject.

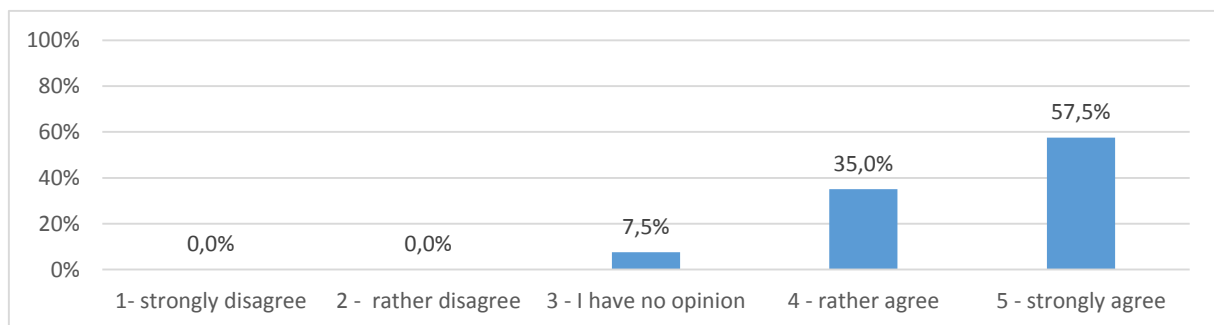


Figure 19. The company is investing in technological solutions, e.g. photovoltaic panels, a fleet of hybrid cars, LED lighting, segregation of garbage and bulky waste.

Source: own study.

Another statement asked whether the company cares about the vegetation located on the factory/warehouse premises. 7.5% of respondents have no opinion on this issue, while the remaining 92,5 % of respondents agreed with the statement.

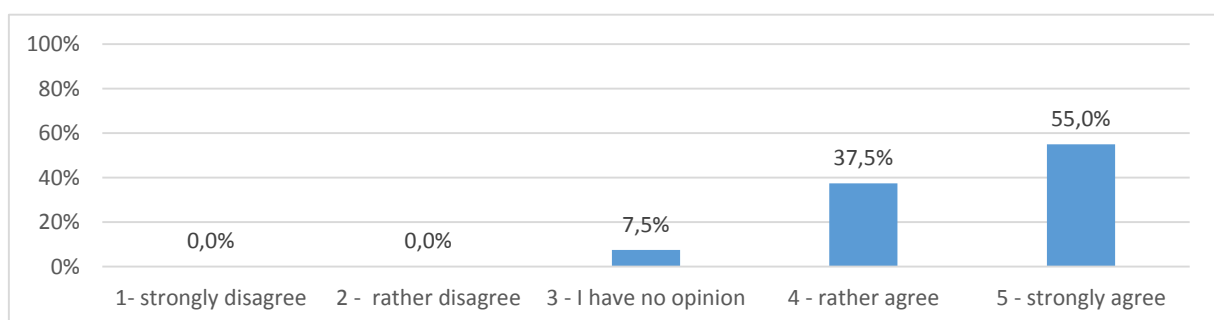


Figure 20. The company takes care of the vegetation on its factory/warehouse premises.

Source: own study.

The next group of statements relates to the area of fair operating practices. Respondents were asked whether they thought employees cared about the company's image by preventing corruption and embezzlement. 62.5% of respondents selected the answer "rather agree", while the remaining 37.5% of people selected "strongly agree".

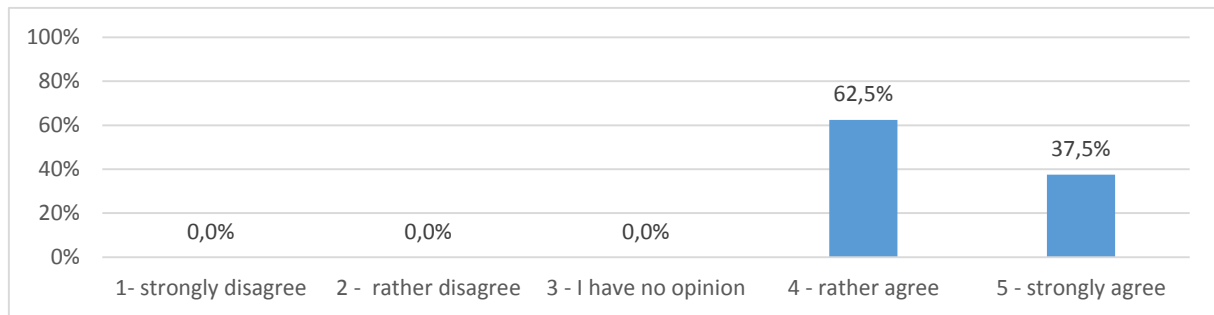


Figure 21. Employees take care of the company's image by preventing corruption and embezzlement.

Source: own study.

The next question asked whether, according to respondents, the company cares about for good relations with other organizations and institutions. 60% of respondents selected the answer "rather agree," while the remaining 40% of respondents marked the answer "strongly agree".

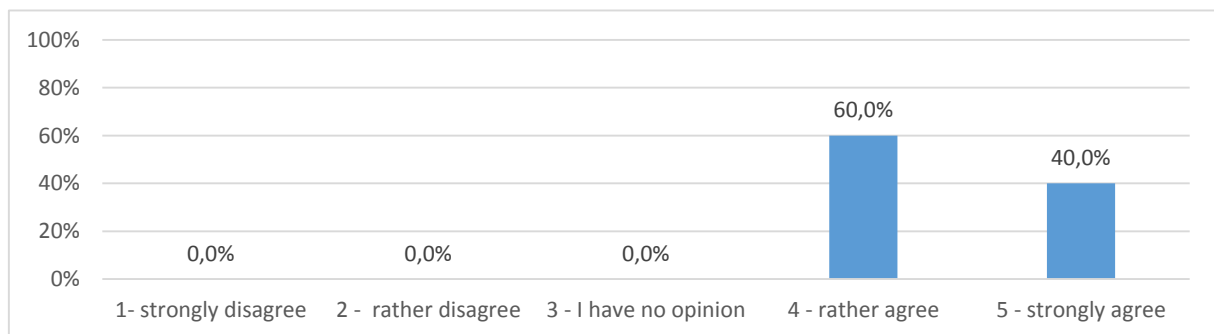


Figure 22. The company cares about good relations with other organizations and institutions.

Source: own study.

In the next question, respondents were asked for their opinion on whether they thought the company was vigilant about fair competition. 2.5% of respondents did not have an opinion on this issue, while 60% of respondents answered "rather agree" and 37.5% of respondents chose the answer "strongly agree".

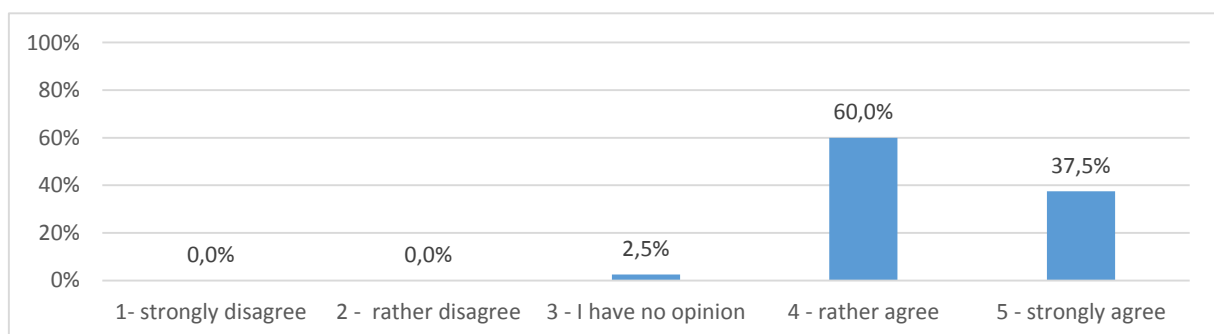


Figure 23. The company ensures that the principles of fair competition are observed.

Source: own study.

The last question in the area of fair operating practice was whether the company cares about respecting intellectual property works. 55% of respondents answered "rather agree," 40% of people marked the answer "strongly agree," while 5% of people have no opinion on the subject.

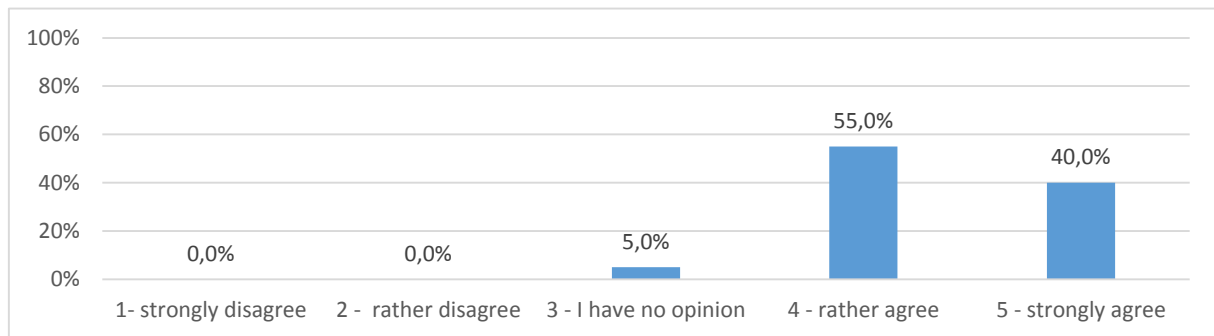


Figure 24. The company is committed to respecting the works of intellectual property.

Source: own study.

Another area of analysis is consumer issues. Respondents were asked to express their opinion on whether the company cares about customer data protection and security. 60% of respondents answered that they rather agreed with this statement, while 40% strongly agreed.

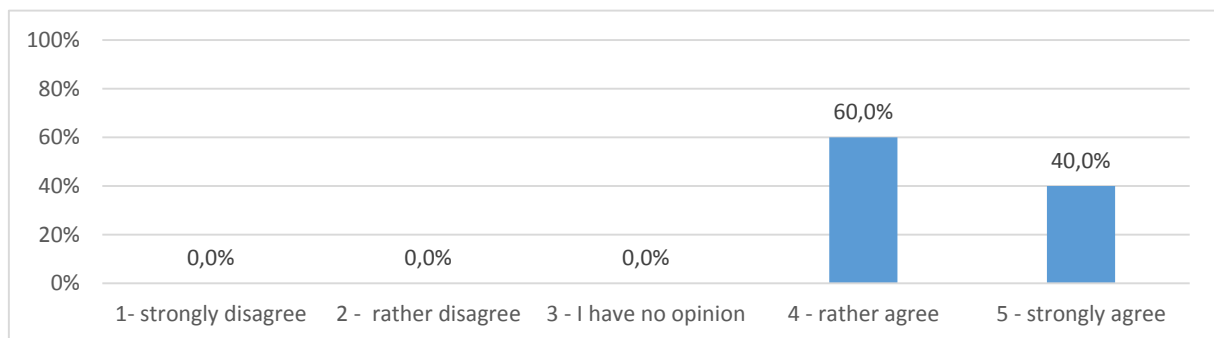


Figure 25. The company is committed to protecting customers' personal data and their security.

Source: own study.

In the next question, employees were asked whether, in their opinion, the company ensures that fair marketing practices are followed. 55% of respondents agreed with this statement, 37.5% of respondents strongly agreed, while 7.5% had no opinion on the subject.

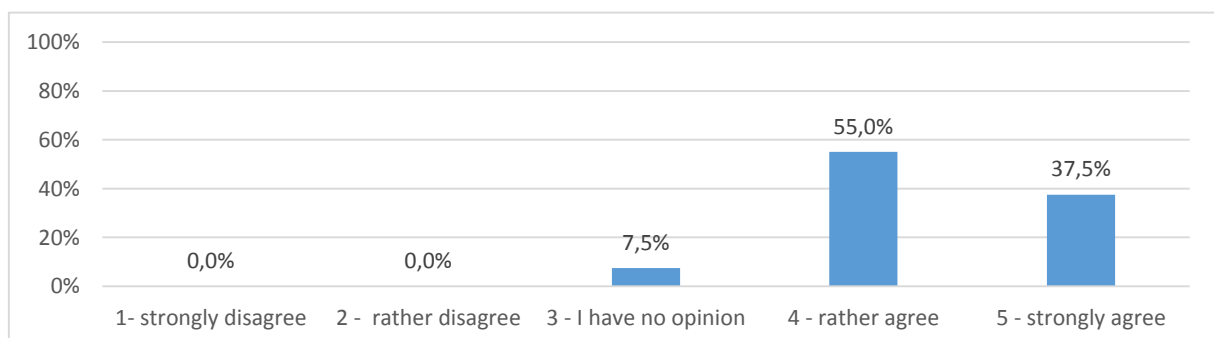


Figure 26. The company ensures that fair marketing practices are followed.

Source: own study.

Another question referred to whether the surveyed company ensures that the products it sells are of high quality by meeting norms and standards and do not endanger the life and health of consumers. 60% of respondents answered "rather agree," while the remaining 40% of people marked the answer "strongly agree".

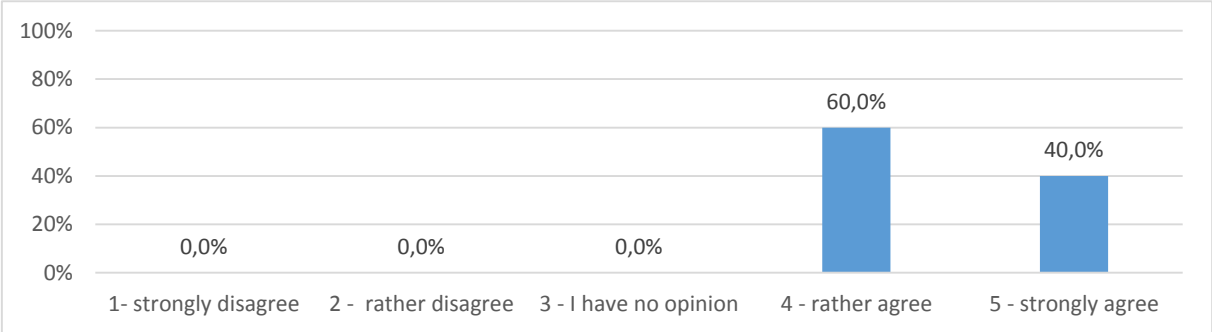


Figure 27. The company ensures that the products sold are of high quality by meeting norms and standards and do not endanger the lives and health of consumers.

Source: own study.

In a question on consumer issues, respondents were asked about whether, in their opinion, the company provides customer service and allows customers to return and complain about purchased goods. 55% of respondents answered "strongly agree," while the remaining 45% of people chose the answer "rather agree".

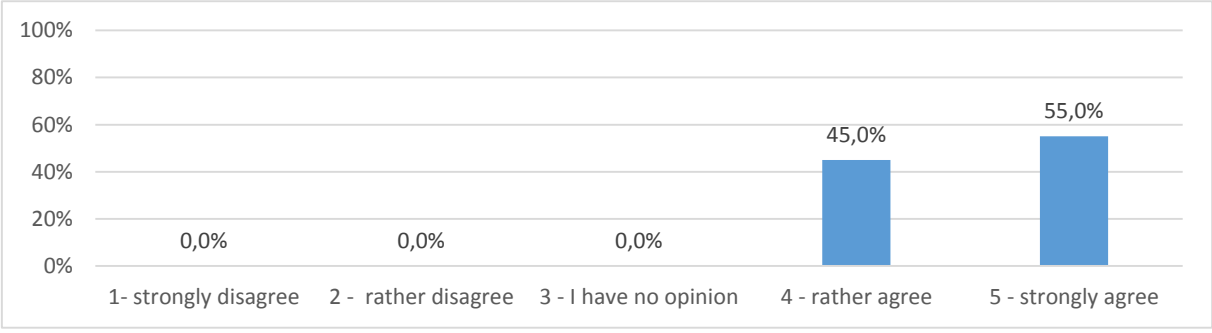


Figure 28. The company provides customer service and allows customers to return and claim purchased goods.

Source: own study.

The final area was social engagement and community development. Respondents were asked whether, in their opinion, the company consults with the local community on investment and development issues. 40% of respondents selected the answer "strongly agree," while 35% marked the answer "rather agree," and 25% of respondents had no opinion on the subject.

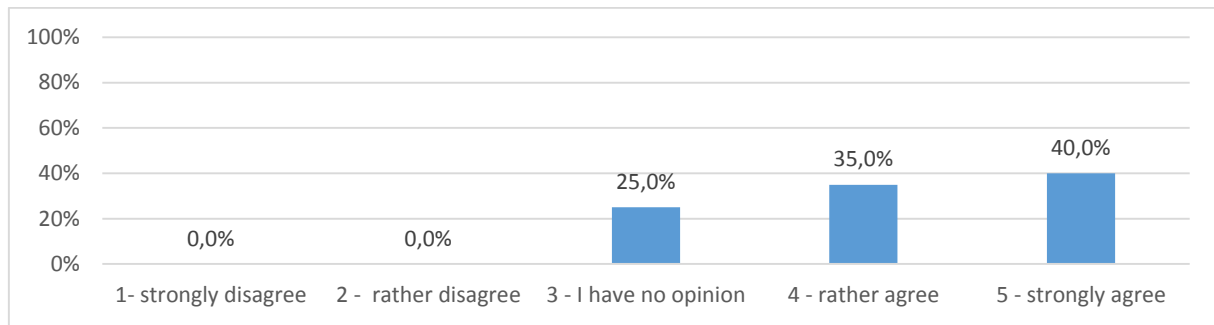


Figure 29. The company consults with the local community on investment and development issues.

Source: own study.

In the next question, respondents were asked whether they thought the company provides financial or in-kind support to local associations, schools and organizations. 45% of respondents marked the answer "rather agree," while 42.5% of people selected the answer "strongly agree". 12.5% of respondents had no opinion on the subject.

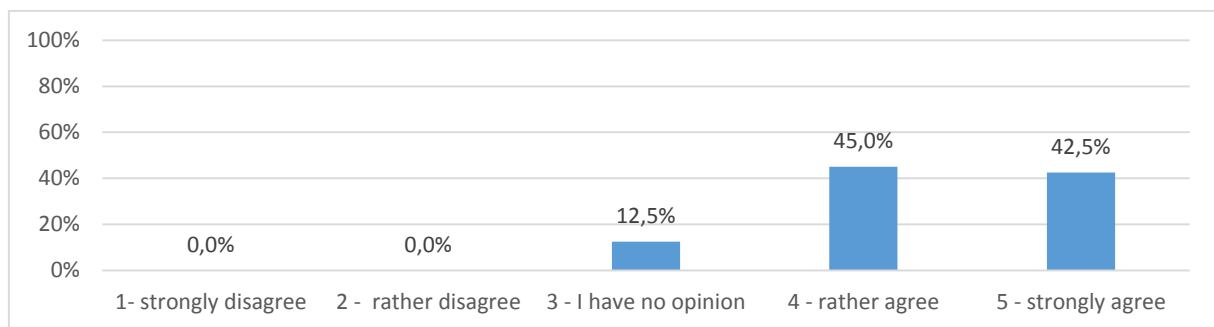


Figure 30. The company donates financial or in-kind support to local associations, schools and organizations.

Source: own study.

In this statement, respondents were asked to answer whether the company subsidizes actions to reduce unemployment. 40% of respondents strongly agree with this statement, while 12.5% have no opinion on the subject.

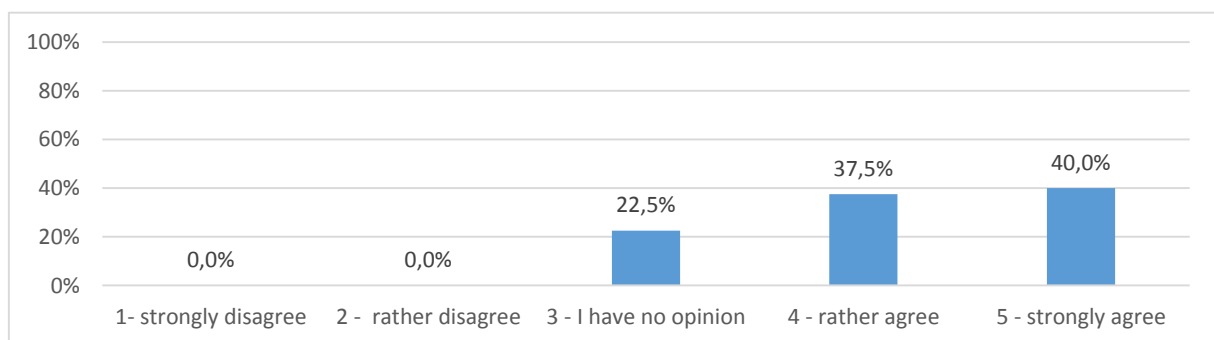


Figure 31. The company is subsidizing campaigns to reduce unemployment.

Source: own study.

The last question asked whether, according to respondents, the company organizes internships, apprenticeships for high school and college students. 57.5% of respondents marked the answer "strongly agree," while 37.5% chose the answer "rather agree." Only 5% of respondents had no opinion on the subject.

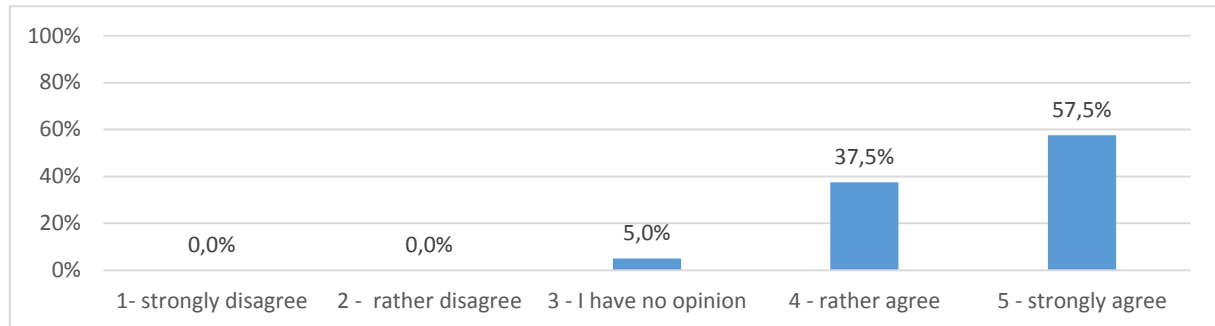


Figure 32. The company organizes internships, apprenticeships for high school and college students.

Source: own study.

Based on the results presented, it can be concluded that the company is committed to the concept of corporate social responsibility. The company's management is trying to introduce more and more activities to satisfy various stakeholder groups and is trying to reduce the negative impact on the environment by investing in green solutions.

5. Conclusions and recommendations

Based on the survey, it can be concluded that:

- The company has implemented the concept of social responsibility.
- Among other things, the surveyed company has implemented a code of ethics, regulations on occupational health and safety, as well as respects the rights and freedoms of each employee in the field of anti-discrimination and anti-bullying thus contributing to the growth of employee confidence in the company. Such actions have a direct impact on increasing the commitment and motivation of employees, improve their productivity, reduce absenteeism, but most importantly reduce employee turnover. An appreciated employee identifies more with the organization which also has an impact on the company's image.
- Implemented corporate social responsibility activities in the organization result in the company's involvement in activities aimed at reducing the negative impact on the environment. The company is trying to reduce its negative impact on the environment, among other things, through the use of innovative solutions, i.e.: photovoltaic panels, a fleet of hybrid cars, segregation of garbage and bulky waste, replacement of lighting with LED lighting, as well as planting new vegetation on company-owned land.

- There is a low level of knowledge about the implemented CSR concept among employees over the age of 40, which may result in reluctance to implement innovative solutions, or low activity in social responsibility activities in the surveyed organization.

In order to increase employees' awareness of the concept of social responsibility, it would be important to introduce a series of training courses aimed at expanding employees' knowledge in this area. This knowledge can contribute to an increase in the involvement of employees in active activities for the benefit of the enterprise, the local community and an increase in awareness in the area of environmental protection.

6. Conclusion

Nowadays, it is becoming more and more common for companies to implement the concept of social responsibility of business. This orientation is due not only to the effect of globalization or increased competitiveness, but also to changes in economic and social conditions. Thanks to this idea, profit maximization is no longer the most important issue for shareholders. Companies are paying more and more attention to the issues of building relationships with the environment, stakeholder relations and the widely understood social interest.

The purpose of the article was an attempt to present the role of social responsibility and its relationship to the development of the organization using a selected example.

The article assumes the thesis that the implementation of the concept of corporate social responsibility contributes to the development of the enterprise. The assumed thesis has been proven. Based on the research, it can be concluded that the implementation of the CSR concept to the organization has contributed to the improvement of working conditions among the company's employees through, among other things, the implementation of a code of ethics, the Company's Social Benefits Fund or timely payment of salaries, as well as concern for the safety of employees through the organization's compliance with health and safety regulations, labor law, human rights. It can also be said that the implementation of the concept of social responsibility has contributed to improving the organization's image. By implementing not only measures to ensure stable employment of employees, but also allowing consumers to return and complain about goods purchased from the company, as well as concern that products offered by the company come only from materials from legal sources and meet all the necessary norms and standards imposed by the government and the European Union. As a result, the company's image is better perceived by various stakeholder groups. Based on the research, it was concluded that the implementation of the CSR concept in the enterprise contributed to taking measures aimed at, reducing the negative impact on the environment. The surveyed enterprise has taken measures such as installing photovoltaic panels in its premises, replacing lighting with LED lighting, investing in hybrid company cars, cleaning up and planting vegetation on

the company's premises, as well as segregating waste, etc. It is worth noting that the CSR concept is related to long-term activities, and the effects of these activities are visible in the long term. It can be concluded that the surveyed enterprise actively implements corporate social responsibility activities.

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