
THE FACTORS PUSHING BUSINESS CORPORATIONS TO IMPLEMENT CORPORATE SOCIAL RESPONSIBILITY PRACTICES – REPUBLIC OF MACEDONIA

Ceneta Telak

International Balkan University, Skopje, Macedonia telak.ceneta@gmail.com

Abstract: Corporate Social Responsibility (CSR) is almost becoming an obligation and responsibility for many companies. The aim of this paper is to give overview and to analyse the real key drivers that are the reason why the business corporations are willing to use the corporate social responsibility in Macedonia. By acknowledging and knowing the fact that domestic and foreign business corporations in the Macedonia are using the tool corporate social responsibility in their activities implemented in this regard.

There is also explained and analyzed CSR from the European Perspective and some examples of the European countries. It is explained the CSR from the Macedonian Perspective. Also we have explain our Analyses and findings from them. Inside the chapter we have shown the graphs from the findings and they are explained.

Main research question is the factors that are pushing business corporations in the Macedonia to implement this corporate social responsibility? My research methodology consists of two main techniques: a structured interview and questionnaire. I mainly use descriptive statistics, but I also execute a factor analysis to analyze the different types of factors that business corporations are motivated for using them. From the findings, it can be concluded that though the legal, ethical and philanthropic factors may also be considered as motivations for CSR, the economic factor plays the main role.

The case studied companies have different approach to assessing the results from the CSR activities. We can conclude that the companies are more than expected involved and have knowledge about the Corporate Social Responsibility. All of the surveyed companies on the question do they feel themselves social responsible answered positive, so this is giving to the result of the straighter side of this term.

Keywords: corporate social responsibility, factors, Macedonia, companies

1. INTRODUCTION

With this paper we want to contribute to a better understanding of the factors or the reasons why do companies are implementing this activity. We want to take the consumer's point of view and increase understanding of on the one hand, what CSR actually means to them, given the definition in literature is unclear, and on the other hand the value they derive from CSR.

2. FACTORS PUSHING BUSSNESS CORPORATIONS TO IMPLEMENT CSR

- The economic responsibility refers to the expectations of society organizations that produce goods and services that are needed and desired by customers and will sell those goods and services at a reasonable price.
- Legal liability refers to expectations, the organizations work according to the laws that govern the issues of good governance and respect for market competition, including laws on protection products, consumer protection and environmental laws and employment.
- Ethical responsibility applies to social expectations companies to do more than the law requires, ie to make special efforts aimed at anticipating and satisfying social norms in terms of realization of all business functions and activities in a fair and equitable way .
- A discretionary responsibility of corporations refers to the expectations of society that organizations be better citizens. This can include things such as philanthropic support programs that benefit the community or the nation. It can also include provision of professional expertise for achieving higher common or social objectives.

3. CONCLUSION

The different motivation drivers are due to the facts of the size of the companies (small or big company) and also due to the fact of the number of the years present in the market. Furthermore, another difference which can be highlighted is the researchers' approach to the answers is that the big companies do care more for being part of the socio responsible in the more fields. We can conclude that the companies are more than expected involved and have knowledge about the Corporate Social Responsibility. All of the surveyed companies on the question do they feel themselves social responsible answered positive, so this is giving to the result of the straighter side of this term.

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