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Conference Paper

“BEING GREENER OR GREENWASHING”: THE NEW REALITY OF CORPORATE SOCIAL RESPONSIBILITY PRACTICES ACROSS CZECH AUTOMOTIVE FIRMS

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Abstract

Corporate social responsibility (CSR) is a widely discussed topics in the management segment of car manufacturers. The tendency to be greener than green, to be responsible to the society, to support economic growth in regions influences everyday decisions as much as strategic directions. Are the Czech businesses in the automotive industry socially responsible? How do they react to new challenges? This paper aims to show CSR activities provided by car manufacturers/their suppliers in the Czech Republic. The authors have divided it into 3 major pillars of CSR – economic, environmental, and social.

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