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Strategie społecznej odpowiedzialności biznesu w sytuacji kryzysowej na przykładzie wybranych przedsiębiorstw

ABSTRACT

In the context of globalization and increasing stakeholder expectations, companies are progressively integrating social and environmental considerations into their operations. Within this framework, corporate social responsibility (CSR) has become an important area of inquiry.

The primary objective of this dissertation was to examine the relationship between the level of CSR implementation and the crisis response capabilities of large enterprises in the Wielkopolskie Voivodeship during the COVID-19 pandemic. An additional applied objective was to develop recommendations for implementing systematic and mature CSR practices in large enterprises.

The dissertation comprises both theoretical and empirical components. The theoretical section includes a literature review on corporate social responsibility, strategic management, and crisis management, identifying research gaps regarding the role of CSR during crises – particularly during the COVID-19 pandemic. The empirical section was based on a mixed-methods research design with a sequential exploratory strategy. The first stage consisted of individual in-depth interviews with CSR experts. The second phase involved a CATI survey conducted on a sample of $n=117$ large enterprises from the Wielkopolskie Voivodeship. This region was selected due to its high level of entrepreneurship and diverse sectoral structure.

The research results allowed for the positive verification of the main hypothesis, which assumed a positive impact of corporate social responsibility on the surveyed entities' ability to survive the crisis associated with the COVID-19 pandemic. In the course of the study, seven specific hypotheses were also subjected to statistical analysis, five of which were empirically confirmed. The results indicate that corporate social responsibility plays an important role across all stages of crisis management, enhancing adaptability and the chances of surviving the crisis. At the same time, the majority of the surveyed enterprises had not advanced to a mature, strategic form of CSR implementation, which both the literature and expert opinions identify as the desired mode of engagement. Accordingly, the final stage of this dissertation involved the development of recommendations for surveyed enterprises to enable the implementation of corporate social responsibility at a strategic level.