

Corporate social responsibility in European countries: The keystones of the concept and intercultural connotations

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The article presents research results concerning CSR-related criteria of managerial decision-making and their level of importance from the perspective of students of technically and business oriented study programs across seven European countries. The first part of the article deals with selected influential theoretical and methodological considerations in regard to CSR. The application part focuses firstly on a brief international comparison of results, and secondly on the specification of keystones of the CSR concept, which followed from an exploratory factor analysis. Moreover, cultural dimensions significantly associated with the CSR-related criteria in managerial decision-making are being identified.

Der Artikel präsentiert Forschungsergebnisse über die CSR-Kriterien von Management-Entscheidungen und den Grad ihrer Bedeutung aus der Perspektive der Studierenden technischer und wirtschaftlich orientierter Studiengänge in sieben europäischen Ländern. Der erste Teil des Artikels beschäftigt sich mit ausgewählten theoretischen und methodischen Überlegungen in Bezug auf CSR. Der Anwendungsteil konzentriert sich zunächst auf einem kurzen internationalen Vergleich der Ergebnisse und zum anderen auf die Spezifikation der Grundpfeiler des CSR-Konzepts, die aus einer Faktoranalyse hervorgegangen sind. Außerdem werden kulturelle Dimensionen identifiziert, die signifikant mit den CSR-Kriterien in Management-Entscheidungen verbunden sind.

Key words: GLOBE, CEE countries, students, intercultural differences, corporate social responsibility, managerial decision making (JEL: J24, M14)

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