

SOCIJALINI ASPEKT KORPORATIVNE DRUŠTVENE ODGOVORNOSTI

SOCIAL ASPECT OF CORPORATE SOCIAL RESPONSIBILITY

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Summary

Corporate social responsibility is a response to new business conditions, new challenges and new opportunities. The same is true for the public sector as well as other areas of human activity. Current definitions of socially responsible activities of organizations in public sector rely on general ethical principles, namely neutrality, engagement, active cooperation with stakeholders and transparency. The aim of the article is to highlight the social and behavioral aspects of corporate social responsibility and identify its characteristics and its relations to the public sector.

Keywords: corporate social responsibility, public sector, non-governmental organizations, business ethics

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