

# CORPORATE SOCIAL RESPONSIBILITY ACTIVITIES OF BUSINESS ORGANIZATIONS IN BULGARIA

Kiril Dimitrov

(a scientific article)

## Abstract

This article presents the results of a survey of corporate social responsibility activities, undertaken by a group of business entities in Bulgaria in the context of great political, economic and cultural changes that the country has been passing through from 1990 up to date, and that affected the organizational behaviour of locally operating companies, as well as the beliefs, values and underlying assumptions of the individuals, working there. Environmental factors, influencing the initiated corporate social responsibility activities, and potential reasons of undertaking corporate social responsibility initiatives by local managers are identified and analyzed. The concrete survey seeks the reasons for initiation of company philanthropic programs, the preferred spending destinations for the companies in their philanthropic undertakings, the constituencies and considerations of greatest importance for business entities in this sphere, and an appraisal of the effectiveness of the philanthropic programs, started by the companies.

Keywords: corporate social responsibility, CSR, corporate philanthropy, Bulgarian companies, responsible business, corporate social involvement.

JEL classification: M14, D64

Full-text available at: <http://anale.feaa.uaic.ro/anale/resurse/fin5dimitrov.pdf>

Cite it this way:

1. Dimitrov, K., (2010) "Corporate social responsibility activities of business organizations in Bulgaria", in Scientific Annals of the "Alexandru Ioan Cuza", Univesity of Iasi – "Economic Sciences Section", Rumania, Issue LVII, pp145-161, ISSN: 0379-7864, available at: <http://anale.feaa.uaic.ro/anale/resurse/fin5dimitrov.pdf>