

Studia Ekonomiczne 64

SPOŁECZNA ODPOWIEDZIALNOŚĆ – ASPEKTY TEORETYCZNE I PRAKTYCZNE

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STRESZCZENIA

PROBLEM OF RESPONSIBILITY IN GREEK PHILOSOPHY. REMARKS ON THE BASIS OF PLATO' S DISCUSSION WITH SOPHISTS ("GORGIASZ")

Summary

The article presents the problem of responsibility in Greek thought through the Plato's discussion with sophists. There is no doubt, that in order to diagnose the importance of responsibility the reflection is necessary under ontological and epistemological bases in this category. Plato's dispute with sophists can be treated not only as a historic vote in the discussions, but also as a clash of two attitudes, which even today have lost nothing of its timeliness. The fundamental feature of this discussion is how to build an argument about beliefs, including the issue of addiction rhetoric of ethics, as well as the nature of the relationship defined entity with the environment. Therefore, two attitudes can be distinguished regarding responsibility: sophists, who understands persuasion as a tool morally neutral and de facto targeted at profit, and Plato's, which embeds the knowledge of ethical responsibility as the basis of actual Paideia.

MORAL RESPONSIBILITY AS A BASIS OF THE ORGANIZATION SOCIAL RESPONSIBILITY

Summary

The role of multiply profit which occurs in contemporary business is exaggerated. This is the cause of appearance of the self-restraint actions. One of the methods of over-coming emerging abuses is social responsibility. Such activities suggested that responsibility of an organization should have not only economic or legal dimension, but should have an ethic one, too. The point is that business should be obliged to ethical behavior and contribution to diverse an economic development through care for employees and their families, local society and nation, in order to raise the quality of live.

However, the organization as a structure can not hold the real responsibility. Re-sponsibility belongs to a person only. This is man who is responsible for who he is and what does he does. Only activity which is rational and free can be called a moral activity and be related to good and evil.

Organization never holds moral responsibility because it does not have status of a person. Social responsibility of an organization is realization of moral attitude in the activities of every single person who creates organization. Only man as a human being can hold responsibility.

ETHOS OF BUSINESSMEN – DEVELOPMENT OF THE CONCEPT AND CONDITIONS OF PRACTICE

Summary

Treating the entire contemporary enterprise as an organization related to its environment by a set of dynamic interactions, poses the question of principles upon which the determination of the strategic decisions should be taken. Hitherto, the area of strategic decision has been limited mainly to the directions and forms of expansion as well as competitive market strategies. Today however, the fundamental problem is the identification of the ethical space within business. Ethics as an area of strategic choice is used both in the entrepreneurial scale as well as in relation to the managerial decisions. Nevertheless, we ultimately have to realize that in any case we are always facing the choices and decisions of people playing various organizational roles on varying levels of hierarchy.

THE FACTORS OF IDEA AND PRACTICE DEVELOPMENT OF THE CORPORATE ECOLOGICAL RESPONSIBILITY

Summary

In this article the directions of evolution of the ecological corporate responsibility concept have been presented. Global and structural conditions have been characterized. The necessity of a holistic and systematic approach in examining the interaction between corporation and environment has been shown. Furthermore, the main motives and premises of voluntary proecologic actions undertaken by enterprises have been described together with the instruments applied. The role of corporation within the area and the premises of its responsibility for the environment have been discussed. The particulars of undertaking ecological responsibility by SMEs have also been stressed. Finally, the results of questionnaire research have been presented concerning the evaluation of the selected problems of theory and practice in the field of corporate environmental re-sponsibility.

REASONS OF THE SOCIAL RESPONSIBILITY OF ENTERPRISES

Summary

Modern processes such as internationalization, globalisation or regionalization together with increasing social and ecological awareness result in new challenges emerging before organizations. The ability to live up to the requirements of modern business environment includes, among others, the realization of the concept of socially aware and responsible organization. Functioning of modern enterprises is characterized by changes in all aspects of their activities. Those changes result from transformation of social and economic environment and they influence the hierarchy of the resources which in turn decide about effectiveness and competitiveness of the companies. In this paper the author presents the selected issues concerning law regulations and CSR standardization.

IMPORTANCE OF ORGANISATION'S SOCIAL INVOLVEMENT IN CREATING SOCIAL BONDS WITH COMMUNITY

Summary

Strategic interests of companies are associated with creating social bonds by considering communities expectations towards an organisation. These significant circumstances in organisations' functionality determine the need of influence forming harmony and mutual comprehension, in which an integration of the social and business goals is expressed.

Social programs implementation together with the social company commitment build positive image in perception of the stakeholders. Not only taking actions in a social field are substantial but also communication about good organisational practices.

SOCIAL RESPONSIBILITY OF THE PUBLIC RELATIONS AGENCIES

Summary

Social responsibility dilemmas of all institutions and organizations operating in Polish social reality prompt us to consider to what extent the creation of an image of the companies and institutions by public relations agencies contributes to the devaluation of the concept of social responsibility.

Carroll claims that raising the public well-being involves a company's commitment to a variety of initiatives beneficial for a country.

For years, the stereotype of the economic and legal awareness has persuaded us that business is business, that it leads to the particular tasks and behaviour which aim to make us act in a competitive manner on markets for goods and services. Therefore, it is important for the public relations companies to accumulate social capital in the environment through applying empirical research to the needs of PR, defining the research target group, ethics in media communication, school and media education on PR as a brand, referring to the public opinion, cooperation between PR researchers and practitioners, accepting responsibility for PR.

SOCIAL RESPONSIBILITY IN BANKING SECTOR

Summary

Deep discussion about social responsibility of financial institutions was started immediately when financial crisis began in 2008. Earlier, both financial institutions and clients seemed to avoid such an issue due to the profits they had had from dual co-operation. Clients received loans, mortgage, credits and banks obtained better economic results.

That is why, it is so crucial to find the answer for the following question: why during the period of economic successes there was the lack of significant discussion on the issue of bank social responsibility which now has become the key issue concerned by the stakeholders.

The article is trying to identify the significance of the social responsibility of banks for both: the society and the financial market and reveal in which way banks attempt to recover.

SOCIAL RESPONSIBILITY – PUBLIC ADMINISTRATION PERSPECTIVE

Summary

Social responsibility is usually referred to the private sector. Yet an interest in social responsibility is currently observed in the public sector organization. This is foremost the result of rising expectations towards government.

From a public point of view taking effective decisions requires consideration of a common good perspective which emphasizes the notion of responsibility.

Therefore, there is a need to organize public administration in a way that supports socially responsible activities. The aim of the paper is to outline the selected theories of social responsibility in the civil service (public sector) and major problems in the area of the social responsibility in the local government.

SOCIAL RESPONSIBILITY OF MILITARY FORCES

Summary

The aim of the article is to provide the reader with the range, sources and the manifestations of the social responsibility of the military forces, presenting both the sources currently used, as well as those valid in the past. It was intended to sketch the benefits the armed forces may gain from implementing the policy of social responsibility for its environment.

HOW TO MEASURE THE UNMEASURABLES. IN OTHER WORDS: A REVIEW OF THE EVALUATION AND MEASUREMENT TOOLS OF THE CORPORATE SOCIAL RESPONSIBILITY

Summary

Corporate Social Responsibility (CSR) has blossomed as a movement in the recent years, driven partly by growing pressures on the companies from NGOs, customers and other stakeholders, and partly by companies choosing voluntarily to push ahead in this area. But as firms have expanded their CSR activities, the sophistication of tools available to understand the value and business impacts of such activities has lagged behind. While an impressive range of initiatives, indices and tools has been or is being developed, allowing some forms of measurement, they are of limited use in guiding actual investment decisions on CSR. This paper presents the current available methods and tools for measuring the CSR, as well as identifying gaps between them and between the next generation of measurement.

ROLE OF THE ECONOMIC UNIVERSITIES IN POPULARIZING THE BUSINESS SOCIAL RESPONSIBILITY KNOWLEDGE

Summary

Due to the current economic development situation it is necessary to evaluate the program content and process of knowledge creation regarding the Corporate Social Responsibility idea as a part of education at economic universities. It is also crucial because students in nearby future will become managing staff in various organizations, therefore their recognition, the level of knowledge and a tendency to use corporate social responsibility, will determine the actual transmission of that idea a reality of the socio-economic life. Hence, in November 2008 survey research was carried out among the fourth- and fifth grade students of existing faculties at the Karol Adamiecki University of Economics in Katowice. The aim of the research was to identify the level of corporate social responsibility recognition, and to determine the role of higher education in promoting knowledge concerning this field. The aim of the research was also to answer the question whether students in their future professional life would prefer to work for the companies complying with CSR concept. Despite the obvious shortages of knowledge concerning CSR, optimistic can be the fact that respondents want to be engaged in dialogue on the ethical dimensions of companies, and are interested in deepening their knowledge in this field. They also show interest in working for companies complying with CSR concept. The obtained research results clearly show that universities, especially economic ones, should pay significant attention to the ethics-related subjects, including a special attention to corporate social responsibility.

SOCIAL RESPONSIBILITY IN INTER-FACULTY EDUCATION OF THE MANAGERS FOR PUBLIC ORGANIZATIONS – AN ANALYSIS OF THE EXISTING TRENDS

Summary

Recent years have brought a change in direction of activity of many organizations and their managers. The center of gravity primarily focused on maximizing profits slowly moves towards activities connecting business with social awareness. On the basis of this statement it ought to be assumed that one of the key areas for the effective public management should be building the new skills and knowledge among its managers but not limited to the economics but also to the ethics. It indicates that among all functions in the organization the managerial one is the most important, therefore those who perform it occupy the highest positions in the organization and have the significant impact on its development. They influence not only the organizational performance but also public perception of the organization.

Hence, it becomes extremely important to introduce ethics to higher education and tend to create the educational courses resulting in training corporate socially responsible managers.