

**Dissertation thesis – Author: Martin Schelberg: The meaning of large companies  
Corporate Social Responsibility for enterprise management, Economics Success and  
Social Balance in Globalising Europe**

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Contribution of Dissertation thesis:

Theme of this dissertation thesis responds to the actual progress of world economy. Lack of business ethics in management, liberal system of trade and late legislative reaction on the progress of the non-ethics express consumption not only in managers thinking, in politics, but also in the whole society. It is effect which appears not only in our but in whole society. The reason of this progress is to strive for fast growing and maximal profit which relates with absence of ethical thinking and in general opinion, that organization is absolutely independent system which doesn't need to respect concern and needs of economics, social and environmental society.

CSR application to the managerial profession

In the dissertation thesis author finds out the ways how to bridge over current economical situation. It is necessary to the companies to notify that they are relatively isolated system and also that they have to respect dependence on the surrounding without which they can't exist.

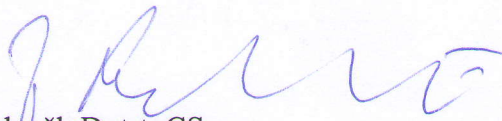
Author considers that CSR is suitable way how to change current managerial thinking which describe from different point of views, e. g. historical progress in religious aspect. According to author, I consider CSR like suitable form, because it enables transformation of ethical thinking and decision making successfully into managerial profession.

Author worked up evolution of the management in economy successfully and regards practical application of CSR for the innovation in management. Basically it is overcoming of management orientation into needs and interests of its shareholders and focus on development of ethical relationship with shareholders.

It is connected with business changes in decision making about corporate strategy base on maximization of the quantitative methods. Management innovation is based on respect of qualitative features of economical, social and environmental activities which are established on the ethical and creative approach of each manager.

Recommendation

In terms of previous evaluation I recommend this dissertation thesis for the final defence.



Doc. Ing. Zdeněk Dytrt, CSc.

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