

DRUŽBENA ODGOVORNOST KOT RAZSEŽNOST STRATEGIJE MEDNARODNEGA TRŽENJA SLOVENSКИH SREDNJE VELIKIH PODJETIJ

-magistrsko delo

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Povzetek:

Družbena odgovornost postaja vse bolj pomembna dimenzija v razvoju in poslovanju podjetja. V družbeno odgovornem ravnanju so pričela prepoznavati številne prednosti in pozitivne vplive na poslovanje podjetja. Ta se ne izkažejo čez noč, saj je družbeno odgovorno ravnanje dolgoročen proces. Podjetja vključujejo dimenzije družbene odgovornosti v svoje poslovanje, jih vključujejo v poslovne funkcije, cilje in strategijo podjetja. Družbena odgovornost je pomembna tako za notranje kot zunanje deležnike, saj uveljavlja drugačen pogled na uspešnost podjetja.

V magistrskem delu smo analizirali, kako poslovne šole vključujejo koncept družbene odgovornosti v svoje delovanje in v izobraževalne programe. V empirični raziskavi magistrskega dela o razvitosti in pojavnih oblikah družbene odgovornosti v slovenskih srednje velikih podjetjih ugotavljamo, da obstajajo razlike v pojavnosti in vpetosti družbene odgovornosti v strategije podjetij med slovenskimi srednje velikimi podjetji in slovenskimi gazelami. V raziskavi magistrskega dela ugotavljamo, kakšni so motivi za udeležanje načel družbene odgovornosti pri slovenskih gazelah in slovenskih srednje velikih podjetjih. Primerjamo strategije internacionalizacije med slovenskimi srednje velikimi podjetji in slovenskimi gazelami. Analiziramo tudi, na katerih standardih družbene odgovornosti temelji poslovanje slovenskih gazel in drugih srednje velikih podjetij.

Ključne besede: *koncept družbene odgovornosti, trženjska funkcija, slovenske gazele, strategije internacionalizacije, raziskava o razvitosti in pojavnih oblikah družbene odgovornosti.*

THE SOCIAL RESPONSIBILITY AS THE DIMENSION OF THE INTERNATIONAL MARKETING STRATEGY OF SLOVENIAN MEDIUM SIZED ENTERPRISES

-master study

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Abstract:

The social responsibility is becoming increasingly important in enterprises' development and business activities. Moreover, enterprises have realized that the dimensions of social responsibility have many different advantages and positive effects on their business. What is more, those affects of the social responsibility activities are shown on long period of time. Enterprises implement and integrate the social responsibility in their core business, their business functions, goals and in their business strategy. Furthermore, the social responsibility has a crucial meaning for internal and external stakeholders and develops different evaluation of enterprises' success.

In the master study we analyzed how business schools integrate dimensions of the social responsibility in their business and in educational programs. Furthermore, in the empirical research about the development and forms of social responsibility in Slovenian middle-sized companies, we have found out that there are significant differences between forms and implementations of social responsibility among the Slovenian middle-sized companies and the Slovenian gazelles. In the master thesis' research, we have analyzed motives for Slovenian companies to implement corporate social responsibility in their business. We have compared different strategies of the internationalization between middle-sized companies and Slovenian gazelles. Furthermore, in the research we have been interested, which the main standards of social responsibility among Slovenian middle-sized enterprises and Slovenian gazelles are.

Key words: *the concept of corporate social responsibility, marketing function, Slovenian gazelles, internationalization, the research of the development and forms of corporate social responsibility among Slovenian middle sized enterprises.*

Študentka je nalogo uspešno zagovarjala 18. 2. 2013 in še ni objavljena v javni bazi nalog Ekonomsko poslovne fakultete Maribor.