VŠB - Technical University of Ostrava  
Faculty of Economics  
Department of Management  

Diploma Thesis Assignment

Bc. Zuzana Pospíšilová  
N6208 Economics and Management  
6208T037 Management  

Title:  
CSR jako přidaná hodnota firmy  
Corporate Social Responsibility as an Added Value to a Firm

Description:
1. Abstract  
2. Theoretical base of corporate social responsibility and its value for the company  
3. Methodology, hypothesis, their confirmation or confutation, and results  
4. Meeting and discussion of hypothesis  
5. Conclusion  

References:
FOX, A. Corporate social responsibility pays off: by being good corporate citizens, companies can woo top talent, engage employees and raise productivity. HR Magazine [online]. 2007, August. Available at: <http://findarticles.com/p/articles/mi_m3495/is_8_52/ai_n20525141/pg_2/?tag=content;col1>.  

Extent and terms of a thesis are specified in directions for its elaboration that are opened to the public on the web sites of the faculty.

Supervisor:  
Ing. Hana Krymláková, Ph.D.

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[Signatures]

prof. PhDr. Jiří Bláha, CSc.  
**Head of Department**

prof. Dr. Ing. Dana Dluhosová  
**Dean of Faculty**