

CONTENT

INTRODUCTION	7
1. THEORETICAL BACKGROUND OF SOCIALLY RESPONSIBLE INVESTMENT.....	10
1.1. Corporate social responsibility as a part of company strategy... 10	
1.2. Corporate social responsibility theories in business	16
1.3. Socially responsible investment.....	25
1.4. Corporate social investment in company	29
1.5. Benefits of socially responsible investment for company and stakeholders	34
Résumé	40
2. SOCIALLY RESPONSIBLE INVESTMENT IN SLOVAK COMPANIES	42
2.1. Research methodology	45
2.2. Perception of socially responsible investment in Slovak companies.....	49
2.3. Performance of socially responsible investment projects	52
Résumé	68
3. POSSIBILITIES OF SUPPORT AND ENHANCEMENT OF SOCIALLY RESPONSIBLE INVESTMENT.....	70
3.1. Communication with stakeholders and reflection of their needs	70
3.2. Networking of companies, non-government organizations and scientific groups.....	74
3.3. Company best practices.....	80
Résumé	93
CONCLUSION.....	94
SUMMARY	96
BIBLIOGRAPHY.....	98
APPENDIX	115