

CONTENT

INTRODUCTION	7
1. THEORETICAL BACKGROUND TO SOCIALLY RESPONSIBLE HUMAN RESOURCES MANAGEMENT... 11	
1.1. The most important concepts of corporate social responsibility in historical genesis.....	11
1.2. Specification of corporate social responsibility	19
1.2.1. Institutional level of social responsibility	20
1.2.2. Organisational level of social responsibility	23
1.2.3. Individual level of social responsibility	26
1.2.4. Social responsibility in the context of business management	29
1.3. Personnel work as an assumption and a part of corporate social responsibility	32
1.3.1. Development of perspectives on personnel work	32
1.3.2. Content, tasks and subjects of personnel work	35
1.3.3. New tasks of human resources management in corporate social responsibility context.....	40
1.4. Model of socially responsible and sustainable human resources management.....	45
1.4.1. Business architecture.....	46
1.4.2. Personnel policy.....	49
1.4.3. Processes, programmes and practices of human resources management	51
2. APPLICATION OF CORPORATE SOCIAL RESPONSIBILITY IN PERSONNEL WORK IN SLOVAK BUSINESSES..... 55	
2.1. Human resources management and corporate social responsibility in Angloamerican and European context....	55
2.2. Research methods	59
2.3. Socially responsible human resources management in Slovak businesses	63

2.3.1. Business architecture.....	63
2.3.2. Personnel policies, processes and practices of human resources management.....	69
3. NEW CHALLENGES FOR SOCIAL RESPONSIBILITY IN HUMAN RESOURCES MANAGEMENT.....	80
3.1. Corporate responsibility and sustainability (CSR 2.0).....	80
3.2. Creating shared value (CSV).....	82
3.3. Social innovations.....	83
3.4. Consequences of new trends in corporate social responsibility for human resources management	85
3.4.1. Paradigms of human resources management	86
3.4.2. Processes and practices supporting social responsibility.....	90
3.5. Programme of implementing corporate social responsibility principles to human resources management.....	92
CONCLUSION.....	105
SUMMARY	108
BIBLIOGRAPHY.....	111