

Prof. Ing. Tatiana Čorejová, PhD.
Department of Communications
Faculty of Operation and Economics of Transport and Communications, University of Žilina
Univerzitná 1, 010 26 Žilina

REVIEW OF DISSERTATION

Title:

THE MEANING OF LARGE COMPANIES CORPORATE SOCIAL RESPONSIBILITY FOR ENTERPRISE MANAGEMENT, ECONOMIC SUCCESS AND SOCIAL BALANCE IN GLOBALISING EUROPE

Author:

Martin SCHELBERG

The topic of the dissertation is very interesting and reflects the different approaches to the concept of corporate social responsibility for example in relation with the brand management, customer relationship management and risk management in firms, or the internal or external dimensions of CSR in large companies. By my opinion the dissertation structure is not traditional, I miss the chapter dedicated to the objectives of dissertation (main and partial), hypothesis of dissertation and methodological framework, but the chapters create a systematic and logical complex.

The entire dissertation, ranging 82 pages, is divided into 21 main chapters including the introduction and conclusion. Maybe the chapters - lists 17 and 18 – could be put at the end of dissertation. The contribution of this work is in the analysis and discussion of different views and approaches to CSR concept, its content and way of use. Results of the work give a contribution to the better understanding of CSR, mainly the ways of use in the German large companies.

Literature review is based on the comprehensive use of available information sources, which allows the author to discuss the different opinions and dimensions of the problem, to compare them and to conclude relevant application. The content of dissertation witnesses the capability of the author to analyse literature or information sources and draw systematic conclusions. Also the author uses appropriate methods for research of problem. Used methods are scientific suitable, they are based on analysis, synthesis, decomposition, comparative and statistical methods and on the results of survey. The results of survey can be considering as a case study for Germany. The aims of the work were met with adequate conclusions (pages 92-94). The dissertation is written very cultivate, digest at the high academic level.

Some remarks for discussion


- Could you describe the possibilities for integration of concept of corporate social responsibility to the activities of all economic units (not only to large companies)?

- Could you explain the process of creating the set of companies for research? What about the industry structure etc.?
- Please, could you present (more detail) the survey process, e.g. timetable etc. and the results?
- Are conclusions of presented dissertation applicable also in new countries of EU?

Conclusion

On the base of study of submitted dissertation I can state that the dissertation complies with requirements for this kind of work. After successful pass of defence procedure I recommend to confer Mr. Martin Schelberg the degree "philosophiae doctor – PhD."

In Žilina, 17th November 2008


Prof. Ing. Tatiana Čorejová, Ph.D.