

Social responsibility of business

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Plan

- 1. What social responsibility is
- 2. Benefits of social responsibility
- 3. Internal and external social responsibility

1. What social responsibility is

- Social responsibility – is responsibility of organizations for their influence on decisions and actions in our society and the environment.





**Prosperity of our society
including health**



**Corresponds to our and
International legislation**



**Is put into practice in the whole
organization**



**Takes into consideration
interests of all stakeholders**

2. Benefits of social responsibility

- Social responsibility brings a good reputation increases financial means and the value of the brand. But experts think that corporate irresponsibility can damage financial stability of any company.



3. Internal and external social responsibility



Internal social responsibility
- is attitude to own personnel.



Thank you for attention!!!

