The examination of non-profit and public institutions from the CSR viewpoint

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Summary

To reveal the company's social policy publicly – in the form of certificates, indices or reports – occurs more and more often in the corporate practice and communication. The year 2011 has a special role among the campaign of the European Union since 1983. This year the main focus is on voluntariness, which is one of the principles of the European Union, the aim is to draw the attention of the European people to the significance of voluntariness.

The advantage of the companies’ voluntary programme is that through the internal communication a more effective cooperation can be ensured among the employees and nonbusiness. So more and more companies feel the need of the CSR activities, with which they can create competitive advantage for themselves. The research focuses on the nonbusiness group, and examines its relationships and cooperation with other organizations and groups.

The aim of the research carried out in Hungary is to discover and unveil the aims and motivations of the above mentioned segments, and whether the opposing parties, in economic sense, are able to cooperate for one goal in the interest of the community and environment.

The research raises the following questions: What kind of donations is offered from the businesses and from the civil people? Do they comply with the expectation and necessities of the nonbusiness? Is their cooperation useful? Are they able to solve their problems, to communicate effectively?

The results of the research showed similarities with the literature, i.e.: the influencing factors of CSR are the effective communication, the realized cost and benefits for the donor, the empathy, the norm system of the individual and the expectation of the society.

The importance of CSR appears at more and more forums (CSR market, corporate PR etc.). However, to be able to speak of appropriate CSR that is already built-in the value system of the individuals – especially from the viewpoint of society, ecological and economic sustainability – Hungary has a long way to go as there is still a great lack of empathy, internal motivation and social sensitivity, which can only be inherited through culture.

Communication forms the base of offering assistance, as without it the realization of needs
is not possible. The sceptics often accuse the companies that the CSR practice from their part is nothing else only PR activity, however, it was proven by the present research that the donor companies do not require publicity.

**Keywords:** corporate social responsibility, communication, cooperation
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**Introduction**

The year 2011 has a special role among the campaign of the European Union since 1983. This year the main focus is on voluntariness, which is one of the principles of the European Union, the aim is to draw the attention of the European people to the significance of voluntariness.

As the member of the EU it is a good chance for the Hungarian companies to show their good practices in their PR activities and marketing communication. The employees of the companies can contribute with their physical and mental work to help the individuals and communities. These activities are supported by the companies by granting e.g. labour time allowance and/or money contribution. The advantage of the companies’ voluntary programme is that through the internal communication a more effective cooperation can be ensured among the employees and nonbusiness.

Of course, the advantage of the CSR activity must be emphasized, the voluntary work ensures the companies to build trust with the stakeholders, to keep contact and share information, also to create positive reputation and to keep up the image. So more and more companies feel the need of the CSR activities, with which they can create competitive advantage for themselves. As it can be seen the CSR practice is manifold, there are many opportunities for businesses with different profile to contribute to the solution of the social and environmental problems and in the meanwhile they can also focus on increasing their profit.

It is a general problem that the civil organizations, educational institutions, communities do not possess the necessary resources to achieve their aims. Parallel to this a social insensitivity can be observed and in many cases it also means the lack of responsible thinking and activity. The companies aim to take a helping role and have a responsible behaviour to avoid this insensitivity.

The research examines the activities and motivations of the nonbusiness sector from the viewpoint of the above mentioned points and the chances and interests of the opposing parties.

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Literature review

The interpretation of corporate social responsibility (CSR)

Looking through the relevant literature there are several definitions for corporate social responsibility, however, one of the most known is that of Carroll [Carroll, 1999]. There have been several attempts for the definition of the CSR since its first appearance [Bowen, 1953]. What is common in all these definitions is that they focus on only one problem, aspect. The aspects of conceptual definitions are the environment, business and the stakeholders, although the society and the voluntary dimension can be in the focus of the definitions as well.

The environmental explications refer to the natural environment; the economical to the financial principles, CSR based business operations and to keep the profitability; and the stakeholder dimension refers to the interaction and communication with the involved. From the viewpoint of the research put an emphasis on those definitions that were based on the most relevant dimensions that is the social and the voluntary.

The expansion of the social sense of the CSR is that the relationship between business and society is emphasized; in a way that the social risk is taken into consideration and so the CSR based business activity is created (Table 1).

Table 1. The result of researches of the motivations of volunteers in chronological order

<table>
<thead>
<tr>
<th>Researcher</th>
<th>Motivating factors</th>
<th>The researched target group</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>International researches</strong></td>
<td></td>
<td></td>
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<tr>
<td>Pitterman, 1973</td>
<td>The older generation: the role of social motivation is significant. The young generation: indirect economic benefits e.g.: work experience is a dominant factor.</td>
<td>Entire population.</td>
</tr>
<tr>
<td>Frisch, Gerrard, 1981</td>
<td>Three-factor model on motivation: altruistic, egoism, social model on motivation.</td>
<td>Old and university student Red Cross volunteers, and any other Red Cross volunteers.</td>
</tr>
<tr>
<td>Cnaan, Goldberg-Geln, 1991</td>
<td>Creating the Motivation to Volunteer (MTV) scale. The motivations of people are not built on one motive, but they are determined by the combinations of egoistic and altruistic motivations.</td>
<td>250 volunteers and 150 non volunteers.</td>
</tr>
<tr>
<td>Clary, Synder, Ridge, 1992</td>
<td>Six volunteer factor: values, understanding, career, social, esteem, protective. Based on this the Volunteer Functions Inventory (VFI) standard/index was established.</td>
<td>1000 volunteers looking after AIDS patients and 500 university students.</td>
</tr>
<tr>
<td>McEwin, D’Arcy, 2002</td>
<td>Eight-factor motivation categories were worked out: values, career, personal development, recognition, hedonism, social, reactivity, reciprocity. The Volunteer Motivation Inventory (VMI) index was established.</td>
<td>Focus group survey carried out among 500 volunteers working at different organizations.</td>
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