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**Corporate Social Responsibility
in Students' Awareness
(primary research)**

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Corporate Social Responsibility in Students' Awareness (Primary Research)

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Summary:

Text brings the primary research results of students' opinions and knowledge about the corporate social responsibility or permanent sustainable development. Secondary research objective was to find out how these questions are embedded in the class work at the University of Economics in Prague. The research results are processed with standard mathematic – statistical methods and presented in form of transparent tables. Simultaneously the results are evaluated in term of possible effects and completed with some interesting quotes from the respondents' open-question answers. For the most part findings uphold initially defined work hypothesis. The research proved shortness of involvement the permanent sustainable development to the class work.

Keywords: corporate social responsibility, sustainable development

Společenská odpovědnost firem v povědomí studentů (primární výzkum)

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Abstrakt:

Text přináší výsledky primárního výzkumu názorů a vědomostí studentů o problematice společenské odpovědnosti firem, resp. trvale udržitelného rozvoje. Sekundárním cílem výzkumu bylo zjistit, jak je tato problematika zařazena do výuky na Vysoké škole ekonomické v Praze. Výsledky výzkumu jsou zpracovány standardními matematicko – statistickými metodami a prezentovány formou přehledných tabulek. Zároveň jsou výsledky vyhodnoceny z hlediska možných důsledků a doplněny některými zajímavými citacemi z odpovědí respondentů na otevřené otázky. Závěry z větší části potvrzují původně stanovené pracovní hypotézy. Výzkum prokázal nedostatečnost zahrnutí problematiky trvale udržitelného rozvoje do výuky.

Klíčová slova: společenská odpovědnosti firem, trvale udržitelný rozvoj

JEL: Q21, P36, O17

Reviewer: prof. Ing. Lenka Pražská, CSc.

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Introduction

Not only expert public is engaged in reflections on Corporate Social Responsibility and the concept of permanent sustainable development but also these reflections are perceived more and more by laic public. Students of universities are situated somewhere in between the laic and expert public. How is then their awareness about this theme? Does the school provide them sufficient knowledge platform for the orientation in this topic? And do students take interest in it at all?

At the turn of the year 2006 and 2007 we carried out a research of informedness and opinions concerning Corporate Social Responsibility or permanent sustainable development (and consumption) among students of the Faculty of International Relations at the University of Economics in Prague. The aim was not only to find out how the students' awareness is with regard to given theme but also whether these questions got involved into class work of particular subjects.

Working hypotheses were determined as followed:

- students have already chanced upon the term “Corporate Social Responsibility” (or “permanent sustainable development”); they associate it mainly with ecologic activities;
- the surveyed topic is not sufficiently involved within the education;
- this state is essentially convenient to students and they have no greater interest of its involvement.

Methodically the research was performed via structured questionnaire, created by the assistance of Ing. Milan Postler, Ph.D., the Department of the Business Enterprise and Commercial Communication. This questionnaire was distributed per electronic form to students of higher year-class of the Faculty. The estimated return period was set at one month. However, the reaction of respondents was surprisingly fast – the filled-out questionnaires returned within 10 days. There were 250 questionnaires distributed in total, rate of return was c. 50%.

The questionnaire contained seventeen questions, thereof four open, the rest were closed questions. The evaluation was done by means of standard mathematic – statistical methods. Due to incorrect fulfilment or equivocation of some answers the number of respondents varied slightly in particular questions. It did not have significant impact on predicative capability, though.

The following text contains the most important findings resulted from the research. Specific questions having relation chiefly with themes like propagation and advertising are not included in it.

1. Respondents

Within the performed research 250 higher year-class students were addressed in total. The women and men rate corresponded in principle this structure at the faculty, i.e. two thirds of all addressed students were women, one third men. Exactly 127 questionnaires returned (i.e. c. 50%), five questionnaires could not be processed due to technical problems – electronic answers did not have corresponding data format and it was impossible to read them.

Beyond the overall results the results were also sort by gender of respondents. The purpose of this step was to verify whether the gender tendencies can be discovered within this topic.

Tab. 1: Number of respondents

Group	Absolute/Relative	Total
Women	abs.	90,0
	%	73,8
Men	abs.	32,0
	%	26,2
All	abs.	122,0
	%	100,0

Source: Our own research.

In the result the women and men rate among the respondents does not correspondent the rate at the faculty nevertheless we do not conclude women having greater interest in this issue than men. We assume the likely reason is the greater helpfulness and goodwill of women at the research.

Two questions surveyed behaviour and decision-making of respondents in case of option between “responsible, ecological” variant and “irresponsible” one. Our objective was to find out whether students take a think about the topic also in private life and perceive it as a challenge for every one or whether they understand it as an issue of corporations, states etc.

Tab. 2: If you are in the position to choose, you prefer shopping bags made from:

Group	Absolute/Relative	PVC	Paper	Total
Women	abs.	26,0	62,0	88,0
	%	29,5	70,5	100,0
Men	abs.	12,0	19,0	31,0
	%	38,7	61,3	100,0
All	abs.	38,0	81,0	119
	%	31,9	68,1	100,0

Source: Our own research.

Tab. 3: If you are in the position to choose, you prefer drinks in bottles made from:

Group	Absolute/Relative	PET	Glass	Total
Women	abs.	69,0	20,0	89,0
	%	77,5	22,5	100,0
Men	abs.	23,0	9,0	32,0
	%	71,9	28,1	100,0
All	abs.	92,0	29,0	121,0
	%	76,0	24,0	100,0

Source: Our own research.

The result is relatively explicit and the comments to answers prove it: altogether students are realizing the responsibility of the permanent sustainable development is also a personal matter for every one. At the same time they submit not always acting responsible and pointed out that they do not have the option to act in that way (e.g. when there is no “ecological” version at choice).

Simultaneously comments pointed out the fact that they receive the opinions about what are “responsible” and “irresponsible” versions of behaviour from media without deeper thoughts of the topic (here there is a wide area offered to educational institutions). In the case of decision-making between PVC bags and paper bags the choice of responsible variant was quite clear whereas aforementioned conflict came to light at the choice of bottles from glass and PET bottles (authors refer to the fact that more and more experts start considering glass bottle variant as wasteful in particular due to consumption of considerably amount of high-quality water – the scarcest natural resource – by repeated bottle cleaning, not but that in general attitude supported by media dominates in the public that glass bottles are ecological).

2. Knowledge about sustainable development and corporate social responsibility

Question has been asked to respondents: „What do you imagine under the term corporate social responsibility? “ Respondents identified this term most often with corporate ecological behaviour and with consideration for environment. Examples like sorting or recycling of waste has been mentioned. Minor part of respondents noted in addition social and public beneficial activities of companies related to places of their activity. Only minimum of respondents associate this term with ethical and moral corporate behaviour. Practically nobody from respondents defined the term completely. Substantial part of answers reflects certain vagueness which can be seen in the media. At the same time, outcome is not very good result for school education (see later).

The most interesting answers include:

- „...no wasting of exhaustible sources, no ecological loading“;
- „...equivalent of personal morality, but related to corporation“;
- „...it’s about more advanced business which aims not only for profit but also for social prestige in local community“;
- „voluntary ethical behaviour“;
- „corporate compensation for negative externalities emerging from corporate activities in the market“.

Authors aspired to find out whether the school or faculty provides students with sufficient knowledge of social responsibility.

Tab. 4: Have you heard the term „social responsibility“ while studying at VŠE?

Group	Absolute/Relative	Yes	No	Total
Women	abs.	36,0	54,0	90,0
	%	40,0	60,0	100,0
Men	abs.	18,0	14,0	32,0
	%	56,3	43,7	100,0
All	abs.	54,0	68,0	122,0
	%	44,3	55,7	100,0

Source: Our own research.

Although the result does not seem to be pessimistic – almost half of the students have been informed about the topic in the classes – reality is worse. In their commentaries students noted that the topic was mentioned only occasionally in only four courses. On the other hand, they stated that the topic was ordinary part of their education while studying abroad. All respondents reached an agreement that this topic is missing in VSE curriculum and should be included in it.

Tab. 5: Theme of social responsibility should be part of education

Group	Absolute/Relative	Yes	No	Total
Women	abs.	89,0	0,0	89,0
	%	100,0	0,0	100,0
Men	abs.	32,0	0,0	32,0
	%	100,0	0,0	100,0
All	abs.	121,0	0,0	121,0
	%	100,0	0,0	100,0

Source: Our own research

At the same time only one third of students thinks that the theme of social responsibility should have its own course. In the commentaries to this question

there was an opinion stated that the theme should be covered in several courses when appropriate.

Tab. 6: Should a new course be created?

Group	Absolute/Relative	Yes	No	Total
Women	abs.	29,0	60,0	89,0
	%	32,6	67,4	100,0
Men	abs.	9,0	23,0	32,0
	%	28,1	71,9	100,0
All	abs.	38,0	83,0	121,0
	%	31,4	68,6	100,0

Source: Our own research.

3. Opinions about the corporate behaviour

Following questions deal with corporate behaviour in social responsibility area or permanent sustainable development. There can be seen the trend of enhanced attention to “responsibility”, “ecology”, “ethical behaviour” etc. in Europe for a longer time. On the present also a part of Czech public (especially young people) begins being perceptive to similar questions and considers them meaningful.

Tab. 7: Do companies pay more attention to the topic of social responsibility than in the past?

Group	Absolute/Relative	Certainly yes	Rather yes	Don't know	Rather not	Certainly not	Total
Women	abs.	17,0	55,0	13,0	4,0	0,0	89,0
	%	19,1	61,8	14,6	4,5	0,0	100,0
Men	abs.	10,0	18,0	2,0	1,0	1,0	32,0
	%	31,3	56,3	6,3	3,1	3,1	100,0
All	abs.	27,0	73,0	15,0	5,0	1,0	121,0
	%	22,3	60,3	12,4	4,1	0,8	100,0

Source: Our own research.

More than 80% of the respondents evaluate the present situation as “better”; companies pay more attention to the responsibility of their activity. It reflects the fact that companies can not afford to ignore the public opinion. On the other hand, students criticized real “aware” companies are in minority; major part of companies was obliged to revise their activities just with regard to public opinion. In the case of companies being active in regions where there is not attached such importance to similar questions their activities are not revised by social responsibility. Within the context respondents point out it is necessary

then to look on activities and company behaviour as a whole – in all regions – and that people (customer and consumers) should take interest in such information. The role of media is inconsiderable in this matter; they should make public unbiased information in place of expertly written article within “public relation” of companies.

Tab. 8: Do companies have to have separate department for management of corporate social responsibility?

Group	Absolute/Relative	Yes	No	Total
Women	abs.	58,0	30,0	88,0
	%	65,9	34,1	100,0
Men	abs.	17,0	15,0	32,0
	%	53,1	46,9	100,0
All	abs.	75,0	45,0	120,0
	%	62,5	37,5	100,0

Source: Our own research.

Absolute majority thinks companies should have separate department which managed social responsibility program; nevertheless an opinion occurred several times that the idea of social responsibility should be present throughout all activities of company and that it should be an organic and natural part of strategy. Some of the respondents could not imagine clearly the scope of employment of such a separate department and advised to assign similar activities to marketing or human resources activities.

Tab. 9: Did you chance upon the information for customers about company engaging to sustainable development program?

Group	Absolute/Relative	Yes	No	Total
Women	abs.	16,0	74,0	90,0
	%	17,8	82,2	100,0
Men	abs.	4,0	28,0	32,0
	%	12,5	87,5	100,0
All	abs.	20,0	102,0	122,0
	%	16,4	83,6	100,0

Source: Our own research.

Surprisingly small fraction of respondents chanced upon information presenting company programs in this area; whereas we definitely can not tell students worked too little with information resources. We can conclude companies present their programs insufficiently and first of all they do not involve internet to communicate as one of the most important information resource of students.

Beyond this some of respondents gave notice about the discrepancy between that what company says and what it really does. In such case even better presentation can not set back final impression from the company behaviour.

Tab. 10: Did you notice labelling of products with symbol e.g. “regardful of environment”?

Group	Absolute/ Relative	Cer- tainly yes	Ra- ther yes	Don't know	Ra- ther no	Cer- tainly no	Total
Women	abs.	39,0	20,0	4,0	22,0	5,0	90,0
	%	43,3	22,2	4,4	24,4	5,6	100,0
Men	abs.	11,0	13,0	10,0	5,0	2,0	32,0
	%	34,4	40,6	3,1	15,6	6,3	100,0
All	abs.	50,0	33,0	5,0	27,0	7,0	122,0
	%	41,0	27,0	4,1	22,1	5,7	100,0

Source: Our own research.

More than two third of respondents noticed the product labelling with specific symbols. Respondents brought in that they look up for these symbols on purpose within some kinds of products (like cosmetics and dry goods) and orientate their purchase according to them. This is also shown by slightly increased percentage of categorical answer “certainly yes” by women who perceive this criterion even more intensive.

4. Vision

Former questions were concerned chiefly with present situation. There is an interesting opinion however, about future development in this realm especially considering the fact, that respondents will become future managers who will be responsible for corporate behaviour. So far it is positive to find out that they perceive this theme to be important.

Irrespective of political orientation, Czech governments have sustainable development included in their political programs. Political practice however shows that proposals for this realm are often only proclamative (rhetorical); more visible progress is not seen. From this reason following question has been asked to students:

Tab. 11: Is it possible to realize program „sustainable consumption“ in Czech republic?

Group	Absolute/ Relative	Cer- tainly yes	Rather yes	Don't know	Rather no	Cer- tainly no	Total
Women	abs.	24,0	42,0	10,0	14,0	0,0	90,0
	%	26,7	46,7	11,1	15,6	0,0	100,0
Men	abs.	9,0	13,0	5,0	5,0	0,0	32,0
	%	28,1	40,6	15,6	15,6	0,0	100,0
All	abs.	33,0	55,0	15,0	19,0	0,0	122,0
	%	27,0	45,1	12,3	15,6	0,0	100,0

Source: Our own research.

Almost three quarters of respondents are more optimistic in this regard and assume that sustainable consumption program (or development) is possible to realize in Czech Republic. On the other hand, they do not think that it is possible to compel people to behave ecologically and that state should be decisive agent in this area. They see role of state more in creation of norms and laws and in their compliance. They believe that shift in thinking in all society is needed and that more responsible behaviour must begin „from bottom“. Following citation could be an example of this opinion: „every one of us can help, if only by little things and companies should be models in this. After that households and individuals could maybe try living more ecologically as well. It must proceed in this way when some states refuse to stop destroying the planet and do not think about future generations ...“.

Considering sustainable consumption, great possibilities mainly at the side of trade and retail trade companies are seen by respondents. After all, retail trades companies define consumer offer. Companies should therefore not only behave “in responsible way, mainly ecologically”, but retail trade companies should make it advantageous for clean and ecological products to get to customers by larger space in advertising presentations, by better placement in shops and so on. In other words, respondents consider present situation in which retail trade companies prefer quantity over quality (as a consequence of a low price) as unsustainable. On the other hand, respondents acknowledge that companies are determined by consumer preferences and therefore they lack sufficient motivation for bigger changes. One opinion for all: “Anyhow, at the end of entire chain is customer determining by his interest what is going to be made and what is not”. Therefore, I consider customer oriented campaigns and educational activities as important.

Tab. 12: Do you consider as being interesting to realize competition of business trade companies in their relationship to corporate social responsibility?

Group	Absolute/ Relative	Cer tainl y yes	Rather yes	Don't know	Rather no	Certainly no	Total
Women	abs.	60,0	24,0	3,0	2,0	1,0	90,0
	%	66,7	26,7	3,3	2,2	1,1	100,0
Men	abs.	22,0	8,0	1,0	1,0	0,0	32,0
	%	68,8	25,0	3,1	3,1	0,0	100,0
all	abs.	8,0	32,0	4,0	3,0	1,0	122,0
	%	67,2	26,2	3,3	2,5	0,8	100,0

Source: Our own research.

Former results show clearly that respondents consider evaluation of the best companies in terms of their relationship to social responsibility as being interesting. Considering evaluation criteria, not only emphasis on ecological behaviour and relationship to the environment was seen, but also for example, attitude to employees, employing persons with changed working ability, expenses for charity, ethical behaviour to customers as well as to other companies. Sponsor of this kind of competition (prize) could be some widely respected institution with social authority. Respondents make little account of present prizes because they do not feel sufficient objectivity in evaluation. Only minimum of respondents is familiarized with international evaluation in this field.

In conclusion, respondents gave their opinions to question whether interest of companies in social responsibility, respectively sustainable development is more like fashionable matter or a long standing trend.

Great majority of students think or hope that it is permanent activity of companies. Opinions which stated impossibility to sustain present situation were seen again and respondents mentioned some notable cases concerning ethical and ecological rules breaking. It is necessary to note that just mentioned cases were related to activities of foreign companies in Czech Republic and students also stressed insufficient state law enforcement. One opinion for all: "My opinion about trade companies ... is very negative, these companies exploit their strong positions and sometimes they think that "they can do whatever they like. " And this is valid in their relationship to customers, to suppliers but also to living environment. I do not like this kind of attitude of trade companies and I think that more control is needed including penalties for violations of obligation (but I think that present penalties are laughably small)".

In spite of this, respondents have rather optimistic opinion and think that pressure on companies from customers and general public view might force

companies to behave in social responsible way because it will bring them better position in market competition and improve their prestige.

Several chosen opinions:

“in present era it is more about permanent interest – companies have realized that only drawing from human potential is insufficient, but investing to it is also needed. By doing this companies increase positive standing of their existence and activity and can attract new, loyal employees”;

“so far there is more talking than doing, so in my opinion it’s more about fashion”;

“it’s about permanent and growing trend. The question is, however, how much is this “interest“ being seen in practice. Comparing with western Europe is, for example, consumption of bio-products very low”;

“in the beginning it’s maybe fashion matter, like first impulse, but I think that this interest is deepening and becoming permanent because people begin to consider ecological problems seriously and feel that it is necessary to solve them”;

“CSR strategy helps to create good name of companies, and by doing this it creates certain competitive advantage in relation to some groups of customers”;

“I do not know if companies are willing to increase their expenses in (terms of?) CSR spontaneously when they have often problems to keep basic norms and regulations”;

“that in case of big US. Companies, when by their approach to CSR can increase prize of their stocks permanently, it’s more about permanent matter”;

“companies begin to to interest in this topic and they consider this interest being part of company image”;

“I want to believe that for some companies it is not only “fashion“ matter”;

“corporate social responsible behaviour will be one of their competitive advantages in the future”;

“definitely, it’s becoming prestige matter of particular companies”;

“I compare interest in the theme of social responsibility with interest in China from 15 years ago. In that age it was very interesting challenge and great opportunity, but it is absolute necessity nowadays.”;

“It is more about fashion matter. According to my personal experience from working in supranational company, I detected some interest, but employees were not engaged actively and did not care”;

“I do not think that it is fashion matter because humanity stands on crossroad between comfort and consumerism - but paying price for devastation of environment, climatic changes and so on as straight consequences of activities of some companies which only answer on demand - and moderation in consumption which goes together with better living environment and primarily better quality of own life and health”;

“Those who realize that life on this Earth is not finished by their death and that other people will come after us, can hardly consider concept of sustainable development as only fashionable matter”.

Conclusion

At the turn of the year research processed among students of higher class-years at the Faculty of International Relations surveyed opinions at the topic of corporate social responsibility or the possibility of realizing the permanent sustainable development program. The aim was not only to find out opinions about the observed theme but at once also knowledge of respondents in the field and how the school assists them by gaining the knowledge. The questionnaire handed back (i.e. answered) 127 students.

Positive is that students apprehend the topic of social responsibility as important and significant theme. They are able to define the notion of corporate social responsibility nevertheless they associate it with activities in field of ecology. In this direction our primary hypothesis confirmed. On the other hand, part of the students understands the notion more complex, aspects of ethic and morality in behaviour occur.

The reality in the field of social responsibility or permanent sustainable development respondents do not perceive as good or suitable but they are optimists towards the future. Though, each individual is progress carrier in this field or everyone should accept his part of responsibility and start acting according to it. Respondents are sceptic regarding the decisive role of the state in permanent sustainable consumption programs. Companies could be more engaged in this field and we can anticipate pressure on responsible companies' behaviour still intensify. Consumers or public opinion will put this pressure. Beyond there is a necessity to educate the consumer.

During the class-work at VŠE the observed topic is being taught rather marginally; this result confirmed – too little delight of authors – the second part of hypothesis. What did not attest in hypothesis is high interest of students wishing to involve the topic to class-work. All the respondents agree on the topic being necessary and useful. Part of students described their experiences from studying abroad where the topic is commonly taught. Some of

respondents preferred a separate subject, most part of students incline to the opinion to involve the topic within more subjects according to its suitability. Nevertheless the clear conclusion is that the education of the topic of permanent sustainable development and corporate social responsibility is absolutely insufficient and it is needful to revise its insertion or non-insertion.

No gender tendencies were confirmed in the research and the results do not indicate observed topic to be more interesting or significant for one of the gender.

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