

**DEVELOPMENT OF CORPORATE SOCIAL RESPONSIBILITY IN
GEORGIA**

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1. Introduction

Corporate social responsibility (CSR) is a widely implicated concept worldwide. Almost every big company has CSR strategy to meet the requirements of customers and the society. Corporate social responsibility plays vital role in strengthening businesses competitiveness and enhancing organization's reputation. CSR means directing in a balanced way the economic, social, and environmental impact of business operations.

The scope of corporate social responsibility varies by countries and by interest groups. Consequently, for our master thesis it is significant to identify present development stage of CSR in Georgia. Our group conducted research, where managers of large enterprises and organizations were interviewed on CSR awareness, knowledge of CSR, possibilities of its development and activities implemented by the companies, they represent. On the basis of the findings, our group's goal was to reveal: current economic climate of business environment, perception of the main role of businesses and other institutions in society, level of manager's knowledge and awareness in the field of corporate social responsibility, forms of implementing, planning and managing corporate social responsible initiatives. The researched information will be useful for the representatives of business in order them to consider existing findings and recommendations for their future business planning and activities. Moreover, before commencing to the analysis, we evaluate theoretical framework of CSR.