

BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY

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Abstract

The thesis has studied development tendencies of corporate social responsibility worldwide and particularly in Georgia. After previewing the CSR development characteristics in several foreign leading countries it will enable us to draw parallels with the existing situation in terms of acknowledgement of CSR importance in Georgia. This thesis covers the general information about the corporate socialresponsibility, its role in Business organization, moral issues concerning corporate socialresponsibility and benefits gained by operating in its respect.

The thesis includes research: “Study of Public Perceptions and Expectations for Corporate Social Responsibility in Georgia in 2015”. The same research was conducted in 2007 with the difference that it was targeted only on top management’s representatives of several leading companies. In contrast, our research has targeted much broader segment, which includes top managers as well as middle and low level personnel. Before starting the research the most suitable segment was chosen to be studied. The query itself was conducted in both Georgian and English languages, in order to avoid language barriers. After getting the final results from our query we were able to compare them to the results of the research held in 2007. Consequently the most significant findings that were detected by us were outlined, realized and evaluated.

Keywords: Corporate social responsibility, Business organization, Society