

Master's Thesis:

Study of Promoting Social Responsibility Issues within the Georgian Consumer Market

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Abstract

The topic of this paper is to promote the development of corporate social responsibility in the Georgian consumer market, it is important to study the platforms and tools that contribute to the development of CSR in Georgia. The thesis focuses on the promoting Corporate Social Responsibility issues in the Georgian Consumer Market. The quantitative research is carried out in order to study Georgian consumers' relationship with the CSR activities and their awareness. Also the necessary strategies companies need to implement in order to raise awareness about their CSR programs. The first part of the thesis includes theoretical framework of the CSR, its connection to company's marketing, as well as global challenges.

The second part is empirical and gives information about the survey results and analysis about the situation. The conclusion summarizes the key components of the research results.