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## Chapter 9

# Corporate Social Responsibility as a Part of the Strategies for Business Sustainability Based on the Innovative Activity Development

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### **ABSTRACT**

*This chapter identifies the most effective measures of corporate social responsibility pillars that prompt the CSR implementation as an innovative tool for modern business. Differences between the respondents' education level and the level of their awareness with the concept of CSR are researched. Primary data were collected by conducting the survey in 2019; statistical analysis of data was performed using software SAS: analytics, business intelligence, and data management. The results showed that research and development in the field of environmental protection, development of qualification, skills of employees and conducting a systematic stakeholders' survey about the company's activities are the most effective measures to improve innovation through CSR. The research found that the level of education affects the level of knowledge about CSR, and the job title of the respondents has no effect on the level of CSR concept awareness. The study also provides significant recommendations for improving the level of CSR implementation that can be used by all kinds of business.*

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## **INTRODUCTION**

The interests of each company require solving strategic development problems through various tasks and issues that are related to the harsh competitive struggle that already takes place in the domestic and foreign markets. Nowadays, sustainable economic development is not determined by the availability of raw materials or markets, but an opportunity for enterprises to enter the market of highly skilled labor resources, scientific inventions and new technologies, which is impossible without the creation of an innovative model of development and principles of Corporate Social Responsibility (Bolzan, Bitencourt, & Volkmer Martins, 2019; Grydzhuk, 2008; Ubrežiová & Gurská, 2012; Ubrežiová & Horská, 2011). Previous researches show that these two concepts are extremely important for each company, as CSR and practice in the innovation sphere help to function normally in the conditions of deep, radical reformation of the economy (Grydzhuk, 2008; MacGregor & Fontrodona, 2008; Rexhepi, 2013). The main purpose of such reformation is not only the profitability of the business and the economic growth of enterprises, but, first of all, satisfying the needs of stakeholders (Voloskovets, 2010). Besides, the development of new market opportunities, marketing research, financial management, resource utilization, investment attraction, and socially responsible business awake the need to provide innovative ways of expanding (Lii & Lee, 2019; Marin, 2017; Song, 2018).

Nevertheless, the issue of combining two radically important components as an innovation activity and corporate social responsibility of entrepreneurship is still not sufficiently researched in the scientific environment (Voloskovets, 2010). The relationship between CSR and innovative activities is a new concept and, accordingly, is not sufficiently developed in the theoretical and empirical aspects (Bocquet & Mothe, 2013; Chala, 2014). This kind of research remains scarce especially in the case of small and medium-sized enterprises (Bocquet & Mothe, 2013; Jenkins, 2006; Murillo & Lozano, 2006).

The purpose of the chapter is to identify the most effective measures of three Corporate Social Responsibility pillars which are prompted the CSR implementation as an innovative tool for modern business. The research also aims to identify the relationship between the level of education/the job title of the respondent at the enterprise and the level of his/her awareness with the CSR concept. To achieve the goal, it is necessary to find out answers to the following questions:

- RQ1. Are the CSR measures important for innovation activity development?
- RQ2. What are the main CSR activities which help to improve the innovative activity of the enterprise?
- RQ3. What is the level of awareness about CSR among employees working in creating innovative technologies and products area?

The second section reviews literature describing the essence of CSR and innovation, and also explains the interrelation between these two concepts. The third section represents the hypothesis of the study. The next part describes methodological issues that include research design and sample identification. The empirical results are presented and discussed in the fifth section. The last parts represent proposals for further research.

## **THEORETICAL BACKGROUND**

This part of the article describes the thoughts of scientists, whose research is closely related to the concepts of innovation activity and CSR.

### **The Attitude of Scientists to the Concept of CSR**

Today, the concept of Corporate Social Responsibility is not a new or unknown phenomenon. But it should be noted that this field of study is increasingly explored among well-known researchers, leading companies, governments, and non-governmental organizations (Lee, 2008; Secchi, 2007; van Marrewijk, 2003; Veiga Ávila et al., 2019; Zinchenko, 2017). Most companies have already realized the importance of CSR activities and thus have long been implementing measures in such area in their business strategies (Aßländer, 2011; Janošková & Palaščíková, 2018). From this point of view, the authors are paid the attention to the sustainable development of business activities towards to the implementation of business strategy (Chebeň, Lančarič, Savov, Tóth, & Tluhoř, 2015; Chládková & Formánková, 2016; Halasi, Schwarcz, Mura, & Roháčiková, 2019). Based on Bylok (2016), in defining the Corporate Social Responsibility in the subject – related literature the macro and micro–social approaches are in evidence. In the macro-social approach, the authors place emphasis on one personal engagement of the owner/entrepreneur with regard to the surroundings, while in the macro–social approach CSR is treated as an element of the strategy of sustainable development. In the micro-social approach, the emphasis is placed on the socially broader consequences of the business activities of enterprises. While we can generally see a decline of the share of industry, parallel to this trend the Visegrad countries are taking over more industrial production (mainly assembly). This will reduce the requirements for innovative knowledge workers. This “over-industrialization” has led to a dual economy, in which domestic companies compete by utilizing the comparative advantages of a cheaper labor force. In fact, products whose comparative advantages do not decrease as the development gap narrows are needed for sustainable economic development. If we continue to hinder the development of non-material services this way, then by decreasing innovative capacities we shall get deeper into the trap of dependent market economies (György, 2017).

However, there are still companies that believe that CSR activities are nothing more than a move to improve their image (Alvarez Dominguez, 2011; Bhattacharya, 2006). In our opinion, if firms think that CSR is the same as philanthropy, or nothing more than charity, then this means that such companies still clearly do not understand the essence of Corporate Social Responsibility (Baines, 2016).

Since the expectations of the stakeholders have changed, being a socially responsible company has become much more important than before. Businesses should remember that the time of globalization makes it impossible to conduct unethical business. Companies can no longer ignore the requirements for labor relations with employees, or restrictions on environmental pollution because failure to comply with these rules will necessarily lead to a negative reaction from the public (Diačíková & Daňková, 2019; Fassin & Buelens, 2011).

In our opinion, we should analyze the attitude of scientists to the concept of CSR. In particular, Pin-Chao et al. (2018) and also Ubrežiová and Horská (2011) believe that every year CSR becomes more attractive for social attention. The authors argue that the improvement of CSR models can contribute to the development of external markets, improve social efficiency and resolve conflicts more quickly. Ulutaş, Giritli, and Mcdermott (2016) argue that most definitions describe CSR as one of the most important methods that companies use as a way to improve loyalty to the company. Also, the authors state

that CSR can meet the requirements of stakeholders in social, economic and environmental directions (Antošová & Csikósová, 2016). Therefore, we can agree with the authors and point out that CSR reflects the positive aspects of the enterprise's activities to improve the overall social environment. In turn, Moon (2007) believes that in the future, the improvement of the natural environment will be one of the most important incentives for enterprises. This situation will encourage the company to develop CSR activities in such a direction. The author states that an environmentally responsible company will always be more dominant in the market and has more competitive advantages. Oginni and Omojowo (2016) follow the same opinion and argue that the uninterrupted activity of the company in the sphere of CSR will help to develop more interest in the business from the side of stakeholders. Consequently, we can conclude that socially responsible firms receive significant competitive advantages, which ensure positive growth and stable development of the company. Montecchia, Giordano, and Grieco (2016) describe that today there are many ways to effectively communicate with CSR. These channels can take the form of annual reports, company websites, CSR reports, or by organizing social events (Kunz, Ferencová, Hronová, & Singer, 2015; Sutherland, 2016). However, the authors point out that the CSR report is one of the most used and most effective methods of communicating with CSR. The advantage of this method is that its content helps researchers to reduce the time of searching for information about the company's activities in the sphere of CSR.

### **The Investigation of the Concept of “Innovative Activity”**

Regarding innovation activity, we can see that a significant number of fundamental research is devoted to this concept. In particular, Tarasova (2012) argues that innovation activity is a set of practical actions aimed at using scientific and technical results to obtain new or improved existing products, technologies, management methods, etc. Scientist Faychuk (2013) believes that innovation activity is aimed at updating the existing, creating and using a new competitive product (product, the technology of production method) in order to better meet public needs (the increase of labor productivity, quality of products, the decrease of its cost, etc.). Besides, Koyuda and Sheyko (2013) have a similar view of this kind of activity and argue that it is aimed at the development, use and commercialization of scientific, technological and technological results of the innovation process for the production of products, expansion of the nomenclature (range), implementation of the latest technology (organization of management or improvement, etc.) and the competitive products (works, services) in order to obtain economic efficiency. There is also the opinion that innovative activity is a process that is focused on realizing the results of completed researches or other scientific and technological advances in a new or improved product, implemented in the market, in a new or improved process used in practice (Ervids, 2018; Kovalenko, 2015). Chukhray and Lisovska (2015) in their work have described the main factors that prevent or promote the implementation of innovation activities in the enterprise's activity (see Table 1).

## **Corporate Social Responsibility as a Part of the Strategies for Business Sustainability**

*Table 1. The main factors that prevent or promote the implementation of innovation activities in the enterprise's activity*

Group of factors	Factors that prevent	Factors that promote
Economic, technological	Lack of funds for investment projects, weak material, scientific and technical base, outdated technology, lack of reserve capacities, the domination of current production interests.	Availability of financial and logistical resources, advanced technologies, necessary economic, scientific and technical infrastructure; material incentives for innovation activities.
Political, legal	Limitations on antimonopoly, tax, patent and licensing legislation.	Legislative measures (especially incentives) that encourage innovation activity; state support for innovation.
Organizational and managerial	Excessive centralization; the authoritarian style of management; the predominance of vertical information flows; the complexity of inter-branch and inter-organizational interactions; rigidity of planning; orientation to existing markets; orientation to short-term payback; the difficulty in coordinating the interests of participants in innovative processes.	The flexibility of organizational structures, democratic style of management, the predominance of horizontal flows of information, self-planning, admission of correction, decentralization, autonomy, the formation of target and problem groups, reengineering.
Socio-psychological and cultural	Counteraction to changes that may have consequences such as changing of status, the need for a new job, the restructuring of old methods of activity, the violation of behavioral stereotypes and established traditions; timidity of uncertainty; fear of punishment for failure; counteraction to everything that comes from outside.	Moral encouragement, public recognition, provision of opportunities for self-realization and creative work, the normal psychological climate in the team.

Source: Chukhray and Lisovska (2015)

In addition, among the most important factors that influence the success of innovation are market orientation, compliance with the goals of the organization, effective system of selection and evaluation of projects, effective project management, and control, the source of creative ideas, the sensitivity of organizations to innovations, individual and collective responsibility.

### **The Interconnection Between CSR and Innovation Activity**

In today's conditions of a market economy, more and more managers of various business structures consider their main task to search and develop innovative mechanisms that allow ensuring the competitiveness and socio-economic stability of organizations in the long-term. Currently, Corporate Social Responsibility (CSR) is one of such effective innovations. The main characteristic of CSR is that it aims not only at the sustainable strategic development of the business itself but also in satisfying the interests of society and the state as a whole. Synergetic of such interaction is the key to successful promotion, the stability of enterprises and business structures (Khrushch, 2016). For example, The UN Global Compact-Accenture CEO Study on Sustainability 2013 has conducted research between more than 1,000 executives from the largest multinational corporations.

The results show that 78% of them believe that CSR activities contribute to the development of innovative solutions and create competitive advantages (United Nations Global Compact, 2013). On the other hand, Harvard Business Review has published research findings that show that CSR policies and related programs can increase the organization's innovation. The research has made it possible to establish a link between participation in Corporate Social Responsibility projects and a certain number of new

products launched on the market. Scientists studied 128 firms in all major industry sectors. One-third of the companies that ranked first in the level of CSR activity, launched an average of 47 new products in one year. The rest of the companies which were at the end of the rating launched only 12 new products. The authors of the report believe that the CSR policy also guarantees access to a wide range of knowledge for the organization in the process of building relationships with external stakeholders (clients, suppliers, non-profit organizations and public authorities). This way, it allows the company to keep pace with changing market, technology trends and promote the creation of “creative jumps” (Luo & Du, 2012). Besides, the reason for the interest increasing in combining of these two concepts is that companies always strive to raise profit by the implementation of innovations into their activities, and CSR measures can be used as innovative ways, which contribute improvement of productivity, efficiency, and competitiveness of the enterprise (Khrushch, 2016). For example, MacGregor and Fontrodona (2008) state that in general innovations have risky nature, and CSR can be used as a risk reduction method. Hockerts and Morsing (2008) in their research confirmed that companies that take the top places in the rating of social activities, perceive CSR as an efficient tool of innovation activities development of the company. Corporate Social Responsibility practices are typically used as an instrument to improve stakeholder interaction. CSR indicates that companies have to take into account the needs and requirements of stakeholders. This interaction can become a way of implementing or improving the innovation enterprise activity since the goal of innovation is to maximize the satisfaction of the needs of the stakeholders in general and, in particular, to increase the number of consumers (Reinlie, 2017). However, innovation does not always relate to commercial markets and consumer requires, it may be a social requirement that connects process, product, organizational or marketing innovations. For example, CSR can be a social need that will be used to ensure the employee’s right to a safe workplace, and the satisfaction of this need might accelerate the implementation of innovations in the company’s activities. Besides, companies may feel pressure from environmental protection activist groups. Such kind of pressure can push an organization to invent innovative solutions that can help to reduce or eliminate conflicts related to environmental protection (Tidd & Bessant, 2013).

Summarizing the above, we can agree that current research in the field of combining CSR and innovation is insufficient. Researchers are trying to explain the connection between these two concepts, but because of the conceptual difference between CSR and innovation, the interpretations of the results are always different.

## **Methodology**

### **Hypotheses**

Skills, experience, and education of employees can positively affect the innovation activities development of the enterprise. Studies show that employee engagement in CSR activities has an undoubted impact on business development, the environment, and society (Rosati, 2018). Therefore, firms need to understand the employee knowledge level about CSR. In this connection, many studies show that the level of CSR awareness depends on the employee’s individual characteristics (Asrar-ul-Haq, 2017; Rahman, 2019; Sengupta, 2016). For example, Saxena (2017) believes that the perception of CSR depends on the education level. Besides, some authors believe that employees who hold higher positions have a better understanding of the CSR concept and its importance (Kovalenko, 2015; Voloskovets, 2010).

- H1: There is a significant difference between the educational level of the respondent and his/her level of CSR concept awareness.
- H2: There is a significant difference between the job title of the respondent and his/her level of CSR concept awareness.

## Data Collection

The aim of the research is to identify the main areas of CSR that can contribute to the development of enterprise innovation activities. The survey was conducted using the questionnaire method. The questionnaire sample is an original proposal. The questionnaire was filled by 217 respondents working in the area of innovation products and technologies creation. The research was conducted during October–November 2018. The questionnaire consists of the following main parts:

- I. General information about the respondent. This part includes questions about the respondent's position at the company and education degree
- II. Awareness of the term CSR and the company's activities in this area.
- III. Selection of the most important activities within CSR three pillars (economic, environmental and social pillar)

Respondents were required to identify which CSR measures are the most effective for improving company innovation activity. The questionnaire template made it possible to select several suggested options. Likert scale was used for the questionnaire's formulation. According to this, the respondent evaluates the degree of his/her agreement or disagreement with judgment. The level of the respondent's awareness about CSR content was evaluated by using this rating scale (1- "not at all", 5 - "a lot"). The Likert scale was also used in part III, where respondents express their opinion about the importance of the CSR measures to facilitate innovation activities development (1- "not important", 5 - "important").

## Data Analysis

The investigation of the CSR phenomenon requires the use of a wide range of general and special methods for data mining. Thus, for the study of this problem, it was mandatory to apply the following methods of data analysis: analysis, synthesis, induction, deduction, complex, comparative. Besides, descriptive analysis and graphics were made using Microsoft Excel. XLSTAT: Statistical software and data analysis add-on for Excel was used to analyze our data. In order to refute or confirm H1 and H2, it was used the Kruskal–Wallis test and Dunn's test.

## RESULTS

A total of 217 surveys were collected. Table 2 shows general information about respondents. According to respondents' answers, it can be seen, that the largest number of respondents hold positions of a technician and software innovation engineer (42, 4% (92 respondents) and 30% (65 respondents) respectively). Besides, the questionnaire was filled by 9 managers of the departments, 16 team leaders and 35 product development engineers.

*Table 2. General information about respondents*

Characteristic		Respondents' part
Work position	Manager of the department	4,1%
	Product development engineer	16,1%
	Software innovation engineer	30%
	Team leader	7,4%
	Technician	42,4%
Education degree	Secondary education	15,7%
	Bachelor or equivalent level	50,9%
	Master or equivalent level	29,2%
	PhD or equivalent level	4,2%

Source: own research

Besides, the respondents' education degree was the following: secondary education – 15, 7% (34 respondents), bachelor or equivalent level – 50, 9% (110 respondents), master or equivalent level – 29, 2% (63 respondents) and PhD or equivalent level – 4, 2% (9 respondents).

### **Attitude Toward CSR**

The next part of the questionnaire was aimed to explore the attitude of the respondents toward CSR. Thus, 73, 3% (159 respondents) pointed out that the CSR measures are important for innovation activity development. This fact may have a positive impact on enterprise activity development, because, employees' understanding of the CSR importance may become an impetus of new ideas to improve the company's innovation activity. On the other hand, 62, 2% of the respondents are familiar with CSR activities within the investigated company. In this case, it is recommended to organize additional meetings or workshops that may help employees improve their knowledge about the significance of Corporate Social Responsibility and familiarize workers with CSR company's activities. The Likert scale helped us with further investigation within respondents. Table 3 explicitly shows the extent to which respondents agree or disagree with the following statement: "I am aware of the CSR concept and how it is implemented in the company's activities".

*Table 3. Respondents' agreement/disagreement with statements toward CSR*

Mark Statement	1 - strongly disagree	2	3	4	5 - strongly agree
I am aware of the CSR concept and how it is implemented in the company's activities	1,4%	16,6%	27,6%	33,6%	20,7%

Source: own research

The results show that most employees highly evaluate their knowledge of CSR and the company's activity in the field. In particular, 73 surveyed workers gave a mark 4, and 45 gave a mark 5. Moreover,

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respondents had to assess the importance of listed CSR measures for improving the innovation activity of the enterprise. Table 4 represents the results of this survey part.

*Table 4. The evaluation of CSR activities*

<b>Mark Statement</b>	<b>1 - not important</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5 - important</b>
Research and development in the field of environmental protection	0	1,4%	17%	42,4%	39,2%
Purchase of environmentally friendly machinery and equipment	13,4%	21,7%	28,1%	13,8%	23%
Improving the sales business activities, taking into account the ethical principles of trade	6%	29,5%	53,9%	5,5%	5,1%
Providing customer service after the sale of products and services	7,4%	36%	50,2%	3,2%	3,2%
Solving complaints with shareholders, suppliers and business partners	3,2%	10,7%	40%	34,6%	11,5%
Development of qualification and skills of employees	0	0,5%	10,5%	24%	65%
Protection of intellectual property	4,6%	31,8%	49,8%	10,1%	3,7%
Work benefits (e.g. Home office, additional insurance, ...)	2,8%	25,8%	59%	9,2%	3,2%
Conducting a systematic stakeholders questionnaire survey about the company's activities	0	1,8%	26,3%	42,4%	29,5%

Source: own research

Consequently, it can be concluded that, according to respondents' answers, the research and development in the field of environmental protection is one of the most important CSR measures that contribute to the development of innovation activities. The respondents' chose may be explained by the fact that constant searches to improve the level of environmental protection can encourage employees to look for new ways to solve this problem. Besides, the majority of the respondents pointed out that the development of the qualification and skills of employees is an important factor in novelty creating. This may be due to the fact that more knowledgeable and skilled workers usually have better ideas which help to increase innovation activities in the business. Moreover, systematic monitoring of the stakeholders' desires enables the company to find innovative ways to meet these requirements more quickly than competitors. Survey results show that most respondents agree with this statement. Thus, 29,5% of the respondents gave a mark 5 and 42,4% - 4.

## **Statistical Data Processing**

### **Proving/Refuting of H1**

During the study, it was necessary to examine the difference between the educational level of the respondent and his/her level of CSR concept awareness. The use of the Kruskal–Wallis test helps to prove

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that such a difference is statistically significant ( $p$ -value  $< 0,0001$ ,  $\alpha = 0,01$ ). Consequently, it can be concluded that the level of education affects the level of knowledge about CSR. Besides, multiple pairwise comparisons by Dunn's procedure was used (see Table 5).

Table 5 shows that respondents with a master and Ph.D. level of education (or equivalent levels) gave a high assessment of their awareness about the CSR concept. Employees with a bachelor's level (or equivalent level) demonstrated a slightly worse result. And at last, employees who have finished a secondary school presented the lowest level of knowledge about the CSR essence.

Table 5. Multiple pairwise comparisons using Dunn's procedure

Sample	Frequency	Groups		
Secondary school	34	A		
Bachelor / Engineer	110		B	
Master	64			C
PhD	9			C

Source: own research

## Proving/Refuting of H2

Hypothesis 2 states that there is a significant difference between the job title of the respondent and his/her level of CSR concept awareness. As in the previous case, we use the Kruskal–Wallis test for confirming/refuting the H2. In this situation, statistical data processing has shown that  $p$ -value = 0,035 ( $\alpha = 0,01$ ). It means that the Kruskal–Wallis test refutes H2 and it can be concluded that the job title of the respondents has no effect on the level of CSR concept awareness.

## DISCUSSION

In this work, it was conducted the research directed to find out the interconnection between CSR and innovation activity. Based on preliminary studies of this area, it was aimed a purpose to identify the most effective measures of three Corporate Social Responsibility pillars which prompt the CSR implementation as an innovative tool for modern business. The study allows us to find out answers to the questions pointed out during our research. Answers of respondents to the RQ1 make it possible to understand that CSR measures are important for the innovation development in an enterprise. According to the survey results, 73,3% of respondents gave a positive answer to this question. These facts corroborate our results of literary analysis, which argued that CSR is important for this kind of company's activity and that these two concepts are interconnected (Khrushch, 2016; Luo & Du, 2012). The respondents' answers to the RQ2 show us that conducting systematic stakeholders' questionnaire survey about the company's activities one of the main CSR activities which help to improve the innovative activity of the enterprise. According to the obtained results, it is possible to agree with the conclusions of the processed literature, which states that Corporate Social Responsibility practices are typically used as an instrument to improve stakeholder interaction (Reinlie, 2017). Besides, surveyed employees pointed out that the development

of qualification, skills of employees play a significant role during the innovation creating process. Due to this fact during our study, it was also confirmed that ensuring employee rights to a safe workplace, developing workers' knowledge and skills can accelerate the implementation of the innovation in the company's activities (Tidd & Bessant, 2013). The present study claims that there is a significant difference between the educational level of the respondent and his/her level of CSR concept awareness. This conclusion supports our literature analysis findings that the level of CSR awareness depends on and the employee 's individual characteristics (Asrar-ul-Haq, 2017; Rahman, 2019; Saxena, 2017; Sengupta, 2016). On the other hand, the present study disproves the fact that the job title has an influence on the worker's CSR awareness (Kovalenko, 2015; Formánková et al., 2016; Voloskovets, 2010). D`Anselmi (2011) provided a broader interpretation of the stakeholders by defining them as people or groups that were voluntarily or unintentionally exposed to the risk arising from the actions of the firm. The growth of the role of business responsibility in ensuring sustainable development of society requires a revision of corporate strategies in terms of integrating CSR into the corporate governance system.

## **CONCLUSION**

This research analyzed the scientific views of different authors about defining the concepts of "innovation activity" and "Corporate Social Responsibility". Besides, the peculiarities of the interaction of these two concepts are analyzed. It should also be noted that the authors conducted survey questionnaires among employees working in the field of innovative products and technologies creation. The results of the study showed that research and development in the field of environmental protection, development of qualification, skills of employees and conducting a systematic stakeholder questionnaire survey about the company's activities are the most effective measures to improve innovation through CSR. On the other hand, respondents believe that improving the sales business activities, providing customer service after the sale of products and services, protection of intellectual property or work benefits do not have an influence on the innovation activity of the company. Besides, 62,2% of the respondents are familiar with CSR activities within the investigated company. In this case, it is recommended to organize additional meetings or workshops that may help workers improve their knowledge about the significance of CSR and familiarize workers with CSR company's activities. It should be noted that this paper is just a first step toward the complete investigation relationship between innovation activities and CSR measures. Furthermore, in this work were initially used topic limitations (for example, we were focused only on employees who work in creating innovative technologies and products area). Besides, the research was conducted in only one company. Moreover, a limited list of activities related to each of the CSR pillars was given. In future studies, it is not necessary to apply the same topic limitations. First of all, the survey can be conducted among employees who work in other company's areas. Second, future researches can be conducted in more than one company. In addition, a more broad list of CSR activities can be created for the survey. The research findings confirm a significant part of the information received from the literature and help us to make important assumptions. The present work demonstrates that the level of education affects the level of concept awareness. Furthermore, the research shows the job title of the respondents has no effect on the level of knowledge about CSR.

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## **KEY TERMS AND DEFINITIONS**

**Activity:** A definition is a quality or state of being active: behavior or actions of a particular kind.

**Company:** A company, abbreviated as co., is a legal entity made up of an association of people, be they natural, legal, or a mixture of both, for carrying on a commercial or industrial enterprise. Company members share a common purpose, and unite to focus their various talents and organize their collectively available skills or resources to achieve specific, declared goals.

**Corporate Social Responsibility (CSR):** The concept of CSR basically means a voluntary decision to support a better society and making the environment cleaner.

**Development:** It means an ongoing process to achieve a better outcome in the future.

**Innovation:** In its modern meaning is “a new idea, creative thoughts, new imaginations in the form of device or method”. Innovation is often also viewed as the application of better solutions that meet new requirements, unarticulated needs, or existing market needs.

**Research:** Is defined as the creation of new knowledge and/or the use of existing knowledge in a new and creative way so as to generate new concepts, methodologies, and understandings. This could include synthesis and analysis of previous research to the extent that it leads to new and creative outcomes.

**Strategy:** It is important because the resources available to achieve these goals are usually limited. Strategy generally involves setting goals, determining actions to achieve the goals, and mobilizing resources to execute the actions.

**Sustainable Business:** Sustainable business believes that every business can improve their economic, social, and environmental bottom line by implementing meaningful sustainability practices and programs.

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