
Szanse i ograniczenia stosowania strategii CSR w polskich przedsiębiorstwach

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The Chances and the Limitation of Applying the CSR Strategy in Polish Enterprises

The topic of the article is the perspectives of CSR in Polish companies. The article contains the definition of corporate social responsibility, the state and dynamics of ethical reporting and the factors that can influence the dynamics of CSR in Poland – both in a favourable and adverse way.

Key words: *ethics, corporate social responsibility, CSR*