

ABSTRACT

It can be argued that the dynamic and contextual nature of the corporate social responsibility (CSR) is a big challenge for businesses. In the media-led age, enterprises should manage the expectations of multiple stakeholders, who on many occasions might have even conflicting interests.

The objective of the thesis is to identify which role companies' CSR policy plays for their employees and find evidence if corporate communication channels have been established to enable the environment of mutual collaboration and trust. The paper starts with an extensive theoretical review of the concept landscape, sustainability reporting framework and CSR perspective in the context of CEE countries, particularly in Estonia. It follows with the analysis of research findings derived from the quantitative survey, which was conducted among employees of the locally operating entity. A special sub-section is devoted to the discussion on further research.

The given thesis bridges the gap in missing empirical research from Estonian employees' perspective on their CSR awareness, interest and areas of special concern. The author believes that the study contributes to the stakeholder relationship management discussion and could be beneficial to scholars for the purpose of future research. From the practical standpoint, the senior management of the company of research is highly interested to receive the findings that could later enhance the internal processes.

Keywords: Corporate social responsibility (CSR), sustainable development, survey, Estonian employees, stakeholder engagement

