

## THE SIGNIFICANCE OF ORGANIZATIONAL CULTURE IN COMPANIES IMPLEMENTING CSR PRINCIPLES

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### **Abstract:**

The issue of corporate social responsibility is associated with determining the position of a modern enterprise in the socio-economic reality and the company's tasks related to the society. The situation is determined by several factors. The review of literature and results of empirical studies indicate the role of organizational culture as a vital variable impacting the implementation of CSR principles in companies. Organizational culture exerts a direct impact upon the development of social relations and the way they are managed. Owing to the culture, the business forms a solid, complimentary and compatible operation with regard to the fundamental principles of social responsibility. Social initiatives implemented under the impact of organizational culture reflect universal and context-related values the company operates in. CSR will acquire an implicit character rooted in the company's processes, norms and values. The paper will discuss CSR, determinants of its implementation, the essence of organizational culture, examples of models presenting the relationship of organizational culture with CSR-related activities, and conclusions pertaining to the significance of organizational culture in the implementation of CSR by companies.

*Keywords: CSR, Organizational Culture*