

STUDY REGARDING THE PERCEPTION OF THE CSR CONCEPT AMONG THE ALBA IULIA ENTERPRISES

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ABSTRACT: Although several years ago people rejected the idea of corporate responsibility, today CSR is a concept directly related to sustainable development, competitive companies, to modern firms. But unfortunately, in Romania companies still have several years to catch the European modern enterprises from the member states.

The aim of this article is to emphasize the fact that the majority of the firms from Alba Iulia still do not know what CSR concept mean. In order to demonstrate that we applied a CSR questionnaire on 111 firms from Alba Iulia and analyzed their answers.

Key words: corporate social responsibility, Alba Iulia enterprises, sustainable development

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