

## **DECISION-MAKING PROCESS IN THE BACKGROUND OF CORPORATE SOCIAL RESPONSIBILITY**

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The formation of socially responsible economic relations directly depends on the development model that is being implemented by the country. The basis of the mechanism of social maturity formation of enterprises lies in the degree of formation of their social responsibility.

Decision-makers (including strategic decisions) has to meet more and more frequently with the expectations of their closer or broader environment in connection with the consequences of their business-decisions [1]. On the other hand, senior managers must represent and take into account the proprietors' and shareholders' interests, sustaining the profitable corporate management of the firm [2]. There are different factors, that have significant influence on socially responsible decision-making process with regard to the decision-makers, the company and also the surrounding environment, both industrial and social.

As far as Corporate Social Responsibility (CSR) is a strategic question, and in the strategy-making process CEO-s have the leading role, their leadership-style plays an important role concerning CSR. As an example for the employees, his behaviour and attitude to CSR influences the attitudes and behaviours of business unit and mid-level management, indirectly the human resources of the firm at all [3].

According to my 32 years of business experience Corporate Social Responsibility is forced by outer or inner pressure on business management. At the end of the day it is true, that without a profitable firm there is no CSR. Therefore, when CSR and profitability counteracts every case the latter will be stronger. If we see the latest business scandals, like diesel-engines' falsified software's, that can give unreal data concerning the emission of harmful particles, etc., it could be said that profitability and personal material interests and well-being rules over social responsibility. At the current stage of economic development, compliance with the concept of the corporate social responsibility of the enterprise helps to create and maintain a harmonious relationship between all participants in internal and external business processes.

### **References:**

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