



# Corporate Responsibility in Practice

**5.10.2016**



# Content of the Lecture



- (Boring) Administration 😊
- 2 Presentations (Students):

**Martina Červienková:** Changing the Face of Business. What is the Role of CSR in Management of the Company? What are Key Drivers of CSR?

**Marián Brázdil:** Why CSR pays off? What are the Main Arguments against and for CSR? Is CSR Business or..? Recent Studies on CSR and its Benefits.

- What is CSR? (video)
- Aspirational Consumers (Tatiana Žilková, Tatiana Čaplová)
- Q&A

# Schedule of presentations (Companies)

Date	Company/Organization	Speaker
12.10.2016	TaylorWessing e/n/w/c advokáti s. r. o.	Radovav Pala, Partner, Co-head at Office in Bratislava, Andrej Leontiev, Partner
19.10.2016	Adient Slovensko s.r.o.	Eugen Mladosiievič, Sr. Manager BCP, DP and BOS
26.10.2016	CRH (Slovensko) a. s.	Miroslava Remenárová, Corporate Affairs Manager – North Danube
02.11.2016	(No Lecture) ☺	(No Lecture) ☺
09.11.2016	Honeywell s.r.o.	Ivett Pavlis, Facility Manager
16.11.2016	Kia Motors Slovakia s.r.o.	Katarína Gazdíková, Public Relations Assistant Manager
23.11.2016	HEINEKEN Slovensko a.s.	Hana Šimková, Corporate Relations Manager
30.11.2016	Východoslovenská energetika Holding a.s.	Andrea Danihelová, Head of Communication, Spokesperson
07.12.2016	Kaufland Slovenská republika v.o.s.	Erika Turček Pfundtnerová, CSR/ Nachhaltigkeit
14.12.2016	Phillip Morris Slovakia s.r.o.	Miriama Letovanec, Regulatory & Fiscal Affairs Manager
21.12.2016	U. S. Steel Košice, s.r.o. (tbc)	Mária Janočková, Governmental & EU Affairs Office (Bratislava)

# Useful information

<http://www.zodpovednepodnikanie.sk/zacni-zodpovedne>



The screenshot shows the website 'zodpovednepodnikanie.sk' with a navigation menu at the top. The menu items are: zodpovedne podnikanie.sk, O ZODPOVEDNOM PODNIKANÍ, ZAMESTNANCI, ŽIVOTNÉ PROSTREDIE, TRH, KOMUNITA, E-LEARNING, and ZAČNI ZODPOVEDNE. The 'ZAČNI ZODPOVEDNE' section is active, displaying a search bar, social media sharing buttons (Like, Tweet, Pin It, G+, Zdieľať), and a breadcrumb trail: Homepage > Pillere > Zlepši svoju firmu > Všetko o zodpovednom podnikaní > Začni zodpovedne. The main heading is 'The Course "Corporate Responsibility in Practice" (University of Economics in Bratislava, 28.9.2016 - 21.12.2016)'. Below this, it states 'This section contains information for students of the course.' A navigation bar includes 'Introduction', 'Presentations (Companies)', 'Presentations (Students)', 'Useful Links & Literature', and 'Contact'. The 'Introduction' tab is selected, showing the course title 'Corporate Responsibility in Practice' with logos for Business Leaders Forum and the University of Economics in Bratislava. The course details are: Form: Lectures; Hours of teaching (per the course): 26 hours; Number of ECTS credits: 6; Course completion requirements: Written Exam (Test); Lecturer: Each week the manager for the CR of another enterprise from the BLF a other responsible companies; Schedule: Wednesdays from 11:00 a. m. to 12:30 p. m., B1.07.

zodpovedne podnikanie.sk

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**The Course "Corporate Responsibility in Practice" (University of Economics in Bratislava, 28.9.2016 - 21.12.2016)**

This section contains information for students of the course.

Introduction Presentations (Companies) Presentations (Students) Useful Links & Literature Contact

**Corporate Responsibility in Practice**

 

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# If you have any questions...

- Tatiana Čaplová (Pontis Foundation/BLF)  
[tatiana.caplova@pontisfoundation.sk](mailto:tatiana.caplova@pontisfoundation.sk)



ANY  
QUESTIONS  
?

# Good Luck 😊



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