

RESPONSABILITATE SOCIALĂ CORPORATISTĂ „À LA RUSSE”

CORPORATE SOCIAL RESPONSIBILITY “À LA RUSSE”

Assoc. Prof. Svetlana KOSTINA

Ural State Technical University, Ekaterinburg, Russian Federation

Abstract: The paper analyze the meaning of „corporate social responsibility” in modern Russia. The major problems of this concept in Russia are identifies. Also positive experiences of Russian corporate responsibility are described.

Keywords: corporate social responsibility, Russia.