

Summary

The areas of influence of multinational corporations (MNCs) become commensurately greater as their capital increases. The way they participate in the lives of societies influences people, or even countries or whole cultural circles remarkably. Therefore broadly defined public opinion, including international organisations, requires that MNC actions be ethical, inter alia by implementing a CSR policy.

Given the above, the **main cognitive objective** of the dissertation is to define the most important factors influencing ethical behavior and implementation of a CSR policy. Therefore the **research problem** of the dissertation has been formulated as: Determinants of multinational corporations' ethical behaviours in the area of corporate social responsibility. Making an **assumption** that the main objective of an enterprise is the increase of its value, there must be factors which will be a threat to that in order for the enterprise to be encouraged to behave ethically and in accordance with established CSR norms. The primary motivation of enterprises is the loss of reputation, which is one of the key non-material assets that has a measurable influence on an enterprise's value growth.

By using research methodology based on complementary and in-depth literature studies and further on secondary sources analysis it was possible to find answers to questions included in the **detailed research problems**. Deliberations on factors which influence particular behaviours of multinational enterprises led to the identification of internal and external factors of proethical behaviours of corporations based on the stakeholder theory and the concept of enterprise value management. As a result a model of prosocial behaviours of the MNCs' was proposed. The objective of empirical studies was to identify key determinants of ethical behaviours of corporations. Pilot studies were carried out in the form of survey with 100 interviewees, which indicated that the intended research objective was relevant from the scientific and practical point of view. Next, preliminary research was carried out with 38 respondents from 8 corporations, which allowed a modification of the interview scenario in the principal research. The results of the pilot and preliminary studies enabled to choose the principal research subjects. As a result three corporations were selected for further studies: Ikea, Philip Morris and Chevron.

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In the purposive sample selection to the case study, the criteria of diversity was used. In the scope of the used method, which was a case study, 60 interviews were conducted, including 45 with corporate managers and 15 with representatives of local communities.

The methods used were case studies and unstructured in-depth interviews, which helped in formulating answers to the questions included in the detailed research problems. The choice of research methodology was based on the characteristics of the phenomenon which was being researched and because of the number of variables and their uniqueness which are difficult to put under the quantitative analysis.

Results of the research allowed us to obtain answers to the stated research questions and to undertake an attempt to verify the proposed model of determinants of prosocial behaviours of MNCs'. In the light of the results obtained it can be assumed that the loss of reputation is the major motivator for ethical behaviour of corporations. Research results permit us to state that reputation building is based on factors such as complying with international standards which are expected by public opinion and which are set down by enterprises which are, themselves, leaders in this regard. Furthermore, the condition of the host country's local culture may have an influence on an enterprises' ethical attitude.

The research conducted may have an impact on formulating theories related to CSR and management science theory. It may especially have an impact on broadening the knowledge in the area of *enterprise value management* and *stakeholder theory*. In the practical dimension, the research results may contribute to the implementation of specific solutions within enterprises. In particular the results make reference to: the evaluation of the effectiveness and purpose of reporting; a better understanding of stakeholder roles in the CSR process, which can impact the optimisation of CSR policy; and building a credible brand based on reputation, all of which result in value increase of an enterprise and its ethical standards.

Key words: *ethics, corporate social responsibility, international business, cross-cultural management, reputation, stakeholder theory, enterprise value management.*

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