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*World's Economies In and After Crisis: Challenges,  
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## The Link between Business Strategy and Corporate Social Responsibility: The Kosovo Case

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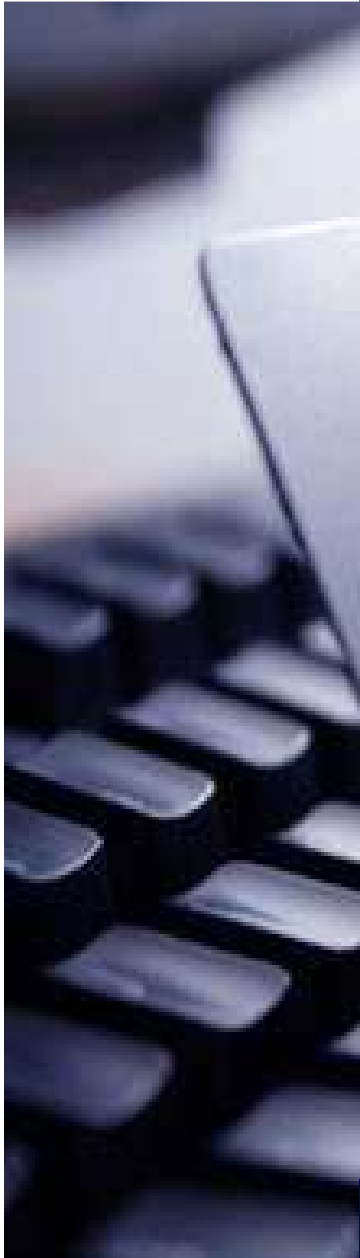
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### **Abstract:**

Social responsibility is one of the most often used terms now days by researchers, managers and ordinary people likewise. Corporate social responsibility is the obligation to take actions which simultaneously protect and improve the welfare of society as a whole, as well as the interests of the organization. According to this, managers must always strive not only to achieve their objectives but also the objectives of the society as a whole.

**Key-words:** business strategy, social responsibility, corporation, Kosovo.


**JEL Classification:** M10, M13, M14.



## 1. Aims and scope of the paper

This paper presents an analysis of this relation. Environmental and ecological dimensions of social responsibility are excluded from the analysis and emphasis is placed on social and human dimension.

## 2. Review of the Literature

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**Porter and Cramer:** strategy always has to do with the election. They suggest that organizations, which make the right choices and build focused social initiatives, proactive and integrated initiative, in accordance with their fundamental strategies will significantly distance themselves from others

**Baron:** OSR is what a firm makes in order to provide a public good, which is associated with its business and marketing strategy.

**McWilliams:** OSR activities include incorporating social features into products and manufacturing processes, adoption of progressive practices in human resource management, achieving high levels of environmental performance by recycling and decontamination and



### 3. Methodology of research/ approach

**The questionnaire approach was used to gather data from 10 companies from Kosova. This method was combined with that of direct interview. Extensive literature was consulted prior to preparing the questionnaire and conducting the empirical survey.**

#### 4. Findings and data

- All surveyed organizations recognize the importance of social responsibility;
- One half of organizations implement social responsibility framework while introducing objectives and strategies;
- 40% of companies encourage their employees to get engaged in social responsible activities while 90% of companies finance social responsible activities;
- 90% of companies consider that social responsibility should be a part of strategic management while 70% recognize social responsibility as a competitive advantage.

## 5. Results and Discussion

CR has great importance for the success of organizations. But while this conclusion is unanimously declared, the practical implementation of CR in organizations in Kosovo is far behind European standards and global practices. Only half of them apply it to policies and strategies within the organization.

## 6. Concluding Remarks

The application of OSR strategy, the enterprises of Kosovo as part of global development should:

- Understand the underlying business and operating environment;
- Understand the business and human resource strategies and how the OSR strategy to enter into a strategic horizon with them;
- Well understanding their stakeholders and what are their needs and expectations;
- To identify areas in which OSR generates a genuine effects in the context of business as well as in social;
- To develop strategies related to the OSR, and to communicate them;
  
- To measure and evaluate the effectiveness of the OSR.

## 8. References

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