

POTENTIALS AND LIMITS OF CORPORATE SOCIAL RESPONSIBILITY IN ALBANIA

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ABSTRACT

In the context of CSR, it takes a special discussion on the importance of human rights in the corporation as well as the three main strategies for its implementation are: Respect protective legal minimums established by the *lex specialis* for each category of stakeholders, building dynamic dialogue (dynamic stakeholder dialogue) and the engagement in corporate decision making (stakeholder engagement). Expected results from research within this theme consists mainly of identifying legal space of corporate governance in Albania; assessing the effectiveness of transplantation of foreign models and assessing the effectiveness of implementation of the current norms of corporate governance. Research question in this paper is "Do companies protect stakeholders in Albania and what are the legal provisions seeing in the light of a widely used strategy in the international context?". In this way, we build our hypothesis which states the idea that, "The protection and respect for the rights of stakeholders in Albania, especially employees, is achieved through their participation in the decision making of the company, which guarantees sustainable development of the company, making them competitive in the international market". But what are the forms and legal theory and, further, the practical challenges of implementing this theory, we will see in the following chapters.

Keywords: Corporate governance, Corporate social responsibility, Stakeholders, Special Councils.