

CORPORATE SOCIAL RESPONSIBILITY AS AN EXPRESSION OF MISSING SOCIAL CAPITAL IN ALBANIA

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ABSTRACT

The corporate social responsibility is a new concept in Albania, because of the fact that we can not speak about the existence of the real corporations in the country. The purpose of this paper is to provide a theoretical view of the concept of corporate social responsibility and To explore the recognition and implementation of this concept in business firms in Albania. To illustrate the scope of this obligation we have taken into consideration the employability of persons with disabilities by medium and large business firms. Qualitative research methods such as literature review, analysis of legal acts and semi-structured interviews have been used. The key theories of corporate social responsibility are studied , as well as several observation reports that the organizations working in the field of disability in Albania have published regarding the right to employment. The fundamental legal acts of the European Union that regulate CSR concept are analyzed as well as Albanian legislation in this field. Half-structured interviews were conducted in the period January-2016 April 2017 in 43 business firms that have employed, tried to or are open to employ personswith disabilities across Albania. It is concluded that Albania has a legal framework that Addresses corporate social responsibility but they have not legally binding force. As provided for in the Employment Promotion Act, it is noticed a low applicability of the legal obligation that businesses have to employ a certain number of persons with disabilities. The low level of social responsibility of firms comes as a consequence of a low level of social capital in the community as long as business firms do not believe in the skills of workers with disability, moreover they think that they are doing a charityby their employment.