

## SUMMARY

The implementation of corporate social responsibility activities by the company is an increasingly common procedure, both in Great Britain and in Poland. The United Kingdom is more advanced in this respect and it can be said that it belongs to a group of countries with developed CSR markets. Poland is constantly striving for continuous development in this matter, both in terms of popularity and the need resulting from the attitude of the environment. Corporate social responsibility is defined as the ability to build positive relationships with all stakeholders of the company, care for the natural environment as well as a positive image of the company. The above topics were addressed in the work, taking the perspective of the company as well as the clients. Issues regarding whether CSR activities are only a point in the company's strategy or whether they have a real impact on its activities have been examined. Often, corporations declare the use of positive social behavior, but in real operations they deny it. The dissertation was proposed due to the lack of comparisons in the implementation of the concept of socially responsible business by enterprises from the clothing industry in Poland and Great Britain. It is also difficult to find a description of good practices of enterprises from the clothing industry in the context presented in the thesis. The issue of familiarity and awareness of enterprises in this area among clients is also significant. In addition, the choice of the topic of work focused on the issues of corporate social responsibility was dictated by the fact that CSR is becoming more and more important with the determinants of running a modern enterprise. In addition, the decision to compare the British and Polish market was caused by large, at first glance, discrepancies between these countries in the field of social responsibility. The choice of the clothing industry was caused by numerous publications about non-compliance with basic ethical principles. An important aspect presented in the dissertation concerns whether the application by the clothing company of the CSR concept has any impact on the choice of goods of a given company by customers. The author decided to examine whether other factors, such as price or quality, may have an impact on preferences. All these doubts indicate the legitimacy of conducting research on social responsibility in Poland and the United Kingdom among the largest clothing enterprises. An important element of the work is the analysis of specific cases of clothing enterprises that have been examined from the perspective of management. On the other hand, the opinions expressed by clients were important for comparison. Additionally, in order to get a fuller picture of the situation, the author applied case studies of the largest enterprises from the clothing industry on the Polish and British market, based on social responsibility reports posted on the websites of these companies. All shots were subjected to a comparative analysis. The main objective of the dissertation is to identify and assess the causes, ways and effects of implementing the concept of corporate social responsibility by

enterprises from the clothing industry and to formulate recommendations regarding its implementation.