

## ABSTRACT

**Title:** The models of promoting corporate social responsibility in Poland based on the analysis of regional activities.

**Author:** Magdalena Galant

**Key words:** corporate social responsibility, models of promoting CSR, voivodships, regions, marshal's office

**Abstract:** The state plays an important role in shaping the attitudes of entrepreneurs, including those related to activities in the field of corporate social responsibility (CSR). In the subject literature, there are models of promoting CSR that were composed based on the role of the government institution in the process of promoting CSR. However, there is no study that presents models of promoting CSR from a regional perspective. Analysis of regional activities in the field of promoting CSR is an interesting area of research. Individual voivodeships have the legal possibility to independently shape their own regional policy, including that concerning the promotion of CSR. The main objective of this paper is to determine whether there is regional diversity in promoting CSR and whether it is correlated with the intensity of socially responsible actions taken by entrepreneurs in a particular voivodeship. The practical objective is to determine the characteristic features of promotional activities that influence the development of CSR among local entrepreneurs, undertaken in particular voivodeships, and then assign each region the appropriate model of promoting CSR identified in them. The research problem is whether, depending on the voivodeship, the model of promoting CSR is different or whether all regional policies are determined by the national model. The author has put forward the following hypothesis: regions demonstrate different models of engagement in promoting corporate social responsibility among local entrepreneurs. The qualitative method and the case study method based on qualitative and quantitative content analysis were used in the study. The research was further deepened, by using an online survey conducted via the CAWI technique, among representatives of 16 Marshal Offices in Poland. Based on the conducted research and analysis, it was established that the hypothesis is generally true, except for cases in voivodeships where the most appropriate model of promoting CSR is analogous to the national model (which applies to 6 out of 15 analyzed regions). However, it can be confirmed that the majority of voivodeships shape their own policy of promoting CSR independently, without duplicating the actions of the central administration, or do not implement such a policy at all, which is also different from the diagnosed national model.