

STANDPOINT

About *Plamen Bobokov's* Dissertation Entitled “THE CORPORATE SOCIAL RESPONSIBILITY (CSR) WITHIN THE MISSION, THE VISION, AND THE PRACTICES OF THE BUSINESS ORGANIZATIONS”, Presented for the Acquisition of PhD Degree in the Professional Direction 3.5. Social Communications and Information Sciences (Media and Communications – Relations with the Community)

By Corresponding Member of BAS Anguel Stefanov

The dissertation presented for defense by Plamen Bobokov has a volume of 317 pages and contains an Introduction, 3 chapters structured into sections and sub-sections, Conclusion, and Literature.

The work is impressive both by its volume, as well as by its conceptual content. To my opinion the theoretical deployment of the theme about the corporate social responsibility (CSR) could principally stay in the middle of the disciplinary field of business ethics.

The chief aim of his work is specified by the author in the following way: he tries to prove that “the conception of CSR offers the possibility for the over building of a corporation from an economically effective and socially “tolerable” organization to a socially “participating” organization, i.e. such a one, which is of benefit to society and it could have the sense to have equal rights in taking decisions for the society as a whole” (p. 9). This aim has been achieved through a well-grounded reasoning concerning the expression of value assessments for the economic activity and the social function of the business corporations.

CSR is multilaterally considered both as a conceptual construct, and as an activity of economic transnational corporations, of local business structures, and also of every social organization that is officially set up. Plamen Bobokov has managed to clarify in a lucid manner that behind CSR as an idea and as a set of

practices, the harmonization of the link between all economic subjects and the social interests is ultimately standing, or, in his words: “Not only in a general sense, but also within concrete social events the corporative world and the society have common – or at least to a great extent overlapping – interests” (p. 39).

An important fact for the presented dissertational work is that P. Bobokov develops a view about CSR of his own, and suggests his own formulation for a definition of it. He does this by considering a philosophical thinking about the role of business as a social-and-economic activity. The author’s own definition of CSR is concise and synthetic, and takes into account the basic accents of the definitions he has at hand. The nature of the moral stability of the subject of CSR could be more thoroughly clarified, regarding the voluntary character in achieving the social responsibility, but the remark is valid for all of the approaches towards the theoretical framing of CSR, and is not particularly referred to the author of the dissertation.

The aims of the second chapter presented at p. 133 are completely achieved. A thorough review is done concerning the approaches for the transformation of CSR into a common vision for the business and the society, through analyzing of the basic models of realization. A link could be done between section 1.7, containing criticisms to the conception of CSR, and the critical arguments against CSR in its quality of a mechanism for self-regulation in section 2.1 from the second chapter.

Occasional thematic repetitions are noticed in the first and the second chapter that could be evaded.

As the third chapter is referred, a very important aspect of the presented dissertation must be necessarily pointed to. And this is the fact that Plamen Bobokov is one of the two initiators of the quickly developing and well-known “Prista Oil Group”. This fact has allowed him to acquire real experience with the application of CSR in the business practices in Bulgaria, and in worldwide scale

as well. In the author's words: "Prista Oil's successful business model is a result not only of the application of rational and clear-sighted solutions, but it is also affected by the philosophy of its initiators. One of the fundamental principles for "making business" in the company is that it makes sense, if people within the society could see, could participate, and could make use of this sense. Prista Oil company cannot be attached neither one of the categories "machine for making money", "expensive toy", etc." (p. 265)

The manner of practicing of CSR in the company is considered in detail, and in so doing a special attention is being turned to the preservation of the environment, as well as to its production according to the principles of circular economics. Particularly representative in this respect is section 3.4, which describes the corporation's different approaches and activities for the keeping and development of CSR on its part, and also section 3.5 is no less representative. It presents the perspectives in front of the CSR's development from the part of this corporation, which is successful in the deployment of its economic and social activities.

The few remarks concerning the text of the dissertation do not diminish at all its big theoretic and practical significance.

The author's concise presentation of the dissertation correctly reflects its content.

I have no common publications with the candidate.

Following all of the merits of the dissertation already pointed to, I will convincingly vote with "Yes" for the acquisition by Plamen Bobokov of PhD Degree in the Professional Direction 3.5. Social Communications and Information Sciences (Media and Communications – Relations with the Community).

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