

COMMUNICATION OF SOCIALLY RESPONSIBLE BUSINESS IN CONTEMPORARY MEDIA: THE ATTITUDES AND PREFERENCES OF GENERATION Y MEMBERS

Abstract

By realizing CSR activities, organizations can achieve multiple positive effects, such as establishing and improving relationships with key stakeholders, generating profits and attracting investment, gaining and supporting consumers who become promoters of the organization and its products, and building and improving corporate image. Modern consumers highly value organizations' efforts to support and contribute to the development of local communities in which they operate. Since modern media emergence has transformed the way in which information is exchanged with key stakeholders, first of all consumers, CSR activities communication should be adapted to new channels of communication and preferences of target audiences. In the near future, members of generation Y will make up most of the working people and the largest consumer group, while researches indicate that this demographic group creates preferences towards organizations based on the perception of their social engagement. Therefore, in this paper, the role of modern media in efficient communication of corporate social responsibility and its potential for establishing and improving customer relations in domestic business practice are researched.

Keywords: corporate social responsibility, contemporary media, improving customer relations, generation Y