

## DEVELOPMENT OF SOCIAL RESPONSIBILITY AWARENESS

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### ABSTRACT

For the past 60 years, we are witnessing an increasingly intense treatment of the concept of social responsibility and its use in practice. Nevertheless, today there is not its generally accepted definition. The development of corporate social responsibility is faster than the development of the social responsibility of an individual person. The notion of social responsibility is abused for various political and business purposes and left to various civil initiatives and movements. It has not yet been consistently introduced into its economic and legal system of all countries. It remains at the level of declarations, voluntary thinking and philanthropy, although also with a certain effect of deployment into the practice of some communities. In the article, the author wants to contribute to justifying the reasons for a systematic approach to understanding and applying the principles of social responsibility in the theory and practice. The author shows that the content of social responsibility is not something new, as it monitors humanity from its formation. The principles of corporate social responsibility are a prerequisite for successful further development, for not only individual companies or countries, but for human society in general. It is therefore useful to reflect on the past development of awareness of social responsibility, the disadvantages of the current situation and the urgency of the future enforcement of its principles.

**Keywords:** *awareness of social responsibility, human needs, added-value law, sustainable society.*