

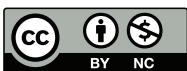
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**ISTRAŽIVANJE STAVOVA I
PERCEPCIJE GRAĐANA O
PODUZETNIČKOJ FILANTROPIJI
– SLUČAJ KRAPINSKO-
ZAGORSKE ŽUPANIJE**

**SURVEY OF CITIZENS'
ATTITUDES AND PERCEPTIONS
ABOUT ENTREPRENEURIAL
PHILANTHROPY – THE CASE OF
KRAPINA-ZAGORJE COUNTY**

SAŽETAK: Istraživanje je usmjereno na prikupljanje podataka o upoznatosti građana Krapinsko-zagorske županije s poduzetničkom filantropijom, odnosno na prikupljanje podataka o njihovu znanju, stavovima i praksi vezanoj za poduzetničku filantropiju. U tu svrhu provedeno je primarno istraživanje putem upitnika, u kojem je sudjelovalo 159 građana Krapinsko-goranske županije. Prikupljeni podaci obrađeni su deskriptivnom statistikom. Glavni nalaz rada ukazuje na djelomičnu upoznatost građana Krapinsko-zagorske županije s poduzetničkom filantropijom. Građani ratove, gospodarske i energetske krize te prirodne nepogode smatraju čimbenicima s negativnim učinkom na individualna izdvajanja za opće dobro. Sudionici istraživanja iskazuju negativne percepcije o dostatnosti angažmana vladinih institucija i lokalne i regionalne samouprave u poticanju poduzetničke filantropije, kao i o povjerenju da će donacije dospjeti do primatelja kojima su namijenjene. Istraživanje ukazuje na nisku razinu informiranosti građana

ABSTRACT: The research is aimed at collecting data on how acquainted the citizens of Krapina-Zagorje County are with entrepreneurial philanthropy, i.e. at collecting data on their knowledge, attitudes and practices related to entrepreneurial philanthropy. For this purpose, a primary survey was conducted through a questionnaire, in which 159 citizens of the Krapina-Zagorje County participated. The collected data were processed by descriptive statistics. The main finding of the paper indicates partial familiarity of the citizens of Krapina-Zagorje County with entrepreneurial philanthropy. Citizens consider wars, economic and energy crises and natural disasters as factors with a negative impact on individual expenditures for the common good. The research participants perceive the sufficiency of the engagement of government institutions and local and regional self-government in encouraging entrepreneurial philanthropy negatively, and are also not confident that the donations will reach the recipients for whom they are intended. The research indicates a low level of awareness of



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Krapinsko-zagorske županije o poduzetničkoj filantropiji te ističe potrebu za djelovanjem na svim razinama kako bi se građani educirali o individualnoj i poduzetničkoj filantropiji. Rad daje doprinos postojećoj teoriji filantropije, s naglaskom na poduzetničku filantropiju promatranu iz perspektive lokalnog stanovništva.

KLJUČNE RIJEČI: poduzetnička filantropija, opće dobro, donacije, zaklade, Krapinsko-zagorska županija

the citizens of Krapina-Zagorje County about entrepreneurial philanthropy and highlights the need for action at all levels in order to educate citizens about individual and entrepreneurial philanthropy. The paper contributes to the existing theory of philanthropy, with an emphasis on entrepreneurial philanthropy viewed from the perspective of the local population.

KEY WORDS: entrepreneurial philanthropy, common good, donations, foundations, Krapina-Zagorje County

UVOD

„Filantropija“ (grč. *filos* – prijatelj, *anthropos* – čovjek) znači čovjekoljublje, dobrotvornost, a u nekim se izvorima navodi njezino podrijetlo od grčkih riječi riječi *filein*, što znači ljubiti, i *anthropos*, što znači čovjek (Dimić Vugec & Pavić-Rogošić, 2017). Filantropija obuhvaća sve ljudske aktivnosti, od individualnih, poduzetničkih i korporativnih do aktivnosti na razini države, usmjerenih promicanju dobrobiti pojedinca i zajednice. Osim materijalne potpore (novčane ili u naturi) za općekorisne i humanitarne svrhe, ključnu ulogu ima i volonterski rad, gdje se znanje, vještine i stručnost stavljaju u službu društva. Filantropi aktivno njeguju vrijednosti poput pravednosti, samilosti, solidarnosti i društvene odgovornosti, čime jačaju društveni kapital i potiču održivi razvoj lokalnih zajednica. Na individualnoj razini, filantropsko djelovanje temelji se na moralnim načelima, ljubavi, empatiji i želji za općim dobrom. Isto se odnosi i na korporativnu filantropiju, u kojoj se isprepliću elementi društveno odgovornog poslovanja, društvenog poduzetništva, društvenog marketinga i održivosti. U skladu s time, filantropija postaje veza između humanitarnih ciljeva i strateškog usmjerenja dugoročnog društvenog napretka.

INTRODUCTION

“Philanthropy” (Greek: *filos* – friend, *anthropos* – man) means altruism, charity, and in some sources its origin is stated from the Greek words *filein*, meaning to love, and *anthropos*, meaning man (Dimić Vugec & Pavić-Rogošić, 2017). Philanthropy encompasses all human activities, from individual, entrepreneurial and corporate to state-level activities, aimed at promoting the well-being of the individual and the community. In addition to material support (monetary or in-kind) for general and humanitarian purposes, volunteer work also plays a key role, where knowledge, skills and expertise are placed at the service of society. Philanthropists actively cultivate values such as fairness, compassion, solidarity and social responsibility, thereby strengthening social capital and fostering sustainable development of local communities. On an individual level, philanthropic action is based on moral principles, love, empathy and the desire for the common good. The same applies to corporate philanthropy, in which elements of socially responsible business, social entrepreneurship, social marketing and sustainability are intertwined. Accordingly, philanthropy becomes a link between humanitarian goals and the strategic direction of long-term social progress.

Miković (2003) filantropiju (oprečnost egoizma) promatra kroz individualne ili grupne donacije organizacijama (zakladama ili nevladinim organizacijama) koje ta sredstva distribuiraju u svrhu postizanja različitih vrijednih ciljeva. Europski gospodarski i socijalni odbor (2016) pojašnjava ekonomiju za opće dobro kao holistički pristup čiji su koncepti bliski temeljnim vrijednostima socijalne ekonomije, kružnog gospodarstva, ekonomije dijeljenja, funkcionalne ekonomije, ekonomije utemeljene na resursima i plave ekonomije. Podržavaju je organizacije civilnog društva, poslovni subjekti i akademska javnost te se smatra izvedivim modelom koji pridonosi jačanju europske vrijednosti i socijalne kohezije te promiče odgovoran gospodarski sustav. Rast svijesti o važnosti „općeg dobra“ dovodi do njegovog unaprjeđenja putem brojnih aktivnosti u različitim područjima ljudskog djelovanja (politika, gospodarstvo, znanost i istraživanje, zdravstvo, obrazovanje, umjetnost, kultura itd.), s temeljnim ciljem poboljšanja kvalitete života i standarda ljudi te kreiranja društva blagostanja, bilo na razini lokalne zajednice ili države u cjelini.

S rastom bogatstva pojedinaca i korporacija raste i entuzijazam za filantropiju. Među najvećim su filantropima bogati pojedinci i obitelji sa sjedištem u Sjedinjenim Američkim Državama (SAD) (Maclean et al., 2021), ali i europski poduzetnici zauzimaju sve važnije mjesto na listi vodećih svjetskih filantropa. Filantropi djeluju društveno odgovornim i etički utemeljenim poslovanjem, društvenim poduzetništvom i socijalnim ulaganjima, s fokusom na rješavanje društvenih problema koji su marginalizirani od države ili profitnih organizacija. Uočava se sve izraženiji trend rasta korporativne filantropije (Leisinger & Schmitt, 2011; Gautier & Pache, 2015; Mei & Wang, 2021), a donacije unutar poslovnog sektora realiziraju se doniranjem novčanih sredstava te roba i usluga, što je osobito važno za zemlje u razvoju u kojima domicilne kompanije osjećaju potrebu podržati lokalne vlasti svojim doprinosom poboljšanju zdravstvene zaštite, obrazovanja, kulture i umjetnosti i dr.

Miković (2003) observes philanthropy (the opposite of egoism) through individual or group donations to organizations (foundations or non-governmental organizations) that distribute these funds in order to achieve various valuable goals. The European Economic and Social Committee (2016) clarifies the common good economy as a holistic approach whose concepts are close to the core values of the social economy, the circular economy, the sharing economy, the functional economy, the resource-based economy, and the blue economy. It is supported by civil society organizations, business entities and the academic public and is considered a feasible model that contributes to strengthening European value and social cohesion and promotes a responsible economic system. The growth of awareness of the importance of the “common good” leads to its improvement through numerous activities in various areas of human activity (politics, economy, science and research, health, education, art, culture, etc.), with the fundamental goal of improving the quality of life and standards of people and creating a welfare society, either at the level of the local community or the state as a whole.

As the wealth of individuals and corporations grows, so does the enthusiasm for philanthropy. Among the largest philanthropists are wealthy individuals and families based in the United States (USA) (Maclean et al., 2021), but European entrepreneurs also occupy an increasingly important place on the list of the world's leading philanthropists. Philanthropists operate a socially responsible and ethically grounded business, social entrepreneurship and social investment, with a focus on solving social problems that are marginalized by the state or for-profit corporations. There is an increasing growth trend in corporate philanthropy (Leisinger & Schmitt, 2011; Gautier & Pache, 2015; Mei & Wang, 2021), and donations within the business sector are given by donating funds and goods and services, which is especially important for developing countries where domicile companies feel the need to support local authorities by contributing to the improvement of health care, education, culture and arts, etc.

Razdoblje koje slijedi može donijeti revoluciju u svijetu donacija, a ključ inspiracije dolazi iz poduzetništva. Sve je više donatora koji žele prevladati pasivnost tradicionalne filantropije i upravljati dobrim dijelom poduzetničkom oštroumnosti. Filantropi koriste pojmove društveno odgovornog poslovanja, poduzetničke filantropije, socijalnog ulaganja. Sve je izglednija transformacija dobrotvornih inicijativa u proaktivne projekte u kojima poduzetničko promišljanje ima važno mjesto. Formira se novi pristup filantropiji, strateški i tržišno usmjeren, utemeljen na znanju, koji teži povećanju učinka. Uspješnost donacija, naime, u velikoj je mjeri ovisna o njihovoj usmjerenosti na probleme koji su u fokusu vlada ili profitabilnih organizacija.

Filantropija ima ubrzani rast u Europi (Schuyt, 2010, 2017; Buckland et al., 2013; Lazăr & Hatos, 2019), iako je njezina uloga u društvu znatno manja u odnosu na Sjedinjene Američke Države. Buckland, Hehenberger i Hay (2013) filantropski sektor u Europi procjenjuju na 87,5 milijardi eura godišnje. Drugi izvor (Fondation de France, 2015) ukazuje na sudjelovanje 44 % donatora u Europi s ukupnim iznosom od 22,4 milijarde eura u odnosu na 95 % donatora u SAD-u s 224 milijarde eura donacija. National Foundation for Civil Society Development (n.d.) navodi 147 000 filantropskih organizacija u Europi s akumuliranim godišnjim donacijama od gotovo 60 milijardi eura. Najnovija istraživanja koja je proveo Philanthropy Europe Association (Philea, 2023) ukazuju na 186 079 zaklada za javnu dobrobit u 24 europske zemlje, ukupne vrijednosti imovine od 647,4 milijarde eura i godišnje potrošnje za javno dobro od 54,5 milijardi eura. Na razini Europe postoje znatne razlike u snazi neprofitnih organizacija, mjerene imovinom zaklada po stanovniku. Primjerice, u Njemačkoj njihova imovina iznosi 345 eura po stanovniku, u Italiji, Švedskoj i Švicarskoj više od 1000 eura, a u Lihtenštajnu više od 12 000 eura (Anheier, 2001). Prema istraživanju Philea (2023), broj zaklada u europskim zemljama kreće se u rasponu od 156 u Irskoj do 31 000 u Poljskoj, a vrijednost ukupne imovine po državama u

The period that follows can revolutionize the world of donations, and the key to inspiration comes from entrepreneurship. There are more and more donors who want to overcome the inertia of traditional philanthropy and manage a vast portion of entrepreneurial shrewdness. Philanthropists apply the concepts of socially responsible business, entrepreneurial philanthropy, social investment. The transformation of charitable initiatives into proactive projects in which entrepreneurial thinking has an important place is increasingly probable. A new approach to philanthropy is being formed, The one that is strategic and market-oriented, based on knowledge, and seeks to increase performance. The success of donations, in fact, depends largely on their focus on problems that are the focus of governments or for-profit organizations.

Philanthropy is growing rapidly in Europe (Schuyt, 2010, 2017; Buckland et al., 2013; Lazăr & Hatos, 2019), although its role in society is not that prominent as it is in the United States. Buckland, Hehenberger and Hay (2013) have estimated the philanthropic sector in Europe at 87.5 billion euros per year. Another source (Fondation de France, 2015) points to the participation of 44% of donors in Europe with a total amount of 22.4 billion euros compared to 95% of donors in the US with 224 billion euros of donations. The National Foundation for Civil Society Development (n.d.) lists 147,000 philanthropic organizations in Europe with accumulated annual donations of nearly 60 billion euros. The latest research conducted by the Philanthropy Europe Association (Philea, 2023) points to 186 079 public welfare foundations in 24 European countries, with a total asset value of 647.4 billion euros and annual public goods spending of 54.5 billion euros. At the European level, there are significant differences in the strength of non-profit organizations, measured by the assets of foundations per capita. For example, in Germany their assets are 345 euros per capita, in Italy, Sweden and Switzerland more than 1,000 euros, and in Liechtenstein more than 12,000 euros (Anheier, 2001). According to the Philea survey (2023),

rasponu od 160 000 eura u Srbiji do 140 milijardi eura u Švicarskoj. Države s najvećom vrijednošću imovine zaklada jesu Švicarska, Velika Britanija i Nizozemska. Pojačani europski filantropski trend u korelaciji je s rastom bogatstva u Europi. Porezni poticaji europskih vlada poreznim olakšicama utječu na rast filantropije.

Na razini Europske unije, međutim, ne postoji konsenzus o zajedničkom filantropskom tržištu. Dvije filantropske mreže, Donors and Foundations Networks u Europi (DAFNE) i European Foundation Centre (EFC), razvile su dokument strateškog zagovaranja filantropije u Europi, pod nazivom „Manifest europske filantropije“. Dokument slijedi niz filantropskih manifesta usvojenih na razini europskih država, uključujući „Manifesto for Community Philanthropists“, koji je razvio Community Foundation Network, i „Manifesto for Philanthropy“, koji je razvio Beacon Collaborative, oba nastala u Velikoj Britaniji (Harrow & Jung, 2020). „Manifest europske filantropije“, pokrenut u Bruxellesu 2019. godine, zagovara razvoj jedinstvenog filantropskog tržišta na razini Europske unije, uključujući bolje prepoznavanje filantropije unutar pravnog okvira Europske unije i poduzimanje napora za smanjenje prepreka za prekogranične donacije.

U usporedbi s drugim europskim državama, Hrvatska ima vrlo mali broj zaklada, tek 405, a manje od nje imaju ih samo Irska i Luksemburg. Vrijednost ukupne imovine zaklada u Hrvatskoj iznosi oko 90 milijuna eura (Philea, 2023), što Hrvatsku svrstava na samo začelje europskih zemalja prema broju zaklada i vrijednosti njihove ukupne imovine, ali i prema rashodima za opće dobro (45 milijuna eura). Problem je hrvatskog društva još uvijek nedovoljna svijest ljudi, države i korporacija o koristima koje filantropija donosi društvu u cjelini. Treba istaknuti da je era filantropije u Hrvatskoj započela s demokratskim promjenama 1990. godine, ali i naglasiti da se uloga intervencionističke države u društvu znatno promijenila, što je dovelo do smanjenja socijalne dimenzije. Dio aktivnosti koje su prije

the number of foundations in European countries ranges from 156 in Ireland to 31,000 in Poland, and the value of total assets by country ranges from 160,000 euros in Serbia to 140 billion euros in Switzerland. The countries with the highest value of foundation assets are Switzerland, the United Kingdom and the Netherlands. The intensified European philanthropic trend correlates with the growth of wealth in Europe. Tax incentives from European governments have tax benefits that affect the growth of philanthropy.

At European Union level, however, there is no consensus on a common philanthropic market. Two philanthropic networks, Donors and Foundations Networks in Europe (DAFNE) and the European Foundation Centre (EFC), have developed a strategic advocacy document for philanthropy in Europe, called the “European Philanthropy Manifesto”. The document follows a series of philanthropic manifestos adopted at the level of European countries, including “Manifesto for Community Philanthropists”, developed by the Community Foundation Network, and “Manifesto for Philanthropy”, developed by the Beacon Collaborative, both created in the UK (Harrow & Jung, 2020). The “European Philanthropy Manifesto”, launched in Brussels in 2019, advocates the development of a unique philanthropic market at the European Union level, and a better acknowledgement of philanthropy within the legal framework of the European Union and efforts to reduce barriers to cross-border donations.

Compared to other European countries, Croatia has a very small number of foundations, only 405, and only Ireland and Luxembourg have fewer foundations. The value of the total assets of foundations in Croatia amounts to about 90 million EUR (Philea, 2023), which places Croatia at the very back of European countries in terms of the number of foundations and the value of their total assets, but also in terms of public goods expenditures (45 million EUR). The problem of Croatian society is still insufficient awareness of people, the state and corporations about the benefits

bile u domeni države preuzeli su drugi subjekti, pojedinci i organizacije civilnoga društva, među kojima posebno mjesto pripada zakladama. Zakon o zakladama (*Narodne novine*, 2018, čl. 2) definira zakladu kao imovinu „namijenjenu da sama odnosno prihodima što ih stječe trajno služi ostvarivanju neke općekorisne svrhe ili dobrotvorne svrhe“. Zakon nadalje propisuje da se zaklade „upisuju u registar zaklada pri županijama odnosno Gradu Zagrebu, prema sjedištu zaklade“ („registar zaklada je središnja elektronička baza podataka koja se vodi pri nadležnom upravnom tijelu županije odnosno Grada Zagreba jedinstveno za sve zaklade u Republici Hrvatskoj“). Zaklade su u Hrvatskoj urbani fenomen i gotovo ih 60 % ima sjedište u Zagrebu. Među većim gradovima slijede Dubrovnik (5), Rijeka (4), Osijek (4), Split (3) i Varaždin (3) (Pracać, 2023, 3)¹. U čak pet hrvatskih županija nema registriranih zaklada.

Nedostatak sustavnog praćenja poduzetničke filantropije u Republici Hrvatskoj ukazuje na potrebu njezina istraživanja u kontekstu prisutnih trendova rasta poduzetničke filantropije u Europi i svijetu te inicijativa za uspostavu jedinstvenog tržišta filantropije u Europskoj uniji, čija je Republika Hrvatska članica. Poduzetnička filantropija u uskoj je vezi sa stavovima i razvijenoj svijesti građana o filantropiji. Stoga se istraživanje u ovom radu fokusira na stavove građana o poduzetničkoj filantropiji, odnosno na njihovu upoznatost s poduzetničkom filantropijom na primjeru Krapinsko-zagorske županije. Cilj je istraživanja doći do spoznaja jesu li i u kojoj mjeri građani Krapinsko-zagorske županije upoznati s pojmom „poduzetnička filantropija“. Time se nastoji steći dublji uvid u znanje, stavove i prakse vezane za poduzetničku filantropiju građana Republike Hrvatske.

PREGLED LITERATURE

Literatura daje opsežan pregled radova vezanih za filantropiju. Puljiz (1997) daje pregled razvoja

that philanthropy brings to society as a whole. It should be noted that the era of philanthropy in Croatia began with the democratic changes in 1990, but it should also be emphasized that the role of the interventionist state in society has changed significantly, which has led to a reduction in the social dimension. Part of the activities that were previously in the domain of the state were taken over by other entities, individuals and civil society organizations, among which a special place belongs to foundations. The Foundations Act (*Official Gazette*, 2018, Art. 2) defines a foundation as an asset “intended to serve permanently, by itself or by the income it acquires, the realization of some general purpose or charity”. The Act further stipulates that foundations are “registered in the register of foundations in counties or the City of Zagreb, according to the headquarters of the foundation” (“the register of foundations is a central electronic database kept by the competent administrative body of the county or the City of Zagreb uniquely for all foundations in the Republic of Croatia”). Foundations are an urban phenomenon in Croatia and almost 60% of them are based in Zagreb. Among the larger cities there are Dubrovnik (5), Rijeka (4), Osijek (4), Split (3) and Varaždin (3) (Pracać, 2023, 3)¹. In five Croatian counties there are no registered foundations.

The lack of systematic monitoring of entrepreneurial philanthropy in the Republic of Croatia indicates the need for its research in the context of current trends in the growth of entrepreneurial philanthropy in Europe and the world, as well as initiatives for the establishment of a unique philanthropy market in the European Union, of which the Republic of Croatia is a member. Entrepreneurial philanthropy is closely related to citizens’ attitudes and developed awareness of philanthropy. Therefore, the research in this paper focuses on the attitudes of citizens about entrepreneurial philanthropy, i.e. how acquainted they are with entrepreneurial philanthropy shown on the example of Krapina-Zagorje County. The aim of the research is to learn whether and to what extent the citizens of

filantropije tijekom povijesti, prateći razvoj socijalne politike u SAD-u do Drugog svjetskog rata. Interes za područje filantropije javlja se u ranom srednjem vijeku u kršćanskoj Europi, gdje su donacije vladara bile uobičajena pojava. Države 19. stoljeća prihvaćaju takav odnos prema filantropiji, koji se na nekim razinama zadržava do suvremenog doba. Filantropske aktivnosti tijekom povijesti uglavnom se povezuju s inicijativama bogatog sloja društva i obrazovanih pojedinaca koji su slijedili kršćanska načela i vrijednosti milosrđa koje je u Europi promicala Crkva. U Sjedinjenim Američkim Državama filantropija je tijekom 19. stoljeća doživjela ubrzani rast te je s vremenom zauzela vodeću ulogu u svijetu i zaslužna je za nastanak i razvoj brojnih institucija „društvenog blagostanja“, ne samo na području SAD-a već i širom svijeta (Harvey et al., 2019; LeClair, 2014). MacKenzie, Gordon i Gannon (2019) ukazuju na to da su različiti povijesni konteksti utjecali na motivaciju i razvoj organizacijskih oblika poduzetničke filantropije te omogućili transformaciju obiteljskih poduzeća u filantropska trgovačka društva.

Znanstvena i stručna literatura o filantropiji kontinuirano se razvija i produbljuje, a brojna provedena empirijska istraživanja općenito ukazuju na njezin pozitivan utjecaj na društva blagostanja u cjelini. Schuyt (2017) promatra velikodušnost kao tradicionalan čin milosrđa koji pomaže siromašnima i osigurava zadovoljavanje njihovih osnovnih potreba. No filantropija u suvremenom društvu poprima nove značajke. Aziz et al. (2024) identificiraju tri glavna područja promjena koje prate poduzetničku filantropiju u SAD-u: 1) promjene u vrsti donacija – od osnovnih potrepština kao što su hrana, odjeća i smještaj prema zdravstvenoj zaštiti, zaštiti okoliša, obrazovanju i potpori umjetnosti, 2) promjene u širini opsega – naponi više nisu usmjereni isključivo na ublažavanje gladi ili bolesti, već i na rješavanje njihovih temeljnih uzroka, poput nedostatka obrazovanja ili stručnosti ili kulture siromaštva, 3) promjene motiva koji

Krapina-Zagorje County are familiar with the term “entrepreneurial philanthropy”. This seeks to gain a deeper insight into the knowledge, attitudes and practices of the citizens of the Republic of Croatia related to entrepreneurial philanthropy.

LITERATURE REVIEW

The literature provides an extensive overview of papers related to philanthropy. Puljiz (1997) provides an overview of the development of philanthropy throughout history, tracing the development of social policy in the United States until World War II. Interest for philanthropy arises in the early Middle Ages in Christian Europe, where rulers' donations were commonplace. The 19th-century countries adopted this attitude towards philanthropy, and it has persisted on some levels until the modern age. Throughout history philanthropic activities are mainly associated with the initiatives of a rich society class and educated individuals who followed the Christian principles and values of mercy promoted in Europe by the Church. In the United States, philanthropy experienced rapid growth during the 19th century and eventually took a leading role in the world and is responsible for the emergence and development of numerous institutions of “social well-being”, not only in the United States but also around the world (Harvey et al., 2019; LeClair, 2014). MacKenzie, Gordon and Gannon (2019) indicate that different historical contexts have influenced the motivation and development of organizational forms of entrepreneurial philanthropy and enabled the transformation of family businesses into philanthropic companies.

The scientific and professional literature on philanthropy is continuously developing and deepening, and numerous empirical studies conducted generally indicate its positive impact on welfare societies as a whole. Schuyt (2017) views generosity as a traditional act of charity that helps the poor and ensures that their basic needs are met.

vode filantropiji – od isključivo altruističkih pobuda prema želji za „povratom ulaganja“ u obliku javnog odobravanja filantropskih djela ili društvenih promjena. Filantropija se, dakle, proširila izvan okvira milosrđa i uključuje širi spektar aktivnosti, kao što su novčane donacije za unaprjeđenje socijalne skrbi, zdravstvene zaštite, obrazovanja, kulture, umjetnosti i drugih područja.

Znanstvenici i praktičari navode čimbenike utjecaja na razvoj donacija (Aziz et al., 2024; Wiepking & Handy, 2015; Ouchi, 2004). Bekkers i Wiepking (2010) identificirali su osam pokretača dobrotvornog davanja: a) svijest o potrebi, b) traženje, c) troškovi i koristi, d) altruizam, e) ugled, f) psihološke dobrobiti, g) vrijednosti i h) djelotvornost. Filantropija je duboko ukorijenjena u kulturne i religijske vrijednosti lokalnih zajednica. Aziz et al. (2024) navode individualnu, društvenu i ekološku svijest te religijske norme kao čimbenike koji utječu na velikodušnost zajednice u Pakistanu. S druge strane, filantropiju koja proizlazi iz društveno odgovornog poduzetništva češće motiviraju poduzetnički ugled i postizanje drugih ciljeva. Iako postoje dokazi da su individualno filantropsko ponašanje i motivacija za takvo ponašanje barem djelomice univerzalni, postoje i dokazi da ljudi diljem svijeta ne pokazuju takvo ponašanje u jednakoj mjeri (Wiepking, 2021). Barman (2017) naglašava sociološki aspekt filantropije, ističući da je najbolje možemo razumjeti smještajući je u njezin društveni kontekst. Sociolozi nude teorijski okvir za razumijevanje filantropije na mikrorazini, mezorazini i makrorazini (Torres & Ekpo, 2020). Također daju teorijski prikaz društvenih uvjeta koji potiču raširenost i sveprisutnost filantropije u različitim društvima, ističući nužnost stvaranja zakonskih i institucionalnih okvira koji dopuštaju i potiču dobrotvorna davanja (Barman, 2013). Horvath i Powell (2016) daju projekciju budućnosti filantropije. Među najvažnijim čimbenicima koji će utjecati na budućnost filantropije na nacionalnoj razini navode *online* darivanje, korištenje društvenih

But in modern society philanthropy is taking on new features. Aziz et al. (2024) identify three main areas of change that accompany entrepreneurial philanthropy in the U.S.: 1) changes in the type of donations - from basic necessities such as food, clothing, and housing to health care, environmental protection, education, and art support, 2) changes in the scope - the efforts are no longer focused solely on alleviating hunger or disease, but also on addressing their root causes, such as a lack of education or expertise, or a culture of poverty, 3) changes in the motives that lead to philanthropy - from purely altruistic incentives toward a desire for “return on investment” as a public endorsement of philanthropic acts or social change. Philanthropy has therefore expanded beyond charity and it includes a wider range of activities, such as monetary donations to improve social welfare, health care, education, culture, art and other areas.

Scientists and practitioners list factors influencing the development of donations (Aziz et al., 2024; Wiepking & Handy, 2015; Ouchi, 2004). Bekkers and Wiepking (2010) identified eight drivers of charitable giving: a) awareness of need, b) seeking, c) costs and benefits, d) altruism, e) reputation, f) psychological well-being, g) values, and h) effectiveness. Philanthropy is deeply rooted in the cultural and religious values of local communities. Aziz et al. (2024) mention individual, social, and environmental awareness and religious standards as factors influencing community generosity in Pakistan. On the other hand, philanthropy arising from socially responsible entrepreneurship is more likely to motivate entrepreneurial reputation and the achievement of other goals. Although there is evidence that individual philanthropic behavior and motivation for such behavior are at least partly universal, there is also evidence that people around the world do not exhibit such behavior in equal measure (Wiepking, 2021). Barman (2017) emphasizes the sociological aspect of philanthropy, pointing out that it is best understood if we place it in its social context. Sociologists offer a theoretical framework for understanding philanthropy at the

mreža i međusektorsku suradnju, dok se kao prepreke prepoznaju nepoticažno političko okruženje i sve stroža regulativa, osobito u prekograničnom darivanju.

Posljednja dva desetljeća primjetan je porast interesa znanstvene javnosti za poduzetničku filantropiju (Cha & Rajadhyaksha, 2021; Gautier & Pache, 2015). Od poduzetnika se očekuje uključivanje u filantropske aktivnosti. Poduzetnička filantropija razmatra se u kontekstu šireg društveno odgovornog poslovanja (Trišić, Skorup i Skorup, 2024), a ispituje se i njezina povezanost s financijskim rezultatima poduzeća (Wang & Qian, 2011). U literaturi se nailazi i na znatan broj kritičara poduzetničke filantropije (Callahan, 2017; Reich, 2016). Callahan (2017, 9) ističe da u nastojanjima da riješi složene društvene probleme poduzetnička filantropija neizbježno proširuje moć bogatih poduzetnika izvan područja ekonomije na područja društva i politike, produbljujući „jaz u moći“ između moćnika i običnih građana, koji se „već osjećaju odgurnutima od elita i bogatih“. Naime, kritičari smatraju da je ovaj proces potaknut velikodušnim poreznim olakšicama na dobrotvorna davanja, čime se povećava moć privatnih zaklada, koje je Reich (2016, 67) opisao kao „najneodgovorniji i najnetransparentniji institucionalni oblik“ u demokratskim društvima. Zbog toga Horvath i Powell (2016) dovode u pitanje ulogu poduzetničke filantropije u „preoblikovanju vlade umetanjem sebe kao preferiranog pružatelja javnih dobara“, narušavanju demokracije i stvaranju „napetosti između filantropije i ideala jednakosti“ na kojem počiva (Pevnick, 2016). McGoey (2012; 2015) pak smatra da smanjenjem potpore vladinoj potrošnji za socijalna dobra i usluge poduzetnička filantropija nepravedno prebacuje teret ublažavanja siromaštva na same siromašne, promičući akciju samopomoći za siromaštvo, ne prepoznajući da je siromaštvo posljedica dinamike kapitalizma. Financiranjem tržišnih struktura u rješavanju društvenih anomalija, poduzetnici filantropi potiču društvene probleme jačanjem

micro-, meso- and macro levels (Torres & Expo, 2020). They also give a theoretical overview of the social conditions that encourage the prevalence and ubiquity of philanthropy in different societies, highlighting the necessity of creating legal and institutional frameworks that allow and encourage charitable giving (Barman, 2013). Horvath and Powell (2016) provide a projection of the future of philanthropy. Among the most important factors that will affect the future of philanthropy at the national level are online donation, the use of social networks and cross-sectoral cooperation, while disincentives of political environment and increasingly strict regulations are recognized as obstacles, especially in cross-border donation.

The last two decades have seen a noticeable increase in the scientific public's interest in entrepreneurial philanthropy (Cha & Rajadhyaksha, 2021; Gautier & Pache, 2015). Entrepreneurs are expected to engage in philanthropic activities. Entrepreneurial philanthropy is seen in the context of wider corporate social responsibility (Trišić, Skorup and Skorup, 2024), and it is also being examined how related it is with the financial results of the company (Wang & Qian, 2011). There is a significant number of critics of entrepreneurial philanthropy in the literature (Callahan, 2017; Reich, 2016). Callahan (2017, 9) points out that in an effort to solve complex social problems, entrepreneurial philanthropy inevitably extends the power of wealthy entrepreneurs beyond the field of economics to the fields of society and politics, deepening the “power gap” between the powerful and ordinary citizens, who “already feel pushed away from the elites and the rich”. Namely, critics believe that this process is driven by generous tax reliefs on charity, which increases the private foundations power, which Reich (2016, 67) described as “the most irresponsible and non-transparent institutional form” in democratic societies. Therefore, Horvath and Powell (2016) question the role of entrepreneurial philanthropy in “reshaping government by imposing itself as the preferred provider of public goods”, undermining democracy

strukturnih odrednica siromaštva, a neki od njih izravno profitiraju od svoje „velikodušnosti“ širenjem dosega tržišta, stvaranjem novih prilika za profit i ozakonjivanjem postojanja ekstremnih nejednakosti u prihodima i bogatstvu (Harvey et al., 2021).

Očigledna je znatna zainteresiranost znanstvenika za filantropiju iz različitih gledišta, i na individualnoj i na poduzetničkoj razini. Ipak, postoji jaz između dosadašnjih istraživanja stavova o poduzetničkoj filantropiji i percepcije građana o njezinoj primjeni na lokalnim razinama, što ukazuje na potrebu produbljivanja znanja o filantropiji.

METODOLOGIJA ISTRAŽIVANJA

Istraživanje je provedeno u razdoblju od 9. travnja do 8. svibnja 2023. godine putem upitnika. Upitnik je sastavljen na temelju istraživanja koje je provela Slagalica – Zaklada za razvoj lokalne zajednice pod nazivom „Individualna i korporativna filantropija u Hrvatskoj – Stavovi i praksa građana o filantropiji, rezultati nacionalnog istraživanja“ (Dimić Vugec & Pavić-Rogošić, 2017) u 2017. godini, uz pitanja prilagođena potrebama ovog istraživanja. Upitnik se sastoji od dviju skupina pitanja. Prva skupina odnosi se na demografska obilježja sudionika (spol, dob, obrazovanje), dok druga skupina uključuje kombinaciju zatvorenih pitanja s ponuđenim odgovorima i tvrdnji koje su sudionici ocjenjivali na Likertovoj ljestvici od jedan do pet (1 – uopće se ne slažem, 5 – u potpunosti se slažem), koja se primjenjuje u sličnim istraživanjima (Schuyt et al., 2010). Upitnik je distribuiran javno putem društvene mreže Facebook korisnicima iz Krapinsko-zagorske županije. Pravilno je ispunjeno 159 upitnika korištenih u istraživanju, a sudionici su građani i građanke Krapinsko-zagorske županije. Veličina uzorka je dostatna za statističku snagu testa od 80 %. Podaci dobiveni upitnikom obrađeni su deskriptivnom statistikom.

and creating “tension between philanthropy and the ideal of equality” on which it rests (Pevnick, 2016). McGoe (2012; 2015), on the other hand, believes that by reducing government support for social goods and service expenditure, entrepreneurial philanthropy unfairly shifts the burden of poverty alleviation to the poor themselves, promoting self-help action for poverty, without recognizing that poverty is a consequence of the dynamics of capitalism. By funding market structures to address social anomalies, philanthropic entrepreneurs foster social problems by strengthening the structural determinants of poverty, and some of them directly benefit from their “generosity” by expanding market reach, creating new profit opportunities, and legitimizing the existence of extreme income and wealth inequalities (Harvey et al., 2021).

There is evident significant scientists’ interest in philanthropy from different points of view, both at the individual and entrepreneurial level. Nevertheless, there is a gap between previous research on attitudes towards entrepreneurial philanthropy and citizens’ perception of its application at local levels, which indicates the need to deepen knowledge about philanthropy.

RESEARCH METHODOLOGY

The survey was conducted in the period from 9 April to 8 May 2023 through a questionnaire. The questionnaire was compiled on the basis of a survey conducted by the Puzzle – Foundation for Local Community Development under the title “Individual and Corporate Philanthropy in Croatia – Attitudes and Practice of Citizens on Philanthropy, Results of the National Survey” (Dimić Vugec & Pavić-Rogošić, 2017), containing questions tailored to the needs of this survey. The questionnaire consists of two groups of questions. The first group refers to the demographic characteristics of the participants (gender, age, education), while the second group includes a combination of closed questions with offered answers and statements

REZULTATI I RASPRAVA

Istraživanje je obuhvatilo 159 građana Krapinsko-zagorske županije (Tablica 1). Sudjelovalo je više žena nego muškaraca (52,8 % naspram 47,2 %). S obzirom na dob, najzastupljenija je skupina sudionika između 31 i 40 godina, njih 60 (37,74 %), a slijedi skupina između 41 i 50 godina, s 58

that the participants rated on a Likert scale of one to five (1 – strongly disagree, 5 – strongly agree), which is applied in similar research (Schuyt et al., 2010). The questionnaire was publicly distributed to Facebook users from the Krapina-Zagorje County. 159 questionnaires used in the survey were correctly completed, and the participants are Krapina-Zagorje County citizens. The sample size is sufficient for a test

TABLICA 1. DEMOGRAFSKA OBILJEŽJA SUDIONIKA
TABLE 1. PARTICIPANT DEMOGRAPHICS

PODUZETNICI / ENTREPRENEURS	N	%
Spol / Gender		
Muški / Male	75	47,17
Ženski / Female	84	52,83
Dob / Age		
18–20	3	1.89
21–30	26	16.35
31–40	60	37.74
41–50	58	36.48
51–60	8	5.03
61 i više / 61 and above	4	2.52
Obrazovanje / Education		
Osnovna škola / Primary school	–	–
Srednja škola / Secondary school	84	52.83
Viša stručna sprema (Veleučilište po Bolonjskom procesu ili 2 godine više stručne sprema po starom sustavu obrazovanja) Higher education (Polytechnic according to the Bologna process or 2 years of higher education according to the old education system)	3	1.89
Visoka stručna sprema (dodiplomski sveučilišni studij ili diplomski studij po starom sustavu obrazovanja) University degree (undergraduate university study or graduate study according to the old education system)	70	44.03
Fakultet (diplomski studij) po Bolonjskom procesu (magistar struke) Faculty (graduate study) according to the Bologna process (Master of Science)	2	1.26

Izvor: izrada autora prema podacima iz upitnika / Source: created by the authors according to questionnaire data

sudionika (36,48 %). Ove dvije skupine zajedno čine više od 74 % ukupnog broja sudionika. Zajedno s dobnom skupinom između 21 i 30 godina pokrivaju više od 90 % svih sudionika istraživanja.

S obzirom na obrazovanje, većina sudionika ima srednju stručnu spremu – 84 sudionika ili 52,83 %. Slijede sudionici s visokom stručnom spremom, odnosno sa završenim sveučilišnim dodiplomskim studijem po Bolonjskom procesu ili diplomskim studijem po starom obrazovnom sustavu, kojih je bilo 70 ili 44,03 %. Magistara struke bilo je samo dvoje, odnosno 1,26 %.

Sudionici su odgovorili na devet pitanja koja su obuhvatila njihovo znanje, stavove i praksu u vezi filantropije. Na pitanje o upoznatosti s poduzetničkom filantropijom, sudionici su većinom imali djelomično saznanje (Grafikon 1).

Prema podacima na Grafikonu 1, 30,8 % sudionika istraživanja (49 osoba) u potpunosti je upoznato s pojmom „poduzetnička filantropija“.

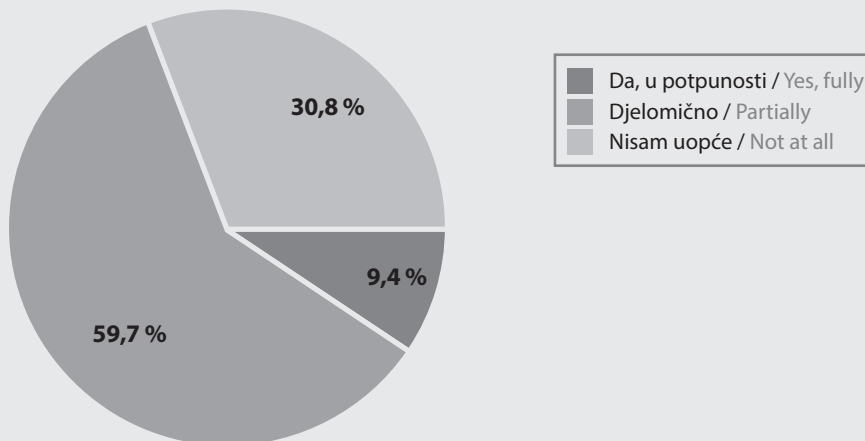
statistical strength of 80%. The data obtained by the questionnaire were processed by descriptive statistics.

RESULTS AND DISCUSSION

The survey included 159 citizens of Krapina-Zagorje County (Table 1). More women than men participated in the research (52.8% vs. 47.2%). Regarding the age, the most represented group is the group of participants aged between 31 and 40 years, 60 of them (37.74%), followed by the group between 41 and 50 years, with 58 participants (36.48%). Together, these two groups make up more than 74% of the total number of participants. Together with the age group between 21 and 30, they cover more than 90% of all research participants.

In terms of education, the majority of participants are secondary school graduates – 84 participants or 52.83%. This is followed by participants with a university degree, i.e. with completed university undergraduate studies according to the Bologna

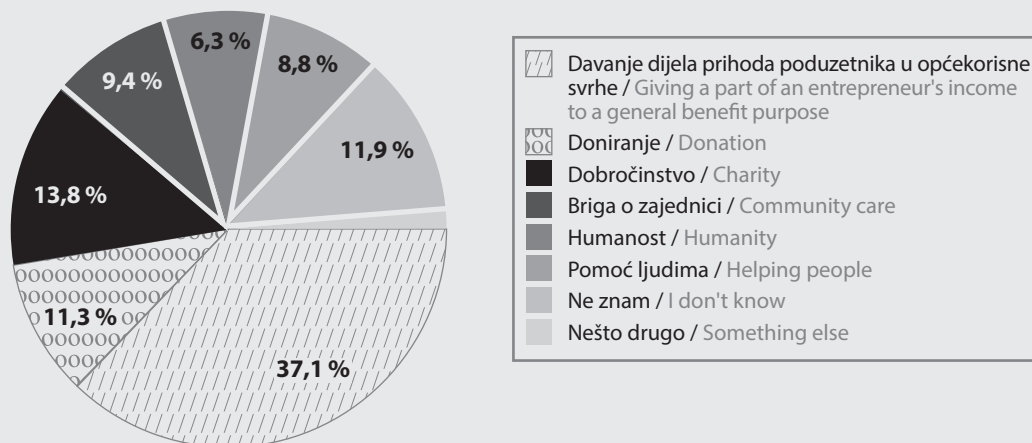
GRAFIKON 1. UPOZNATOST SUDIONIKA ISTRAŽIVANJA S POJMOVIM „PODUZETNIČKA FILANTROPIJA“
GRAPH 1. FAMILIARITY OF RESEARCH PARTICIPANTS WITH THE TERM "ENTREPRENEURIAL PHILANTHROPY"



Izvor: izrada autora prema podacima iz upitnika / Source: created by the authors according to questionnaire data

GRAFIKON 2. IZRAZ KOJI SUDIONICI ISTRAŽIVANJA NAJČEŠĆE POVEZUJU S POJOMOM „PODUZETNIČKA FILANTROPIJA“

GRAPH 2. THE TERM MOST OFTEN ASSOCIATED BY RESEARCH PARTICIPANTS WITH THE TERM "ENTREPRENEURIAL PHILANTHROPY"



Izvor: izrada autora prema podacima iz upitnika / Source: created by the authors according to questionnaire data

Međutim, znatno je veći broj onih koji su djelomice upoznati ili uopće nisu upoznati s pojmom: ukupno 95 sudionika, što čini gotovo 60 %. To je u skladu s istraživanjem Dimić Vugec i Pavić-Rogošić (2017), koje je pokazalo da više od 70 % građana ne prepoznaje ni sam pojam „filantropija“, što je istaknulo potrebu za sustavnim i ozbiljnim unaprjeđivanjem obrazovanja o filantropiji. Sudionicima je u upitniku bio pojašnjen pojam „poduzetnička filantropija“, nakon čega su mogli navesti asocijacije koje za njega vežu (Grafikon 2).

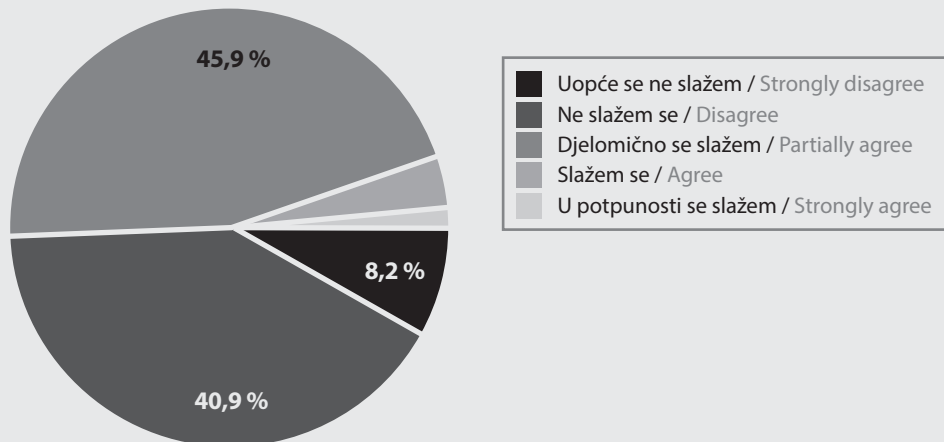
Pojam „poduzetnička filantropija“, kao što je vidljivo na Grafikonu 2, građani najčešće poistovjećuju s „davanjem dijela prihoda poduzetnika u općekorisne svrhe“. Taj je odgovor odabralo čak 59 sudionika istraživanja, odnosno 37,1 %. Pojam „filantropija“ 22 sudionika (13,8 %) povezuje s dobročinstvom, 18 sudionika (11,3 %) s doniranjem, a 15 (9,4 %) s brigom za zajednicu. Odgovor „pomoć ljudima“ odabralo

process or graduate studies according to the old education system, of which there were 70 or 44.03%. There were only two participants with a master's degree, i.e. 1.26%.

Participants answered nine questions covering their knowledge, attitudes and practice regarding philanthropy. When asked how familiar they were with entrepreneurial philanthropy, their knowledge was mostly partial (Graph 1).

According to the data in Graph 1, 30.8% of research participants (49 people) are fully familiar with the term “entrepreneurial philanthropy”. However, there is a significantly higher number of those who are partially or not at all familiar with the term: a total of 95 participants, which makes up almost 60%. This is in line with the research by Dimić Vugec and Pavić-Rogošić (2017), which showed that more than 70% of citizens do not even recognize the term “philanthropy”, which highlighted the need for systematic and serious improvement of education on

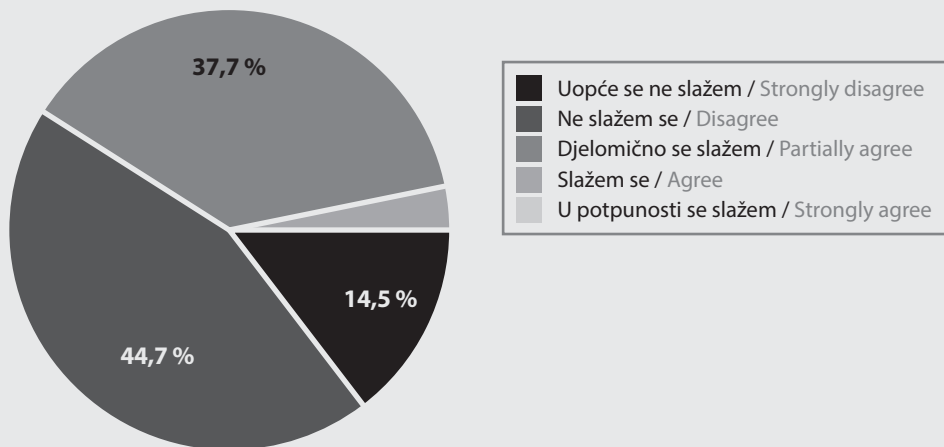
GRAFIKON 3. SNAGA PODUZETNIČKE FILANTROPIJE U HRVATSKOJ
GRAPH 3. THE POWER OF ENTREPRENEURIAL PHILANTHROPY IN CROATIA



Izvor: izrada autora prema podacima iz upitnika / Source: created by the authors according to questionnaire data

GRAFIKON 4. SLAGANJE SUDIONIKA S TVRDNJOM DA VLADINE INSTITUCIJE TE JEDINICE LOKALNE I REGIONALNE SAMOURPRAVE PRIDAJU DOVOLJNU VAŽNOST PODUZETNIČKOJ FILANTROPIJI U HRVATSKOM DRUŠTVU

GRAPH 4. PARTICIPANTS AGREE THAT GOVERNMENT INSTITUTIONS AND LOCAL AND REGIONAL SELF-GOVERNMENT UNITS ATTACH SUFFICIENT IMPORTANCE TO ENTREPRENEURIAL PHILANTHROPY IN CROATIAN SOCIETY



Izvor: izrada autora prema podacima iz upitnika / Source: created by the authors according to questionnaire data

je 14 sudionika (8,8 %), dok je 10 sudionika (6,3 %) povezano pojmom s humanošću. Dakle, pojam filantropije najčešće se povezuje s davanjem dijela prihoda poduzetnika u općekorisne svrhe, dobročinstvom, humanošću i brigom za zajednicu. Ti su odgovori za gotovo 71,7 % sudionika istraživanja bili poveznica s pojmom „filantropija“. Za usporedbu, građani Republike Hrvatske u istraživanju Dimić Vugec i Pavić-Rogošić (2017) pojam „filantropija“ najčešće povezuju s davanjem u općekorisne svrhe. Zabrinjavajuće je da gotovo 12 % sudionika nije moglo odabrati nijednu asocijaciju na pojam „filantropija“ (odgovor „ne znam“). Sudionici su, nadalje, iznijeli i svoj stav o snazi poduzetničke filantropije u Hrvatskoj (Grafikon 3).

Prema podacima na Grafikonu 3, većina sudionika istraživanja, građana Krapinsko-zagorske županije, ne slaže se s tvrdnjom da je poduzetnička filantropija u Hrvatskoj snažna (40,9 % sudionika se ne slaže, a 8,2 % uopće se ne slaže). Djelomice se s tvrdnjom slaže 45,9 % sudionika. Na temelju rezultata može se zaključiti da sudionici istraživanja procjenjuju poduzetničku filantropiju u Hrvatskoj kao slabo do umjereno razvijenu. Sudionici koji su se složili s tvrdnjom čine 5 % ukupnog uzorka, pri čemu je udio onih koji su se u potpunosti složili manji od udjela onih koji su se složili s tvrdnjom. Nadalje, istraživanjem se željelo ispitati slažu li se sudionici s tvrdnjom da vladine institucije te jedinice lokalne i regionalne samouprave pridaju dovoljnu važnost poduzetničkoj filantropiji u hrvatskom društvu, a rezultati su prikazani na Grafikonu 4.

Grafikon 4 pokazuje da se čak 94 sudionika, odnosno 59,2 %, ne slaže ili se u potpunosti ne slaže s tvrdnjom da vladine institucije te jedinice lokalne i regionalne samouprave pridaju dovoljnu važnost poduzetničkoj filantropiji u hrvatskom društvu. Djelomično slaganje s tom tvrdnjom iskazalo je 60 sudionika, odnosno 37,7 %. Dakle, većina smatra da se na državnoj razini poduzetničkoj filantropiji u Hrvatskoj pridaje nedovoljna ili tek djelomična važnost. Samo pet

philanthropy. In the questionnaire, the participants were explained the concept of “entrepreneurial philanthropy”, after which they could list the associations that relate to it (Graph 2).

The term “entrepreneurial philanthropy”, as can be seen in Graph 2, is most often associated by citizens with “giving a part of an entrepreneur’s income to a general benefit purpose”. This response was selected by as many as 59 research participants, i.e. 37.1%. The term “philanthropy” 22 participants (13.8%) connect with charity, 18 participants (11.3%) with donation, and 15 (9.4%) with community care. The answer “helping people” was chosen by 14 participants (8.8%), while 10 participants (6.3%) related the term to humanity. Thus, the notion of philanthropy is most often associated with giving a part of an entrepreneur’s income to a general benefit, charity, humanity and care for the community. For almost 71.7% of the research participants, these answers were a link to the term “philanthropy”. For comparison, citizens of the Republic of Croatia in the research by Dimić Vugec and Pavić-Rogošić (2017) most often associate the term “philanthropy” with giving for general purposes. It is alarming that almost 12% of the participants could not choose any association they would link to the term “philanthropy” (answer “I don’t know”). Furthermore, the participants expressed their position on the power of entrepreneurial philanthropy in Croatia (Graph 3).

According to the data in Graph 3, the majority of survey participants, citizens of Krapina-Zagorje County, disagree with the claim that entrepreneurial philanthropy in Croatia is strong (40.9% of participants disagree, and 8.2% strongly disagree). In part, 45.9% of participants agree with the statement. Based on the results, it can be concluded that the research participants assess entrepreneurial philanthropy in Croatia as poorly to moderately developed. The participants who agreed with the claim accounted for 5% of the total sample, with the proportion of those who strongly agreed being lower than the proportion of those who agreed with the claim. Furthermore, the research aimed to examine

sudionika, odnosno 3,1 %, smatra da vladine institucije te lokalna i regionalna samouprava pridaju dovoljnu važnost poduzetničkoj filantropiji.

Sudionici istraživanja mogli su među ponuđenim odgovorima odabrati ključni razlog niske razine promocije poduzetničke filantropije (Grafikon 5).

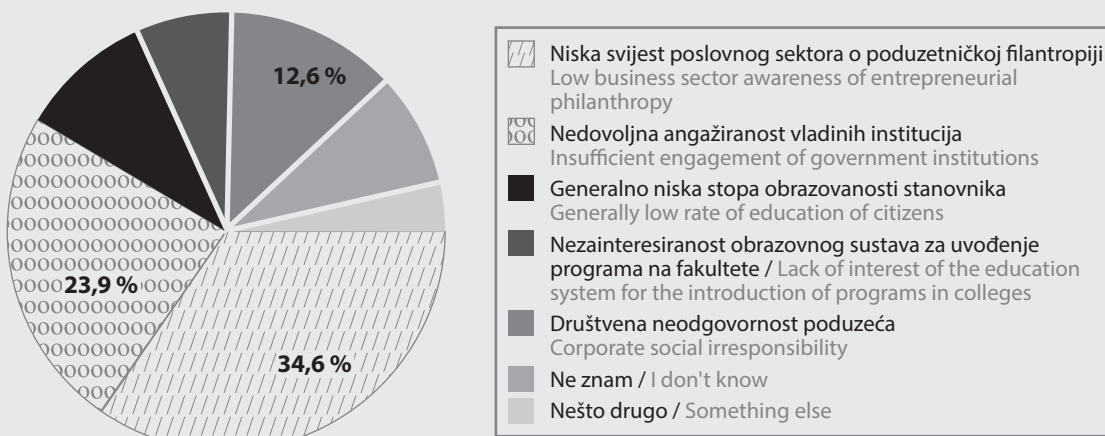
Prema podacima na Grafikonu 5, 55 sudionika, odnosno 34,6 %, kao ključni razlog niske razine promocije poduzetničke filantropije odabralo je „nisku svijest poslovnog sektora o poduzetničkoj filantropiji“. Znatna važnost pripisana je i „nedovoljnoj angažiranosti vladinih institucija“, koju je kao razlog istaknulo 23,9 % sudionika. „Društvenu neodgovornost poduzeća“ navelo je 12,6 % sudionika. Ova tri razloga ključnima smatra više od 71 % sudionika istraživanja. No nisu zanemarivi ni stavovi da su „nezainteresiranost obrazovnog sustava za uvođenje programa na fakultete“ i „generalno niska stopa obrazovanosti stanovnika“ ključni razlozi niske promocije poduzetničke filantropije. Istraživanje Dimić Vugec

whether the participants agree with the claim that government institutions and local and regional self-government units attach sufficient importance to entrepreneurial philanthropy in Croatian society, and the results are presented in Graph 4.

Graph 4 shows that as many as 94 participants, or 59.2%, disagree or strongly disagree with the statement that government institutions and local and regional self-government units attach sufficient importance to entrepreneurial philanthropy in Croatian society. A partial agreement with this statement was expressed by 60 participants, i.e. 37.7%. Thus, the majority believes that at the state level, entrepreneurial philanthropy in Croatia is given insufficient or only partial importance. Only five participants, or 3.1%, believe that government institutions and local and regional self-government attach sufficient importance to entrepreneurial philanthropy.

Research participants could choose among the offered answers the key reason for the low level

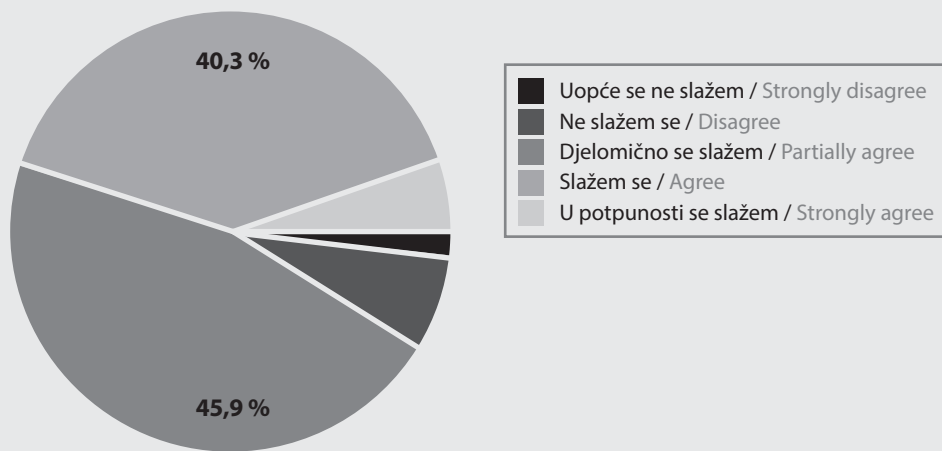
GRAFIKON 5. KLJUČNI RAZLOG NISKE RAZINE PROMOCIJE PODUZETNIČKE FILANTROPIJE
GRAPH 5. KEY REASON FOR LOW LEVEL OF PROMOTION OF ENTREPRENEURIAL PHILANTHROPY



Izvor: izrada autora prema podacima iz upitnika / Source: created by the authors according to questionnaire data

GRAFIKON 6. STAVOVI SUDIONIKA O NEGATIVNOM UTJECAJU TRENUTAČNE NEPOVOLJNE SITUACIJE U EUROPI I SVIJETU (RATOWI, GOSPODARSKA I ENERGETSKA KRIZA, PRIRODNE NEPOGODE) NA IZDVAJANJA ZA OPĆE DOBRO (PODUZETNIČKA FILANTROPIJA)

GRAPH 6. ATTITUDES OF PARTICIPANTS ON THE NEGATIVE IMPACT OF THE CURRENT UNFAVORABLE SITUATION IN EUROPE AND THE WORLD (WARS, ECONOMIC AND ENERGY CRISIS, NATURAL DISASTERS) ON PUBLIC SPENDING (ENTREPRENEURIAL PHILANTHROPY)



Izvor: izrada autora prema podacima iz upitnika / Source: created by the authors according to questionnaire data

i Pavić-Rogošić (2017) ukazalo je na važnu ulogu medija u informiranju i motiviranju građana za doniranje u općekorisne svrhe. Istraživanje je u nastavku bilo usmjereno na ispitivanje utjecaja trenutačne nepovoljne situacije u Europi i svijetu (ratovi, gospodarska i energetska kriza, prirodne nepogode) na spremnost građana na izdvajanja sredstava za opće dobro, odnosno na poduzetničku filantropiju (Grafikon 6).

Iz Grafikona 6 vidljivo je da se sudionici djelomice ili u potpunosti slažu s tvrdnjom da trenutačne nepovoljne situacije, poput ratova, gospodarskih i energetske krize te elementarnih nepogoda, negativno utječu na spremnost građana da izdvajaju sredstva za opće dobro. I u istraživanju Dimić Vugec i Pavić-Rogošić (2017) sudionici su izdvajanja za opće dobro povezali s nepovoljnim društvenim i gospodarskim okolnostima u okruženju. Upitnikom se također željelo doznati

of promotion of entrepreneurial philanthropy (Graph 5).

According to Graph 5, 55 participants, or 34.6%, chose “low business sector awareness of entrepreneurial philanthropy” as the key reason for the low level of promotion of entrepreneurial philanthropy. Significant importance was also attributed to the “insufficient engagement of government institutions”, which was highlighted by 23.9% of participants. “Corporate social irresponsibility” was cited by 12.6% of participants. These three reasons are considered key by more than 71% of survey participants. However, the views that “lack of interest of the education system for the introduction of programs in colleges” and “generally low rate of education of citizens” are the key reasons for the low promotion of entrepreneurial philanthropy are also not negligible. The research by Dimić Vugec and Pavić-Rogošić (2017) pointed to the important

mišljenje građana Krapinsko-zagorske županije o tome tko najviše izdvaja za općekorisne svrhe. Sudionicima su ponuđeni odgovori: građani, poslovni subjekti, državne institucije, vjerske institucije te domaće i međunarodne zaklade (Grafikon 7).

Prema podacima prikazanim na Grafikonu 7, najveći broj sudionika (56 %) smatra da najveća izdvajanja za općekorisne svrhe dolaze od samih građana. Stav da najviše izdvajaju istaknuti pojedinci dijeli 15 sudionika, odnosno 9,4 %, dok 11 sudionika (6,9 %) ističe privatne tvrtke kao glavne izvore takvih izdvajanja. To je u skladu s istraživanjem Dimić Vugec i Pavić-Rogošić (2017), koje pokazuje da, prema mišljenju sudionika, obični građani najviše izdvajaju za općekorisne svrhe, a slijede ih domaće zaklade. Sudionici istraživanja imali su priliku navesti i razlog zbog kojeg, prema njihovoj mišljenju, građani Republike Hrvatske ne izdvajaju više novčanih sredstava za općekorisne svrhe, odnosno za poduzetničku filantropiju (Grafikon 8).

Većina (66 sudionika ili 41,5 %) navela je da građani ne izdvajaju više za općekorisne svrhe ponajprije zato što nemaju povjerenja u to da će sredstva uistinu doći u ruke onih kojima su namijenjena. Nisku razinu osobnog dohotka kao razlog su navela 42 sudionika istraživanja, odnosno 26,4 %. U istraživanju Dimić Vugec i Pavić-Rogošić (2017) sudionici su u manjoj mjeri iskazali nepovjerenje u to da će davanja građana zaista otići tamo gdje su namijenjena (15,3 %), dok više od 50 % sudionika kao razlog navodi lošu materijalnu i financijsku situaciju. Ti pokazatelji upućuju na nisku razinu socijalnog kapitala u Hrvatskoj, i to ne samo kao posljedice gospodarske krize uslijed trenutačne inflacije, energetske krize i smanjenja zaposlenosti nakon pandemije bolesti COVID-19, već i zbog nedostatka povjerenja u institucije i civilni sektor te bojazni da se donacije za općekorisne svrhe koriste za druge namjene. Najmanji broj sudionika kao razlog navodi „preopterećenost vlastitim problemima“, „nedostatak svijesti, kulture i brige za opće

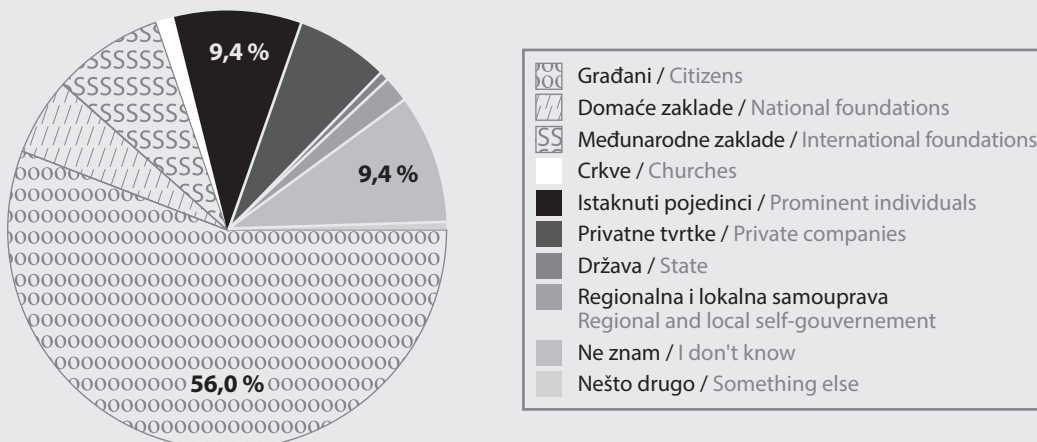
role of the media in informing and motivating citizens to donate to general-purpose purposes. The research below focused on examining the impact of the current unfavorable situation in Europe and the world (wars, economic and energy crisis, natural disasters) on the willingness of citizens to allocate funds for the common good, i.e. on entrepreneurial philanthropy (Graph 6).

Graph 6 shows that the participants partially or completely agree with the statement that the current unfavorable situations, such as wars, economic and energy crises and natural disasters, negatively affect the willingness of citizens to allocate funds to the common good. Also in the research by Dimić Vugec and Pavić-Rogošić (2017), the participants associated the allocation for the common good with unfavorable social and economic circumstances in the environment. The questionnaire also sought to find out the opinion of the citizens of the Krapina-Zagorje County on who allocates the most for public benefit purposes. Participants were offered answers: citizens, business entities, state institutions, religious institutions and domestic and international foundations (Graph 7).

According to the data shown in Graph 7, the largest number of participants (56%) believe that the largest allocations for public benefit purposes come from the citizens themselves. The view that prominent individuals give the most to charities is shared by 15 participants, or 9.4%, while 11 participants (6.9%) highlight private companies as the main sources of such allocations. This is in line with the research by Dimić Vugec and Pavić-Rogošić (2017), which shows that, according to the participants, ordinary citizens spend the most for general purposes, followed by national foundations. The research participants also had the opportunity to state the reason why, in their opinion, the citizens of the Republic of Croatia do not allocate more funds for general benefit purposes, i.e. for entrepreneurial philanthropy (Graph 8).

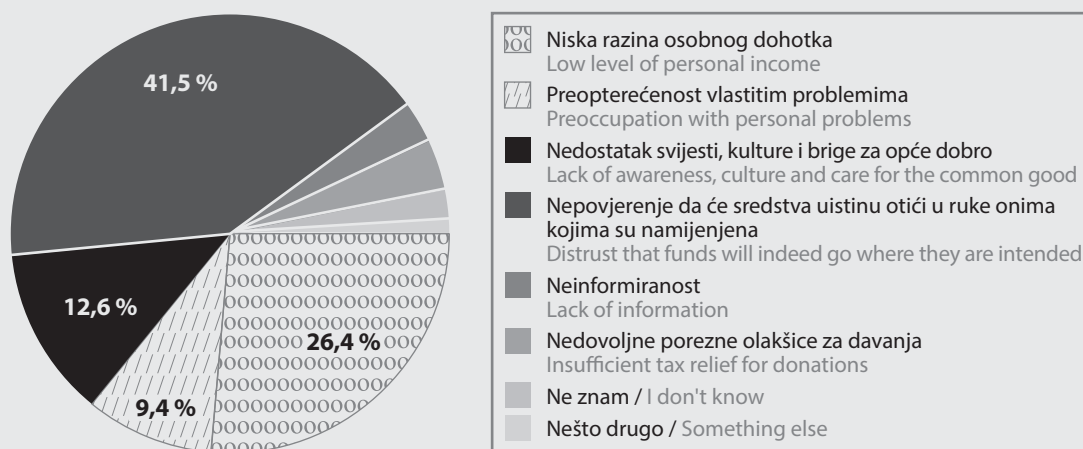
The majority (66 participants or 41.5%) stated that citizens do not allocate more for general benefit

GRAFIKON 7. IZVORI DONACIJA ZA OPĆEKORISNE SVRHE
GRAPH 7. SOURCES OF DONATIONS TO THE COMMON GOOD



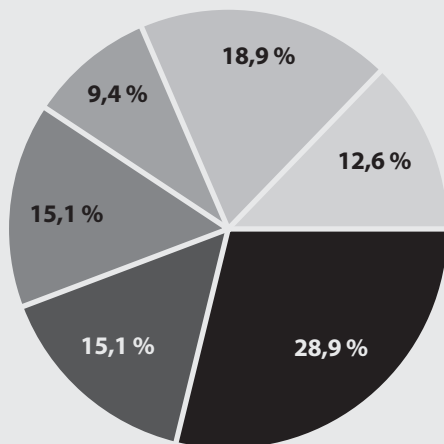
Izvor: izrada autora prema podacima iz upitnika / Source: created by the authors according to questionnaire data

GRAFIKON 8. GLAVNI RAZLOG ZBOG KOJEG GRAĐANI REPUBLIKE HRVATSKE NE IZDVAJAJU VIŠE ZA OPĆEKORISNE SVRHE (PODUZETNIČKA FILANTROPIJA)
GRAPH 8. THE MAIN REASON WHY CITIZENS OF THE REPUBLIC OF CROATIA DO NOT ALLOCATE MORE MONEY FOR GENERAL BENEFIT PURPOSES (ENTREPRENEURIAL PHILANTHROPY)



Izvor: izrada autora prema podacima iz upitnika / Source: created by the authors according to questionnaire data

GRAFIKON 9. TEMELJNI STAV GRAĐANA KRAPINSKO-ZAGORSKE ŽUPANIJE O PODUZETNIKU FILANTROPU
GRAPH 9. THE BASIC VIEW OF THE CITIZENS OF KRAPINA-ZAGORJE COUNTY ON THE PHILANTHROPIST ENTREPRENEUR



- Samo bogati pojedinci mogu izdvojiti dovoljno velike iznose da bi društveni doprinos bio značajan
Only wealthy individuals can allocate large enough amounts to make a significant social contribution
- Građani srednjeg i nižeg materijalnog statusa ne mogu pomoći
Citizens of middle and lower financial status are not able to help
- Uloga poduzetnika filantropa je minimalna
The role of the philanthropist entrepreneur is minimal
- O tome treba brinuti država
It should be taken care of by the state
- Ne znam / I don't know
- Nešto drugo / Something else

Izvor: izrada autora prema podacima iz upitnika / Source: created by the authors according to questionnaire data

dobro“, „neinformiranost“ i „nedovoljne porezne olakšice za davanje“. Istraživanjem su također prikupljene spoznaje o temeljnom stavu građana Krapinsko-zagorske županije o poduzetniku filantropu.

Većina sudionika istraživanja (28,9 %) smatra da samo bogati pojedinci mogu izdvojiti dovoljno velike iznose da bi društveni doprinos bio značajan (Grafikon 9). Slijede sudionici (18,9 %) koji nisu imali stav o poduzetniku filantropu (odgovor „ne znam“) te oni koji zastupaju mišljenje da je uloga poduzetnika filantropa minimalna i da građani nižeg i srednjeg materijalnog statusa ne mogu pomoći. Čak 9,4 % sudionika smatra da o filantropiji treba brinuti država.

ZAKLJUČAK

Poduzetnička filantropija pokretač je društvenih promjena. Udruživanje građana u cilju rješavanja

purposes primarily because they do not trust that the funds will truly come into the hands of those for whom they are intended. The low level of personal income was cited by 42 research participants, i.e. 26.4%. In the research by Dimić Vugec and Pavić-Rogošić (2017), the participants expressed to a lesser extent their distrust that citizens' funds will indeed go where they are intended (15.3%), while more than 50% of the participants cited poor financial situation as the reason. These indicators point to a low level of social capital in Croatia, not only as a result of the economic crisis due to current inflation, the energy crisis and the decline in employment after the COVID-19 pandemic, but also due to the lack of trust in institutions and the civil sector and the fear that donations for general benefit purposes are also used for other purposes. The smallest number of participants cite “being preoccupied with their own problems”, “lack of awareness, culture and care for the common good”, “lack of information” and “insufficient tax relief for donations” as the reason. The research

problema ondje gdje im je izvorište smatra se jednim od preduvjeta za snažniji zamah demokratizacije u Republici Hrvatskoj. Proces demokratizacije već je započeo, međutim, na njemu treba još dugo raditi, jer filantropija, koja čini podlogu razvoja društva u cjelini, još nije na razini da bi se mogla razvijati neovisno o političkim, socijalnim, ekonomskim i ekološkim promjenama. Prema rezultatima istraživanja, građani Krapinsko-zagorske županije smatraju da trenutačne situacije poput ratova, gospodarskih i energetskih kriza te prirodnih nepogoda negativno utječu na građane kada su u pitanju izdvajanja za opće dobro, da vladine institucije i jedinice lokalne i regionalne samouprave ne pridaju dovoljnu važnost poduzetničkoj filantropiji te da samo bogati pojedinci mogu izdvojiti dovoljno velike iznose da bi društveni doprinos bio značajan. Jednako tako, građani nemaju povjerenja u to da će sredstva uistinu biti usmjerena prema onima kojima su namijenjena. Takve situacije dovode do smanjenja socijalnog kapitala i do nepovjerenja u davanja za općekorisne svrhe. Prema mišljenju sudionika, upravo su građani oni koji izdvajaju najviše za opće dobro. U tom kontekstu, poduzetnička filantropija u Krapinsko-zagorskoj županiji, ali i cijeloj Hrvatskoj, mora sve više postajati važan izvor potpora za sve organizacije koje se suočavaju s odlaskom stranih donatora, pa i sa smanjenom potporom državnih institucija. Jedan od strateških ciljeva Republike Hrvatske treba postati promoviranje filantropije i poticanje razvoja poduzetničke filantropije u funkciji razvoja kapaciteta lokalnih zajednica.

also gathered knowledge about the basic attitude of the citizens of Krapina-Zagorje County about the philanthropist entrepreneur.

The majority of survey participants (28.9%) believes that only wealthy individuals can allocate large enough amounts to make a significant social contribution (Graph 9). The following are participants (18.9%) who do not have an opinion on the philanthropist entrepreneur (the answer "I don't know") and those who represent the opinion that the role of the philanthropist entrepreneur is minimal and that citizens of lower and middle financial status are not able to help. As many as 9.4% of participants believe that philanthropy should be taken care of by the state.

CONCLUSION

Entrepreneurial philanthropy is a driver of social change. Grouping of citizens in order to solve problems where they originate is considered one of the prerequisites for a stronger democratization momentum in the Republic of Croatia. The process of democratization has already begun, however, it still needs to be worked on, because philanthropy, which is the basis of the development of society as a whole, has not yet reached the level of being developed independently of political, social, economic and environmental changes. According to the research results, the citizens of Krapina-Zagorje County believe that current situations such as wars, economic and energy crises and natural disasters have a negative impact on citizens when it comes to allocations for the common goods, that government institutions and local and regional self-government units do not attach sufficient importance to entrepreneurial philanthropy and that only wealthy individuals can allocate large enough amounts to make a significant social contribution. Equally, citizens do not believe that the funds will truly be directed towards those for whom they are intended. Such situations lead to a decrease in social capital and to

BILJEŠKA

¹ Istraživanje predstavljeno u ovom radu preuzeto je iz istraživanja autorice ovog rada provedenog u diplomskom radu „Stavovi i percepcije građana Krapinsko-zagorske županije u poduzetničkoj filantropiji“ (publikacija br. urn:nbn:hr:191:239764).

distrust of donations for general benefit purposes. According to the participants, it is the citizens who allocate the most for the common goods. In this context, entrepreneurial philanthropy in Krapina-Zagorje County, but also throughout Croatia, must strive to become an important source of support for all organizations facing the foreign donors departure, but also with reduced support from state institutions. One of the strategic goals of the Republic of Croatia should be to promote philanthropy and encourage the development of entrepreneurial philanthropy in the form of local communities capacity development.

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¹ The research presented in this paper is taken from the research of the author of this paper conducted in the graduate thesis "Attitudes and Perceptions of Citizens of Krapina-Zagorje County in Entrepreneurial Philanthropy" (publication no. urn:nbn: hr:191:239764).

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