

## **Abstract**

PhD thesis on building positive relations with the local environment as part of the management of the chemical sector, which requires meeting challenges and taking advantage of emerging opportunities, developed on the example of Grupa Azoty ZAK S.A. The main objective of the dissertation is to identify and organize in the criterion of significance CSR tools used by a chemical company as part of building positive relations with important local social groups in the context of shaping positive image and achieving benefits and indicating a system improving the processes of creating innovations in the area of communication and CSR in Grupa Azoty ZAK S.A.

The work has a theoretical and empirical character. The research process was divided into several stages: the first stage analyzed CSR activities carried out by Grupa Azoty ZAK S.A. The second stage concerned the assessment of CSR activities from the company's point of view. The last stage is research appropriate in the field of perception of the company's social activity by the local community. The results of the research, together with their described conclusions and recommendations, allowed to diagnose the strengths and weaknesses of Grupa Azoty ZAK S.A.'s operations in the region and served to develop an implementation program in the form of good CSR practice – the "Good Relations" project. The project developed a system for creating CSR programs using relevant and appropriate tools, based on five evaluation criteria: relevance, efficiency, effectiveness, impact and sustainability of the results obtained. The development of the system supports the process of creating innovations in the area of CSR and provides opportunities to improve communication and CSR processes in the company or its development based on international trends.

In the final part of the dissertation, several recommendations were presented for conducting further in-depth studies on the issues of CSR tools and for business practitioners towards the implementation of CSR tools in new organizational areas of enterprises.