

## بحث رقم ٢

### **Corporate Social Responsibility at Fast Food Restaurants: Managers' views**

#### **Abstract**

The Commission European defined Corporate Social Responsibility (CSR) as a concept through which the companies voluntarily integrate social dimensions and environmental in its relations with groups of interest. The hospitality industry has shown an increased interest in Corporate Social Responsibility (CSR) during the past two decades for a number of reasons; CSR practices enhance company image and reputation and motivate work forces. The purpose of this study is to explore the corporate social responsibility definition, importance and practices at fast food restaurants from the point of managers' views; 200 structured questionnaires were used as a data collection instrument. The results pointed out there no agreement among fast food managers towards CSR definition, the CSR areas and the extent of each area differ in local and international fast food restaurants depending on the resources available to the restaurants for sustainability management practices.

**Keywords:** Corporate Social Responsibility (CSR), Fast food, Egypt, CSR practices, CSR importance, ISO 26000.