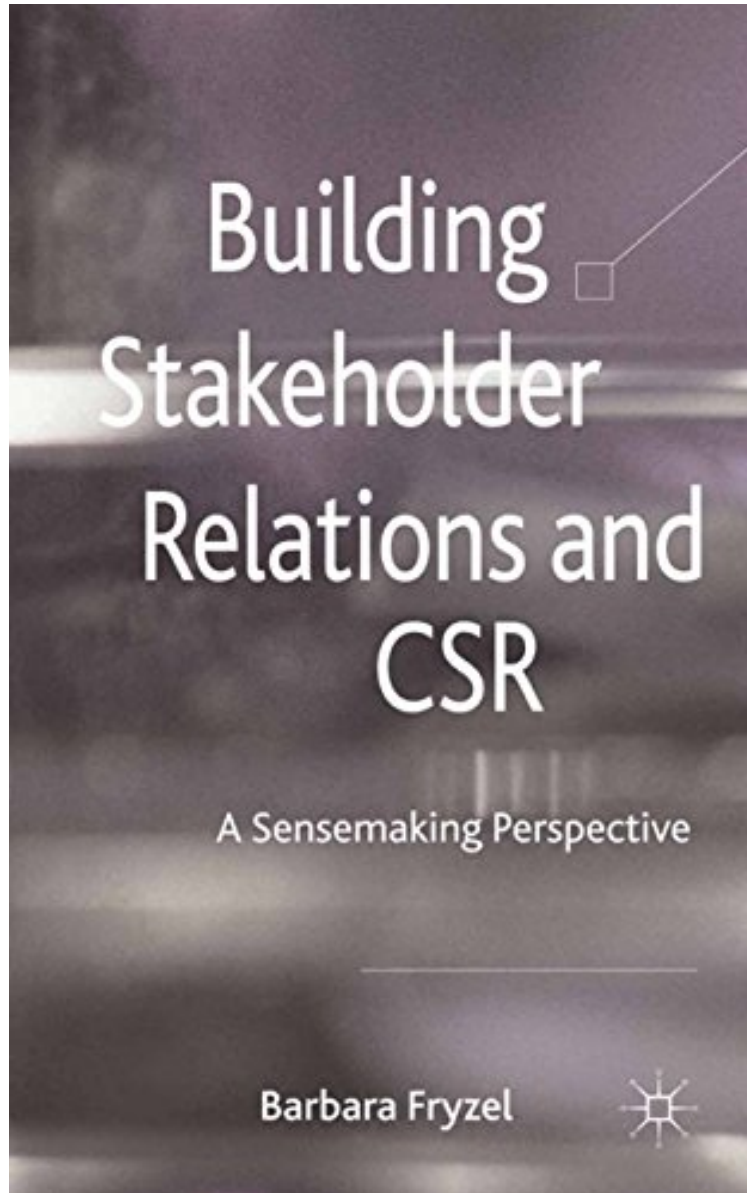


Building Stakeholder Relations and Corporate Social Responsibility

B. Fryzel

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Explores how companies engage in CSR activities, how their corporate identity determines the way in which they perceive the stakeholders and, as a result, engage in dialogue-based relations with them.

About the Author BARBARA FRYZEL Graduated from the University of Economics in Krakow, Poland (MSc in Corporate Finance), followed by a PhD in Economics and Management Sciences from the Jagiellonian University, Poland, where she lectures on international management and corporate social responsibility. She was Honorary Research Fellow at University College London in 2006 and is the Laureate of the Fellowship Program for Young Scientists from the Foundation for Polish Science.