

## Abstract

The Study on “Corporate Social Responsibility of Large Enterprises in Thailand” aims to study the concept of corporate social responsibility of business enterprises, model/ activity of corporate social responsibility of public companies with well-known reputation, and implementation guidelines in the future. The study was a documentary research applied by collecting data from literatures, published information of compared organizations, both documents and electronic media. The interview of academicians in corporate social responsibility field was included. The study results are as follows.

The concept of corporate social responsibility of business enterprises are the obligation which organizations have to operate business in line with laws, ethics, good governance, and create public interest via voluntarily social activities and with stakeholder participation. This is the fundamental and important concept which large enterprises in Thailand use as business philosophy and guideline to utilize to be one of directions of company and develop this concept by set up responsible functions. Activities related to corporate social responsibility should be held on an on-going basis. Guidelines on improvement and development of corporate social responsibility implementation should be studied and developed.

The recommendations from this study are that public organizations should enhance and promote business enterprises to apply the concept of corporate social responsibility in policy setting and management. Guidelines on corporate social responsibility activities should be classified by social activity to support the public and to create real public interest. More information on corporate social responsibility investment should be disclosed. For a next study, topics should cover motivation factors influencing business decision with corporate social responsibility of business enterprises, problems and obstacles affecting business operation with corporate social responsibility, and business operation with corporate social responsibility related to social welfare area.