

DESCRIPCIÓN BIBLIOGRAFICA DEL TFE  
 IALAREN BURUZKO BIBLIOGRAFIAREN DESKRIBAPENA

Grado/gradu <input checked="" type="checkbox"/>	Año	Urtea	Título del TFE	IALaren Izena	
Master <input type="checkbox"/>	2016		The mask of Corporate Social Responsibility: A study case		
Autor			Egilea		
Apellido primero	Lehen deitura		Apellido segundo	Bigarren deitura	Nombre Izena
IRIGUIBEL			ALDUNATE		LEYRE
Titulación		Titulazioa			
Programa Internacional del Doble Grado en Administración y Dirección de Empresas y en Economía/Enpresen Administrazio eta Zuzendaritzako					
Director del TFE		IALaren zuzendaria			
Pablo Archel Domench		UPNA	<input checked="" type="radio"/>	Externo	<input type="radio"/>
Codirector del TFE		IALaren zuzendarikidea			
		UPNA	<input type="radio"/>	Externo	<input type="radio"/>
Inglés Ingelesa	Abstract (resumen de 100-250 palabras)		Abstract (Laburpena 100-250 hitzetan)		
	<p>The concept of Corporate Social Responsibility has spread rapidly lately, becoming one of the most controversial business issues of the last century. It implies that companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis (European Commission). However, the concern by businesses about Social and Environmental matters has increased in parallel with the increase of the use of CSR to mask the real practices and behaviors of the companies. That is the topic of the project which unmasks the truth behind the Reports of big multinationals, questioning if CSR is reaching its objectives or it's simply being used as a Public Relations tool.</p>				
	Materias o Palabras claves (máximo 5)		Gaiak edo hitz gakoak (gehienez 5)		
CSR, Stakeholder, Mask, Marketing, Voluntary.					