

CORPORATE SOCIAL RESPONSIBILITI IN THE SECTOR OF MOBILE COMMUNICATION

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Abstract

Corporate Social Responsibility is a new concept for Albania. Very little has been said about it in relation to companies because it is generally seen that companies are finding it hard to understand that involvement in social responsibility serves as an assistant and motivational element for increasing profit. Only in recent years companies have taken some concrete steps on this managerial concept. Albania until 1990 had no inheritance or having any kind of experience in the field of conception and then in that of application of social policy. It is worth emphasizing that Albania promotion and engagement in social responsibility activities is experimented by the business community and especially by international companies operating in the country. It noted the lack of knowledge in this field, the lack of awareness on social responsibility as well as the lack of framework law to promote the engagement of the business community in the social, environmental and ethical initiatives. However, this situation has changed more in the last five year in various sectors. Specifically the article is focused mainly on corporate social responsibility to mobile telephony in Albania. In the last two decades, mobile phone companies have had a continuous development and sustainable. This sector has been a development that was proportional to the development of international telecommunications industry. The mobile communications sector is developed in parallel with the similar sectors such as information technology, as with sectors that create the vertical integration. Development of mobile companies and enrichment of services they provide is linked directly to the development of cellular networks. It has been found that the communications sector is square, after passing a period of transition and change fast. The latest innovations in multimedia technologies and services are influencing the way of doing business, in life or in other areas. As such, is seen that the telecommunications industry is being reshaped and together with significantly improved perception that companies have on social responsibility or accountability, as they qualify.

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