

opportunity of updating the concept of Christian ethics and to create a model, which includes European Christian cultural values, but at the same time meets the requirements of the modern business environment.

In order to achieve the goal the author is going to clarify the scope of business views on ethical issues based on the St. Galen theoretical concept of integrative economic ethics created by Peter Ulrich. In the second step the author is going to explore the social doctrine of the Christian Church based on the Roman Catholic Church's social Encyclicals. The third and the final step is finding the connection points of the both concepts that could be used as the basis for joint dialogue in order to expand St. Galen's concept. It is worth considering that despite some different argumentation samples, as well as the contradictory positions in terms of success, life values, norms and morale schemes both concepts - Roman Catholic Church's social Encyclicals as an example of Christian social ethics and St. Galen theoretical concept of integrative economic ethics – provide similar results, and orientations for the individuals. So that there is a common grounds between the two concepts for interdisciplinary discussion and a kind of “joint venture” that could be used in practice in the business environment.

Based on the analysis the author is going to provide the theoretical model including cooperation opportunities on the three specific levels inside the business organization. Consequently, both Christian social ethics` concept and socio-political issues are going to be used, providing the possibility for interdisciplinary exchange and dialogue between the two fields of study. The theoretical model discusses the use of both concepts on three levels in the organization: macro level, mezzo level and micro level. On the micro level the Benedictine motivated businesses and employees behavior is discussed, on the mezzo level the management opportunities of stakeholders` interests are developed, and finally on the macro level the basics for common future dialogue inside the “new society” concept are provided.

Keywords: Christian social ethics, St. Galen integrative economic ethics.

JEL Classification: Z12, M59.

CORPORATE SOCIAL RESPONSIBILITY AND MASS MEDIA: LATVIAN CASE

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There have been developed several definitions about Corporate Social Responsibility (CSR) already since the middle of 20th century. If defined very concise CSR could be considered as an activity or complex of activities to ensure companies sustainability. And sustainability is what matters in building successful business, where all the involved stakeholders gain benefits.

According to Arjan Tupan, Co-Chair of the AmCham (American Chamber of Commerce in Latvia) CSR Committee, „The biggest question for Latvian companies still is not only what CSR is, but more what it can do for them, apart from being a marketing term pushed on Latvia by foreign companies.” At the moment when CSR is only on the stage of development in Latvia, media plays significant role. Thus any misconception on media side creates obstacles in promoting and explaining CSR significance to society, as well as providing society with information about benefits which could be received as a result of CSR activities.

The objective of the paper is to explore and describe main issues of Corporate Social Responsibility promotion in Latvia especially considering cooperation between companies and mass media.

Methods applied to reach the goal are as follows: case study, monographic, logical, analytical, descriptive research and interviews. Main research sources include unpublished documents (files) of companies and associations, experts' opinions as well as information from Internet resources.

In the paper authors have described several situations which show lack of media understanding and support in promoting CSR activities done by companies. These cases prove above mentioned assumption that there are still several misconceptions on media side about CSR activities and importance.

There are some views on CSR topic which differs from the ones usually defining CSR. In Latvia widespread is assumption that CSR is only one of marketing and Public Relations (PR) activities in order to promote company and its products. Although it can be agreed that good CSR practices improves companies image it should be stressed that it is not the main aim of CSR. Of course companies wouldn't be interested in CSR if they wouldn't gain any benefit for themselves. However CSR is more about win-win situation, when company creates benefits not only for itself but also for society.

Currently in Latvia there is no such organization which would be responsible only for coordinating CSR activities - there are several organizations which take some initiative however their main business/focus is not CSR promotion. However while there is no such an organization, local companies and other organizations should take some initiative in educating mass media about CSR. The best way would be to start gathering and evaluating information about best practices in other countries. Further on some plan should be developed and more active cooperation with mass media should be started.

In conclusion it can be said that mass media is just a part of our society which reflects current situation in Latvia – lack of information and understanding of CSR and some resistance to accept new. Therefore mass media the same as the rest of the society should be educated and this is in the hands of those who not only knows more but also cares about society and its future in the long term. Nevertheless while media will look on CSR as PR activity information availability about benefits and best practices will be limited.

Keywords: corporate social responsibility, CSR, mass media.

JEL Classification: M14, Q01.

CORPORATE SOCIAL RESPONSIBILITY: MANAGEMENT OF RELIABLE WATER CONSUMPTION

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Humanity questions about water supply and delivery solved already in ancient times with an aim to provide one's household with portable water and to provide it's delivery for country area irrigation. A portable water supply system is different from used in ancient times nowadays. It created a bit different in each region in apartment houses. At the same time with common features and unified basic principles.

Value of portable water resource constantly grows up. That related with that production, purification, supply and delivery costs. Every house have own inside water supply system which provide water input or in specific cases water taking from outside water main or water source and it's feeding under pressure until water distribution devices which placed in house. Moreover various factors taken in consideration projecting each house water supply system to provide continuous water input constantly under appropriate pressure.

Water consumption reading system in apartment houses was based on calculation methodology at the beginning. According it payments for quantity of consumed water was proportionally divided to number of persons living in a house. After time was found that such water consumption reading system is deficient and payments not to conform really consumed water quantity in most of cases. In that connection to provide correct water consumption reading in own households people as measuring instrument for consumed portable water calculation started to use water meters. Its main purpose was to pay just for consumed water quantity.

However deficiencies founded out in existing water consumption reading system and involved parties inflexibility in common solving questions in length of time. According constantly arising public utilities and other with household organization related services rising price, it's important to provide liable and supervised water consumption reading system in whose successful organization interested in and involved in all parties.

The aim of the paper to improve organization of water consumption reading system involving all interested parties (apartment house inhabitants, managers, local governments, water suppliers) and provide it's successful operation in long term.

Employed research methodologies are qualitative research methods, data analysis and general management methods.

As a result of the research will improve and amend collaboration between water consumption reading involved parties. Worked out results could use as basic and as argument for improvement of legal acts in field of metrology. As a result of the research will work out methodology for water meters installation what practically could use all involved parties.

Keywords: social responsibility, management, water consumption, water meter.

JEL Classification: D12, D18, L95, M11, O33.