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**THE IMPLEMENTATION OF CORPORATE SOCIAL RESPONSIBILITY (CSR) ON
THE EXAMPLE OF DHL AND SF-EXPRESS - A COMPARATIVE ANALYSIS IN
GERMANY AND CHINA**

ABSTRAKT

This paper investigates and evaluates the implementation of corporate social responsibility on the example of two large courier companies in Germany and China, namely, DHL and SF-Express. The research methodology for this study utilised qualitative research in the form of interviews. Following a thorough analysis and evaluation of the primary data as well secondary data from publicly available sources, the effectiveness of implementing CSR in the analysed enterprises were compared, both in terms of similarities and differences. Finally, a conclusion was made on the basis of data analysis and evaluation.