

# Analysis of Social Responsibility in Adria Airways

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**Abstract—** For companies that want to operate sustainably, social responsibility enables a path to long-term business operation. Nowadays, social responsibility is still seen too much from the financial perspective and in the short term. Some still think that it represents costs to companies. To a great extent, the prevailing opinion is that companies are socially responsible due to public opinion. We must be aware that the essence of social responsibility is much bigger and that only a part of social responsibility is visible. Currently, there are many various institutions that facilitate the businesses path to social responsibility. The more a company is exposed and important for social functioning due to its operations, the wider social responsibility it takes. In the first part of the article, we will highlight the importance of social responsibility and put it into the context of importance in the field of logistics. In the second part, we will use publicly available data to study the company Adria Airways that has been engaged in logistics activity in the airspace for more than fifty years. Its area of social responsibility is defined on its website. People in Adria Airways are aware that, due to the activities they carry out, they have a wider social responsibility and at the same time they pursue the goal of mutual cooperation. Every year, their results in this field are included in the regular Annual reports. We can view social responsibility from different perspectives. We will use qualitative analysis to study the essential elements of social responsibility in Adria Airways according to ISO 26000 which is an international standard providing the guidelines on social responsibility to companies.

**Key words—** Social responsibility, ISO 26000, Adria Airways.

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