



가

(social investment)
가

100

2006 2

100

44

86.7%
77.7%

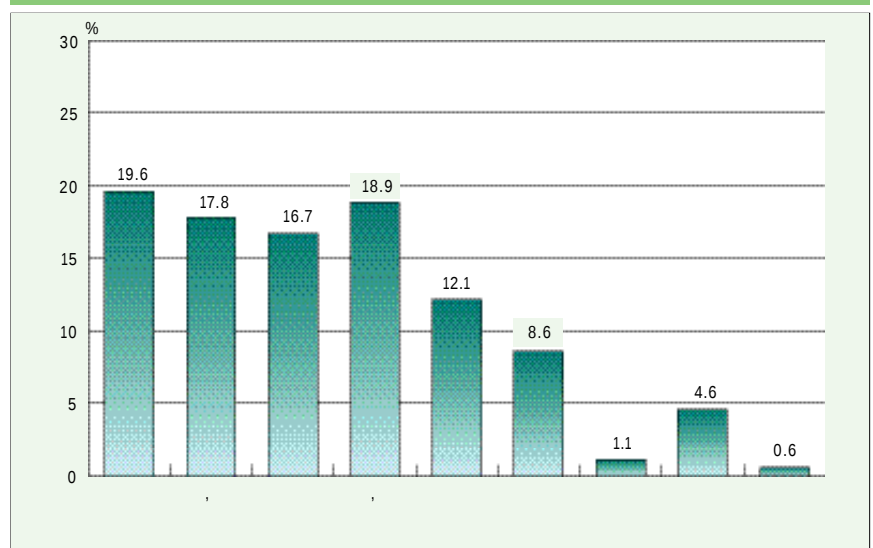
(: %)

	2000	2001 04	2005		
	8.9	64.4	13.3	13.3	0.0

(: %)

		CEO		
	33.3	38.9	13.9	13.9

()



2001

1999
()
21.8% ,
가
,
.
3C
(code of ethics) (compliance check organization),
(consensus by ethic education)
가
33.3%
, 38.9%
가
(19.6%) ,
(18.9%),
(17.8%), (16.7%),
(12.1%)
" 4 " 44%
가
, 1
4 가 43.8%
가 , 5
28.1%

() (: %)

	NGO			
	27.0	20.6	27.0	25.4

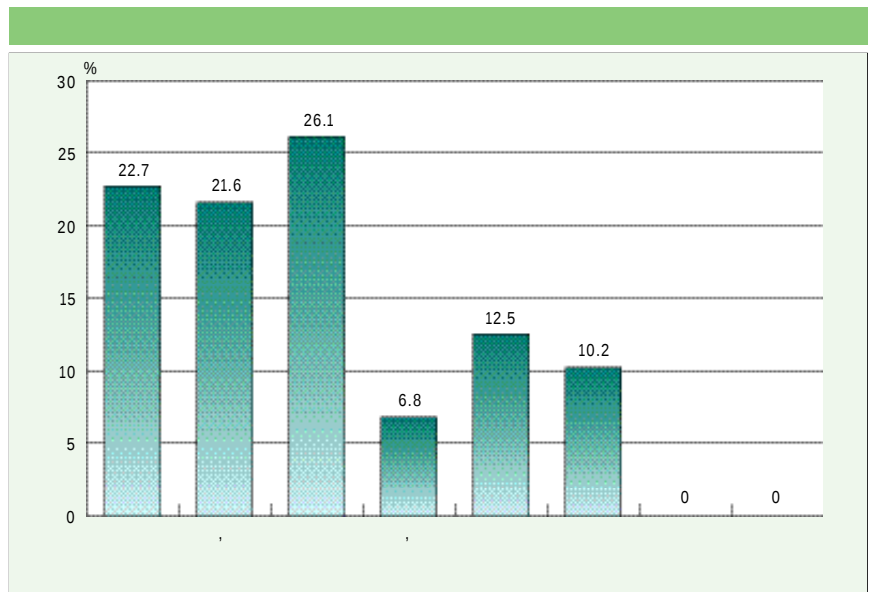
() (: %)

	17.3	29.5	17.3	19.8	2.5	13.6

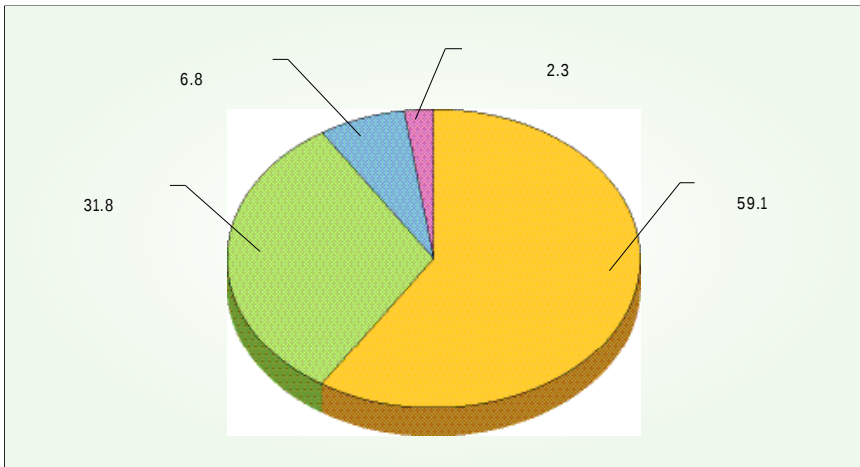
(: %)

	CEO					
	56.2	18.8	10.4	10.4	2.1	2.1

29.5% 가 ,
(19.8%),
(17.3%), (17.3%)
NGO
27.0% 가 ,
(25.4%),
(20.6%)



가



CEO

56.2%
18.8%

가

“ ”

가
(59.1%)

(31.8%)

가

3不

가

(22.7%), (26.1%), (21.6%)



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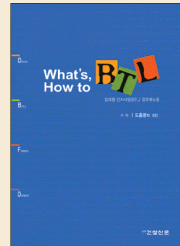


What's BTL/

/ 318

(BTL)

가 BTL



54

가

250

가

