**ABSTRACT**

Corporate Social Responsibility (CSR) is a complex concept which embraces three organizational logics: economical, social and environmental. ADAMPOL, a Polish firm operating in Podlasie region, serves as an example of a company which declares in its documents (like the CSR report) that it has balanced CSR logics. The study contributes with insights to the organizational management of potentially opposing logics in CSR. Managing contradictions of CSR is an ongoing challenge and accomplishment influencing whether ethical, social and business logics collide or reinforce each other. The study shows – on the basis of research findings of a Danish frontrunner firm *DanCo* – that when ethics are framed as means to economic ends, some social responsibilities have a tendency to be disregarded in practice.