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<p>Tiivistelmä-Referat-Abstract</p> <p>The thesis focuses on the sociopolitical value promotion by the multinational corporations, which according to the recent research has increased during 1990's. The phenomena is analysed with the help of the concept of 'moral markets', which refers to the continual flux of the contemporary moral values. The moral values are created and enhanced by the actors at the moral markets.</p> <p>The study is the so called pilot study on the phenomena, which has just begun to develop and of which there exists only minimal previous research. The aim of the thesis is to systematically analyse the value promotion of the corporations and the actors and elements related to the phenomena. The system theory, which emphasises the relationship between the organisation and the external environment, is used as a contextual theory. It has been used as a basis in order to form more specific model on the functions of 'the moral markets' and the power hierarchy behind it. The theory of legitimation of power by David Beetham forms the main theory of the study.</p> <p>The thesis is a case study, in which is used both quantitative content analysis and qualitative text analysis. The case corporations are Shell, Nestlé, McDonald's and Nike, which have been and still are on the boycott.</p> <p>The quantitative analysis pointed out that the promotion of values was both relatively extensive and intensive in three of the four case corporations. Also the so called boycott values were in a central position in three of the four cases, which may seem to indicate that boycotts are one essential reason for the value promotion of the case corporations. From the results of the quantitative analysis there was formed the following value promotion profiles: boycott-centric activity (Shell and Nike), 2) symbolic surplus value -centric activity (McDonald's) and 3) boycott-centric passivity (Nestlé).</p> <p>According to the analyses it seems to be that both Shell and Nike are actively involved in the value creation at the moral markets. Also McDonald's seems to participate in the functions of the moral markets. However, in the case of McDonald's the symbolic surplus values and core values seem to be used to direct the attention away from the actual boycotts and its consequences. In the case of Nestlé the corporation is more passive and defensive when regarding the value promotion. Also the legitimation of the corporation is mainly practised by the means of reactive form of control as the legislation and government intervention.</p> <p>The most important sources of the study are the web sites of the case corporations. The other sources of the study are both socio-scientific and economical reviews, journals and books. The material has been achieved also through the Internet.</p>			
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