

Pelaksanaan corporate social responsibility dalam perspektif pasal 74 UU no.40 th. 2007 tentang Perseroan Terbatas sebagai strategi bisnis

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Abstrak

At first, corporate business activity more prioritized for achieving profit for the benefit of corporate itself without care about the benefit of people include community and environment sustainability which are parts of corporate business activity. Now a days, corporate has not only economic responsibility but also social responsibility which related to people and environment aspects. In accordance with the act 40/2007 which proclaimed since August 16th, 2007, Corporate Social Responsibility implementation is an obligation for corporate which has business activity in and/or related to natural resources field. Corporate social responsibility implementation is a strategy to do business activity which can support existence, sustainability and the growth of corporate because corporate will get profit in long term that caused of loyalty to corporate.