

Corporate social responsibility (CSR) : Pertanggungjawaban publik sektor bisnis dan implikasinya bagi studi administrasi publik

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=132599&lokasi=lokal>

Abstrak

This study aims to describe the implementation of Corporate Social Responsibility (CSR) in Indonesia and its implications to the study of public administration. This paper is based on reviewing literature. This study shows implementations of CSR in Indonesia is mostly emphasized on charitable activities, which are not based on a long-term corporate strategy. Implementation of CSR has made the locus of public administration studies are no longer specific to the government bureaucracy, but all institutions - the state, business, or non-profit organizations - as long as their activities are performed on behalf of and impact on the public interests. In order to support the effectiveness of CSR, public bureaucracy needs to maximize their role as providers of "enabling environment" or as a motivator of CSR. Governments do not act as the implementing agency of CSR, but government should be neutral. This state of affairs must be met to avoid collusion between business and state officials.