

Corporate social responsibility (CSR) Bank BRI dalam peningkatan kesejahteraan sosial keluarga

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20419037&lokasi=lokal>

Abstrak

The research on BRI Bank CSR on the enhancement of family social welfare is meant to know the effect of CSR on family social welfare enhancement, manifested through having habitable and healthy houses which were designed by competent institution, Faculty of Architecture Gadjah Mada University. Refer to the fund benefit for social welfare of the people in need, recommended that corporations should save fund aside for social charity like CSR, as corporation helping hand to give social service for people who need. To disburse CSR fund, it needs collaboration with social organizations having long experience in social activities. Collaboration should be done in fund and activities management for CSR recipients.