

Corporate social responsibility: a mere charity cost for companies?

Rahendrawan, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=89741&lokasi=lokal>

Abstrak

There are increasingly interest from many corporation, especially among those having business in relation with natural resources world wide, towards Corporate responsibility (CR) or Corporate social responsibility (CSR). Occasionally, CSR would only be viewed as a mere philanthropic and image building activities. Yet CSR activities should actually be fully integrated with the company's strategy to acquire competitive edge to be the basis for business development and efficiency. In a comprehensive CSR, the company is involving all levels of the company and its stakeholders in a continuous and step-by step process. To increase support on CSR, it is very important that the government, chamber of commerce, the business sector, the accountants, and other stakeholders work together to create a favorable climate, policies and incentives to the business sectors to implement CSR in their operation.