

Unang Mulkhan, Ph.D.
Ardian Kuniaki, MBI

Building a Lasting Corporate Legacy:

CSR 2.0 FOR THE MINING INDUSTRY



Unang Mulkhan, Ph.D.
Ardian Kuniaki, MBI

Building a Lasting Corporate Legacy:

CSR 2.0 FOR THE MINING INDUSTRY

AURA
ANUGRAH UTAMA RAHARJA

Buku Referensi
**Building a Lasting Corporate Legacy:
CSR 2.0 for the Mining Industry**

Penulis:

Unang Mulkhan, Ph.D.
Ardian Kuniaki, MBI

Editor:

Moh. Nizar

Desain Cover & Layout

Team Aura Creative

Penerbit

AURA

CV. Anugrah Utama Raharja

Anggota IKAPI

No.003/LPU/2013

viii + 48 hal : 15,5 x 23 cm

Cetakan, Oktober 2017

ISBN: 978-602-6739-67-4

Alamat

Jl. Prof. Dr. Soemantri Brojonegoro, Komplek Unila

Gedongmeneng Bandar Lampung

HP. 081281430268

E-mail : redaksiaura@gmail.com

Website : www.aura-publishing.com

Hak Cipta dilindungi Undang-undang

"It is essential to design a strategy of Corporate Social Responsibility (CSR), especially for the mining companies through the Visser's CSR 2.0 concept. Social constructionism and on the design approach of Imagineering are needed to establish and maintain strong community engagement through CSR 2.0 by adjusting to the specific context in the mining industry. Thus, this book offers a model of 'act now and think long-term' in building a lasting corporate legacy for mining companies, especially in Indonesia".

TABLE OF CONTENT

CHAPTER 1: The Challenges Of The Indonesian Mining Industry	1
CHAPTER 2: Csr And The Context Of The Indonesian Mining Industry	10
CHAPTER 3: The Concept Of Visser's Csr 2.0.....	20
CHAPTER 4: Building A Lasting Corporate Legacy	30
CHAPTER 5: The Future Agenda	40
REFERENCES	4

LIST OF TABLES

Figure 1 Triple Bottom Line: People, Planet and Profit
(3P)..... 18

Figure 2 A Model of the Community Engagement in
the mining companies: ‘Act now and think
long-term’ 38