

STUDY OF CORPORATE SOCIAL RESPONSIBILITY AND EMPLOYEE ACTIVISM IN COMPANY S



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**STUDY OF CORPORATE SOCIAL RESPONSIBILITY AND
EMPLOYEE ACTIVISM IN COMPANY S**

INTERNSHIP REPORT

Addressed to

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International Business Management Program

BY:

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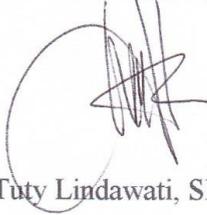
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FOREWORDS

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TABLE OF CONTENTS

COVER PAGE	i
AUTHENTICITY STATEMENT OF SCIENTIFIC PAPER AND PUBLICATION APPROVAL OF SCIENTIFIC PAPER	ii
APPROVAL PAGE.....	iii
RATIFICATION PAGE.....	iv
FOREWORDS	v
TABLE OF CONTENTS	vii
LIST OF FIGURES	ix
LIST OF TABLES	x
LIST OF APPENDIX.....	xi
ABSTRACT	xii
CHAPTER 1: INTRODUCTION.....	1
1.1. Background.....	1
1.2. Scope of Study.....	4
1.3. Focus of Research.....	4
1.4. Research Objectives.....	4
1.5. Research Significance.....	5
1.6. Writing Systematic	5
CHAPTER 2: LITERATURE REVIEW	7
2.1. Corporate Social Responsibility	7
2.2. Employee Activism	12
2.3. Organisation Citizenship Behavior.....	19
2.4. CSR and Employee Activism	20

2.5. Previous Studies.....	25
CHAPTER 3: RESEARCH METHODOLOGY	28
3.1. Research Design	28
3.2. Research Framework	28
3.3. Type and Source of Data	30
3.4. Informant	30
3.5. Data Collection Method.....	32
3.6. Aspects of Study	33
3.7. Research Instrument	34
3.8. Techniques of Analysis.....	35
CHAPTER 4: FINDINGS & DISCUSSION.....	38
4.1. Findings	38
4.1.1. Company S Volunteer Club	38
4.1.2. Company S CSR	39
4.2. Discussion.....	39
4.2.1. Corporate Social Responsibility.....	39
4.2.2. Engagement.....	41
4.2.3. Employee Activism.....	42
4.2.4. CSR and Activism.....	46
CHAPTER 5: CONCLUSION AND RECOMMENDATION	48
5.1. Conclusion.....	48
5.2. Recommendation.....	48
BIBLIOGRAPHY	
APPENDIX	

LIST OF FIGURES

Figure 3.1 Research Framework.....	20
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LIST OF TABLES

Table 2.1 Characteristics of Workforce Spectrum.....	20
Table 2.2 Comparison with Previous Study.....	28
Table 3.1 Informant's Profile.....	33
Table 3.2 Aspects Studied and Requirements.....	34
Table 3.3 Aspects of Study and Interview Connection.....	36

APPENDIX

Appendix 1. Interview Result Elly

Appendix 2. Interview Result D.A.E

Appendix 3. Interview Result Margaret

Appendix 4. Interview Result Nia

Appendix 5. Interview Result Octo

Appendix 6. Interview Result Vincent

ABSTRACT

This research is an exploratory study about corporate social responsibility and employee activism. In current situation, tobacco industry is the leading example of corporate social responsibility. In light of recent study conducted by Weber-Shandwick about the emergence of employee activism in several countries including Indonesia, this study seek to understand relationship between activism and corporate social responsibility since corporate social responsibility is one of its major drivers. Therefore this study is about exploring activism phenomenon and its object is the company S volunteer club. The scope of this study is limited to the volunteer club and why the members join the club to see for sure whether activism already happened or not. The company is aware of the volunteer club existence and its independence. It is imperative to understand what opportunities lies ahead with activism on the run.

Keywords: Corporate Social Responsibility, Employee Activism, Employee Engagement

