

Implementing Communication For Discovering Company's Background, Its Cooperation Partners, And Its Communities as the SMEs Businessmen

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Abstract— The purpose of the research is to discover the implementation of communication existing in the background of PT. Chevron Geothermal Indonesia (PT. CGI) Darajad Garut, its partners and the communities in Samarang and Pasirwangi District as the Medium Small Enterprises (SMEs) businessmen. The implementation of corporate social communication is a stage in which the communication program plan that has been established previously is to be implemented as a form of the action program; namely the activities of (SMEs) as PT. CGI Darajad Garut Corporate Social Responsibility (CSR) program as a concrete step to solve the existing problems in order to achieve the goals. This qualitative research utilized descriptive study method to answer and obtain results that the implementation of internal communication (intrapersonal) and interpersonal communication (interpersonal) is a step that can be used to determine the background of PT. CGI Darajad Garut, its partners and the community in Samarang and Pasirwangi Sub districts as the SMEs in the CSR program as the realization of social communication and development communication. The clear relevance and impact of the research results can be concluded that professional work through partnerships is recognized as important to secure activities that are being developed for public relations practitioners in the company in the communities around the company's operational areas.

Keywords—CSR, UMKM, communication development, Background to UMKM

I. BACKGROUND

Communication problems are problems that continue to be processed and developed by PT. CGI Darajad Garut which has an exploration area around the community residential area. PT. CGI with its very heterogeneous human resources and varied cultures and languages must be able to communicate with the community surrounding the company so that a harmonious relationship can be established. Similar condition occurs in the section on Policy, Government and Public Affairs (PGPA) of PT. CGI. It carries out particular activities in order to support government programs, namely

Corporate Social Responsibility (CSR) through the activities of SMEs in the communities in Samarang and Pasirwangi villages to help them increase the income and welfare of the people in the village.

Implementing the CSR Program through the activities of SMEs certainly requires the proper management in terms of its communication in order to achieve what has been planned by the company. In making communication, humans must have certain perceptions from both listeners and speakers. The errors that often occur in establishing communication is when someone delivers information on his own measure. This must not happen because communication always involves other people in the interaction.

Constraints were found during the preliminary study through field observations and through social communication between PT. CGI and its Working Partners; namely the regional governments. This study was intended to foster and realize the community as the SMEs businessmen in Samarang and Pasirwangi Districts through innovative social interactions. For example, the process of production, packaging, marketing, and others are considered as a consequence of the realization of the same goals/needs.

Problems existing in the community, especially those relating to social life supporting the community, require attention from the current social system, [1] in this case are the community leaders and the government in Samarang and Pasirwangi Districts. The most important implementation is non-physical development, namely an understanding of the importance of "communication" and how to "interact" between the community and PT. CGI or its partners in order to realize a strong background or foundation from PT. CGI, its Partners and Communities to carry out SME activities as a program of sustainable activities to increase the income and welfare of the community.

Through social communication, it is believed that innovations can be accommodated by relevant parties that are in direct contact with social life, both from the community groups, PT. CGI, its partners, government institutions and other institutions that can take part in overcoming any social problems that occur in the

community. Therefore, shared security and comfort will then be achieved.

Furthermore, as stated by [2], in order to improve the life of the community, development is required. The development requires community active participation. In order for the community to participate, development must be well informed in the dissemination. Therefore it is necessary to have facilities and channels for information and communication development

[3] Communication development can be done through a communication plan that actualizes the message concerning the development in ways that can encourage the achievement of development goals [4]. In this case, PT. CGI which operates around the community settlements in Samarang and Pasirwangi Districts conducts social responsibility through SME activities. Therefore, in this term, PT. CGI communicates the development to realize the achievement of Chevron or PT. CGI's vision, which is to increase the income and welfare of the community and the environment surrounding the company's operational area. To implement this, PT. CGI made some approaches through formal and non-formal communication to the government and community leaders to equate perceptions about CSR activities, especially the SMEs they will be implemented. Furthermore, in order to apply the communication on the development, PT. CGI conducts a dissemination of the SMEs activities as a corporate CSR activity that will be implemented to all Samarang and Pasirwangi Subdistrict communities who are willing to come according to the time specified previously.

Reference [5] defines development communication as a process of disseminating messages by a person or group of people to audiences in order to change their attitudes, opinions, and behavior in order to increase outer progress and inner satisfaction.

The communication development carried out by PT. CGI in Samarang and Pasirwangi District communities includes the role and function of communication. It is said as a reciprocal message exchange activity among all parties involved in the development and implementation of the SMEs; especially between the community and PT. CGI and its partners since the planning, implementation and assessment of the development to be carried out.

Thus, the development communication in this research is the process of mutual interaction and information dissemination between PT. CGI and its partners with the communities of Samarang and Pasirwangi sub-districts as the SMEs businessmen in the development effort (government, community, and community institutions) starting from the planning, implementation, and to the development assessment. Simply saying, development communication is carried out to foster public awareness and participation.

The background of the community for doing the SMEs activities is a problem that must be taken into account since it becomes a complement to the success of the activity. Along with the growth of SMEs showing positive progresses, a strong background for SME businessmen will be able to improve the competitive local products.

Therefore, they can expand their market for the SME products in Samarang and pasirwangi districts.

The purpose of the research is to frame the background of PT. CGI Darajad Garut, Its Working Partners and Communities as SMEs businessmen in Increasing the Income and Welfare of the Community in Samarang and Pasirwangi Districts, Garut Regency Through CSR Programs.

SMEs as one of the CSR activities carried out by PT. CGI Darajad Garut are important part of the economy in a country and in Indonesia. It can improve the income and welfare of the economy of the people. Therefore, it can provide benefits and opportunities to the workforce. SMEs are a business unit that is managed by community groups and families with the majority of business people. SMEs are can easily be found in almost all major cities in Indonesia, even to the outskirts of the city or rural areas. SMEs have a strategic role in building the national economy because it contributes to the economic growth, increases community income and can also absorb large numbers of workers.

Communication is an important skill needed in company management. Communication activities in principle are the activities of exchanging messages or ideas. Simply saying, communication activities are understood as activities to deliver and receive messages / ideas from one party to another, with the aim for achieving a common view of the ideas exchanged. On the other hand, the purpose of communication is to change the thoughts and behaviors of the target after the communication activities has been carried out. The formulation of the objectives must include the target audience, the scope of the number of targets, and changes in the desired thoughts and behaviors. The operational plan is a conceptual description of the resources needed in implementing a program or project. Background is a fundamental thing needed in a social communication activity, especially to introduce or socialize the activity program.

II. METHODOLOGY

The data in this study were obtained through interviews conducted with parties closely related to the planning and the implementation of SMEs. Selection of Informants was determined based on the Purposive Sampling Withdrawal Techniques, or often also called as sampling considerations. [6] in his book Basics of Statistics says that: "Purposive Sampling is a sampling technique used by researchers if researchers have certain considerations in sampling or informants for specific purposes. Only those who are experts and who deserve consideration for the taking of the informants needed. Therefore, this sampling technique is suitable for case studies where aspects of a single case that is representative is observed and analyzed "

To obtain the data for the research data conducted through a qualitative approach, researchers used informants of two categories; namely key informants and supporting informants who were selected based on their activities. It was expected that it could explore their understanding and experience in detail in implementing SMEs as CSR programs conducted by PT. CGI.

Stated that key informants are those who do not only provide information about something to researchers but also can advise on other sources of evidence that support and create access to the relevant source. [7]

This research was conducted using a constructivist paradigm. Basically, the reason for using the constructivist paradigm is intended to reveal how the background of the company and the people in Samarang and Pasirwangi Districts who joined as members of PT. CGI assisted SMEs in providing an understanding of efforts to increase the income and welfare of the community through the CSR programs.

Qualitative research is carried out in natural conditions and is discovery or exploration in nature. In qualitative research, researchers are the key instrument. Therefore, researchers must have a broad set of theories and insights in order to be able to ask, analyze, and construct the object under the study to be clearer. In this approach, researchers make a complex picture, examine words, detailed reports from the views of the informants, and conduct the study in natural situations [8]

This study uses the case study method (case study), which is defined as a method or strategy in research to reveal particular cases, using various data sources (as much data as possible). These data can be used to research, describe, and explain comprehensively and systematically the various aspects of the individual, group, program, organization or event.

Research data was collected through observation, interview, literature review, archive recording, documentation, and internet searching. Furthermore, the data that has been collected were processed and analyzed in accordance with the stages proposed by Nasution, namely: Data Presentation, Data Reduction, Data Display (Display Data) and Drawing Conclusion /Verification.

To test the validity of the data or conclusions from the results of verification, re-examining the collected data was performed. In the case study for the assessment of the quality of the study, construct validity criteria; using multiple sources, establishing a series of evidence, and asking key informants to review the draft case study report was performed. The reliability was measured by using case studies and by developing the basic data of the case study.

III. RESULT

A company or organization must communicate and establish harmonious relationships with the public within the company and the public outside the company.[9] Therefore, PT. CGI Darajad Garut considers it necessary to take into account and care for the public, because it will also determine the success and failure of the company. Public Relations, as one of the functions of management strives to foster understanding, sympathy, and support from both internal and external public for personal, institutional, and community purposes. This is in line with the definition of Public Relations stated by [10] saying that: Management functions in establishing and maintaining good and beneficial relationships between organizations and the

public may influence the success or failure of the organization.

The implementation of CSR activities related to community empowerment at PT. The CGI is under the Department of Policy, Government and Public Affair (PGPA). This Department has a sub-section of Social Investment, Public Relations, Government and Media Relations, and the employees. This sub-division is those who are actually performing their duty in the field. PR Division of PT. CGI in the field is directly under the command of the team manager of Policy, Government and Public Affairs in Darajad Garut, the team manager is responsible to the PGPA Manager in Jakarta.

The purpose of Public Relations in CSR is to prove the company as a good citizen, that they do not carry out the CSR programs on behalf of individuals. The purpose of Public Relations regarding corporate assistance according to Moore in [11] are: to prove that company provision of assistance is a form of their CSR and is not motivated by compulsion due to demands from the surrounding community. It is merely the company's awareness of its obligations to follows the applicable regulations and its sincerity for the company considers that the community and the environment worth for it and therefore they must be helped.

If it is mapped according to researchers, CSR definition is relatively easier to be understood and can be operationalized for audit activities. It can be done by developing the concept of Tripple Bottom Lines [12] Additionally, it can be added with one additional line, namely the procedure. Thus, CSR is defined as:

"The concern of companies that set aside some of their profits (profits) for the benefit of human development (people) and environment (planet) on an ongoing basis based on proper and professional procedures."

The implementation of corporate social communication is a stage where the planned communication program plan is implemented into a form of action program; which is the SMEs activities of PT. CGI Darajad Garut as their CSR program to the community and as a concrete step to solve the problems in order to achieve the specified goals.

Community is a group of people who live in the same place, have the same government, and have a culture and history that is generally hereditary. People who live in the community together with the institutions are highly interdependence. They cannot enjoy a good life without these institutions. Similarly, these institutions can only live with the permission and support of the community and society.

Communities and societies contribute to the provision of skilled labor, personal management, capital for investment, and use of goods or services produced by the companies /institutions. These reasons require the company to accept and carry out its social responsibility in the community where the company operates. Not only provides work and pay taxes, the company also plays active role in the life of the community, accepts cultural leadership, assists education, improves economic life and welfare, improves

community's health level, eradicates lawlessness, and even provides various means of recreation. This concept is later elaborated in practice into community development and eventually gives birth to the concept of CSR.

Society is defined as a group of people who share the same goals and are mutual in achieving certain needs. They also live close together and interact regularly. There is a shared hope for all group members and responsibilities taken from their expectations. Groups respect each other and consider individuality from others in society. The most important thing is that there are community leaders who are responsible for the success of each community event, depending on the needs of the community and the feelings of the individual. Community leaders are individuals who seek to influence others to take responsibility for their actions, their achievements, and community welfare. Community development refers to initiatives carried out by communities through partnerships with external companies or organizations to empower individuals and community groups by providing skills to these groups; with which they require them in order to have the effects on the community. [13].

The implementation of corporate social communication is a stage where the planned communication program plan is implemented or applied into a form of action program.[9] In this study, the program is about the activities of SMEs as PT. CGI Darajad Garut CSR program and as a concrete step to solve the currently existing problems in order to achieve the specified goals.

In managing CSR communication, after a plan is prepared, the next step taken by the organization is to implement the plan in the form of action. This applies to all organizations that are engaged in products and services, which are under the auspices of private and government organization, particularly PT. CGI. One of the actions taken as a form of implementation of the plans that have been made is by holding a meetings and coordinating with the members of the organization to discuss the background of the CSR implementation and community development in Samarang and Pasirwangi Districts in conducting the SME activities as the CSR Programs of PT. CGI.

Communication is an extraordinary force in the life of an organization, and therefore without proper management over the specified plans, the plans cannot be implemented as expected. Social communication, in this case CSR communication, carried out by the organization becomes a flow system that connects and generates performance between the parts within the organization, resulting in synergism. If you are wrong in understanding the basis of carrying out the activities or programs, for example being incorrect in giving instructions, being incorrect in the interpretation and implementing the vision, mission and goals of the company, being incorrect in interpreting government rules or being incorrect in carrying out duties from superiors, it will be fatal in the working mechanism of the organization or company. Therefore, in the management of communication, an organization or company should first know what the background of the activity program is. Thus, the first sub focus of the study is an analysis of the background of PT. CGI, the background of its Partners, and

the communities in Samarang and Pasirwangi District in conducting SME activities as the CSR activities of PT. CGI. These findings are based on the results of interviews and field observations and are explained in the following sub-chapters:

A. The Background of PT. CGI Garut Darajad for implementing the SMEs Program as its Corporate CSR Activity

Based on the research results, several reasons underlie PT. CGI Darajad Garut for implementing SMEs activities as its corporate CSR program for the communities in Samarang and Pasirwangi District. Not only to improve the income and welfare of the communities in Samarang and Pasirwangi District, the reasons also come as follow:

1. Implementing Government Regulations
2. Obeying and Providing Attention to Policy Makers
3. Running Corporate Social Responsibility
4. Realizing Community Empowerment
5. Applying Company Vision & Mission
6. Achieving the Strategic Plan of the Corporate Social Investment Program
7. Reducing Perception Misunderstanding Regarding the CSR
8. Encouraging Independence and Improvement of Community Economy

B. Background of Business Partners (Sahabat Cipta & PUPUK) in collaboration with PT. CGI Darajad Garut in implementing the CSR Programs (SMEs)

Based on the interview and observation results, the researchers concluded that the background of the working partners of PT. CGI Darajad Garut, namely Sahabat Cipta and PUPUK, has not only been to establish partnership with PT. The CGI in fostering the communities in Samarang and Pasirwangi Sub-district to carry out SME activities as the company's CSR program but also are as follows:

1. Applying the Goal & Purpose of Particular Partnership
2. Achieving Vision and Mission
3. Implementing Specified Programs
4. Developing the Potential in Samarang & Pasirwangi Regions
5. Reducing the Economic Programs that has the tendency of *Come and Go & Cut Off*
6. Maximizing the HR

C. The Background of the Community in Samarang & Pasirwangi District in Participating in the CSR Program (SMEs)

Welfare issue has always been the main topic in various circles, both in the upper classes, entrepreneurs, the lower classes, the workers and the people who have no jobs or unemployment. Welfare is one indicator of the development

of a country, as well as the welfare of the people of Samarang and Pasirwangi Districts. This can be interpreted if the whole community has reached the level of welfare, then the area can be said to be developing.

The following are the results of the answers revealed from the research informants, namely the community as the SMEs businessmen under the guidance of PT. CGI Darajad Garut and its partners concerning their background in joining entrepreneurship through the activities of SMEs as PT. CGI CSR programs.

The illustration of the relationship among PT. CGI, its Working Partners, and the Community of Samarang and Pasirwangi Districts in carrying out the CSR programs through SMEs has been intended to increase the income and welfare of the community. In order to achieve a harmonious and sustainable relationship.

Stakeholders as internal and external parties of PT. CGI Darajad Garut in this study are the government at the village, sub-district, and district level to the provincial level. The communities around the PT. CGI operations in this study were the communities in Samarang and Pasirwangi Subdistrict, other external institutions (NGOs and the like) in this study were Sahabat Cipta and PUPUK as PT. CGI partners.

It is commonly acknowledged that principally stakeholder theory has assumptions, that a company has relationships with many groups of interest that influence and is influenced by company decisions. Whenever implemented with data and problems obtained during field research, the decision of PT. CGI's to implement its CSR program through activities UMKM is due to its relationships with many groups of interest affecting the company, including the government and the community that need support and assistance from their companies in order to improve the welfare and independence of the community. This theory emphasizes the nature of a relationship in the process and output for the company and its stakeholders, the importance of all stakeholder legitimacy has intrinsic value and does not form any interests that are dominated by one another. Stakeholder theory is also linked to managerial decision making. Before making decisions, both PT. CGI and its partners and the community as the SMEs businessmen must be learned and believed holistically the background of all parties involved in carrying out CSR programs through the activities of SMEs.

The connection between stakeholder theory and this research is emphasized on stakeholder orientations, in which PT. CGI Darajad Garut tries to direct its attention to prioritizing its orientations with stakeholders, both internal and external. PT. CGI and its Working Partners firmly hold the rules of the applicable regulations and are transparent in many actions and decisions. Thus the PGPA section responsible for implementing corporate CSR through the activities of MSMEs in managing and controlling the company's operations is not only based on economic motives, but also social motives. This means that PT. CGI has not only a motive for profit but also a motive to share with the community around the operational area of the company because without caring for the community, PT.

CGI will be deemed not to care about the social environment. This is what PT. CGI is least expected because in accordance with its vision and mission, PT. CGI is committed to both advancing and developing with partners. According to the Stakeholder Theory, any support that can increase company's reputation comes from the social environment through the company's social activities. This is in accordance with the information that the researchers obtained and observed during the observation in PT. CGI. PT CGI is seriously making collaboration with its partners and is highly committed to carrying out the company's social activities to fulfill the expectations and desires of the community in order to increase the income and welfare of the people in the surrounding area of the company while at the same time supporting the government's programs and provisions.

It is generally acknowledged that according to stakeholder theory, the size of the company's work is not based on economic measurement, because without financial success it is impossible for the company to carry out its social activities, in this case namely the CSR activities. In measuring the limits of social responsibility, expenditures related to social responsibility by experts are seen as long-term investments that have benefits in supporting the competitive advance of the companies. This also applies to mining businesses, one of which is PT. CGI Darajad Garut, which mines electricity for the Java and Bali islands. The risk due to mining has often been the highlight of the stakeholders. Therefore, one of the responsibilities that must be carried out by the company, in this case PT. CGI, is to reclaim accordingly with the losses suffered by the environment. Additionally, PT. CGI must pay attention to the demands of other stakeholders such as charity or philanthropy.

IV. DISCUSSION

For the final result of this study, the writer made a research model on the application of stakeholder theory in the results of the study. The term corporate social responsibility basically shows that the background of PT. CGI in conducting SMEs activities is on corporate relations and the community is not only viewed in the context of economic relations, but also in the form of social relations. All forms of activities carried out by the company on the environment and society are no longer limited to fostering good relations by providing assistance, treatment, sources of clean water, free entertainment, or incidentally giving gifts, basic necessities, but further to the active participation of the company in assisting or solving environmental issues. One company program that is shown to establish harmonious communication with the public outside the company (External Public) and is very relevant to the existence of the environment around the company or community is the CSR activities. CSR activities are an effort carried out by the company to foster interaction with the community in creating mutual understanding, mutual ownership, and mutual benefit so that the company understands the needs of the environment and its people. On the contrary, the environment and society also feel the benefits of the existence of the company in their territory. Thus, it can

create a prosperous life with increasing competitiveness of local products produced by the SMEs.

The relationship or interaction between the company and the community is based on communication because the ability to communicate is an important requirement. The relations between people in the dynamics can lead to changes and developments of the society. Whenever the communication or relationship reaches its concrete forms, it should lead to accordance with the social values in a society. The occurring interactions will experience a process of forming and setting up a background for conducting the SME activities for all related parties. The awareness of the importance of a strong background among business people, consumers, and society may cause the society as business people to be maintained as a whole. This is due to the fact that in every society the so called communication system is formed; which is part of the social process. Social interaction is the key to all social life, without social interaction there will be no shared life. Social interaction is the main requirement for social activities. Social interaction is a dynamic relationship, which involves the relationship between individual people, between human groups, between individuals and human groups, and between groups and companies. In social interactions, both positive and negative interactions can occur.

V. CONCLUSION

The reasons underlying PT. CGI Darajat Garut to conduct their CSR through SMEs activities are: (a) implementing government regulations, (b) having concerned in policy making, (c) carrying out their corporate social responsibility, (d) realizing community empowerment, (e) applying company's vision and mission, (f) achieving strategic corporate social investment program plans, (g) reducing miss-perceptions of CSR, (h) encouraging independence and economic improvement of the community, and (i) avoiding social gaps. As for the background of PT. CGI made cooperation with its partners namely Cipta Friends (PRISMA) and PUPUK are: (a) applying the intent and purpose of a partnership, (b) achieving its vision and mission, (c) implementing specified program of development, (d) developing the potential of Samarang and Pasirwangi regions, (e) reducing economic programs that tend to be Come and Go, even Cut off in nature, and (f) maximizing the HR. In addition to the above two background, the reasons underlying the communities in Samarang and Pasirwangi Sub district to participate in PT. CGI's SME activities are: (a) the presence of passion to go forward and have their own business, (b) willingness to increase family income, (c) extending their experience, (d) eliminating boredom and stress, (e) obtaining information from other parties, (f) answering the needs for certain qualifications in the field, (g) enjoying the help from others,

(h) having no capital, and (i) utilizing the harvest. From the description of the background, it can be concluded that intrapersonal communication and interpersonal communication are the basis for the establishment of social communication and development communication.

ACKNOWLEDGMENTS

The author would like to express the utmost gratitude to the Almighty God, that she finally can finish and submit this paper for the seminar. The author realizes that this paper can be finished due to support and assistance from various parties. For this reason, the author would like to thank as much as possible to:

1. Rector of Unikom for funding the participation of the writer in international seminars (Icobest)
2. Dean of Faculty of Social and Political Sciences, Head of Department, and fellow lecturers in the Communication Science Department.
- 3.. All key and supporting informants who have helped the author in obtaining in the research data in the following respective parties: PGPA Division of PT. CGI Darajat Garut, Sahabat Cipta and Pupuk as the working partner, as well as the SMEs communities participating in the CSR program implemented by PT.CGI Darajat Garut.Thanks.

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