



## Urgency of Corporate Social Responsibility (CSR) for Corporate Advancement in Indonesia

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ARTICLE INFO	ABSTRACT
<p><b>Keywords:</b> Corporate Social Responsibility (CSR), Corporate Advancement, Sustainable Business Practices, Stakeholder Relationships, Environmental Sustainability</p> <p><b>DOI:</b> <a href="http://dx.doi.org/10.22437/jssh.v8i1.33968">http://dx.doi.org/10.22437/jssh.v8i1.33968</a></p> <p><b>Received:</b> June 2, 2024</p> <p><b>Reviewed:</b> June 6, 2024</p> <p><b>Accepted:</b> June 30, 2024</p>	<p><i>This study examines the urgency of Corporate Social Responsibility (CSR) for corporate advancement in Indonesia, highlighting the critical role of CSR in fostering sustainable business practices and enhancing stakeholder relationships. Utilizing a literature review methodology, the research compiles and analyzes data from various sources, including academic journals, books, and articles, to explore the trends, implementations, and impacts of CSR initiatives. The findings reveal that companies integrating CSR into their core strategies not only improve their reputations and stakeholder engagement but also contribute to long-term economic development and environmental sustainability. Discussion points emphasize the importance of transparency and accountability in CSR practices, which are crucial for gaining consumer trust and achieving regulatory compliance. The study concludes that adopting comprehensive CSR strategies is imperative for Indonesian companies to ensure their sustainable growth and to positively impact the broader community and environment, underscoring the necessity for continued focus and improvement in CSR practices.</i></p>

### 1. Introduction

Assessing a company's progress and development extends beyond mere profitability; it encompasses the quality of its relationships with external stakeholders. The accelerating pace of technological and scientific advancements necessitates companies to compete comprehensively across all fronts. Therefore, devising specific strategies to navigate such intense competition becomes imperative for conducting business activities effectively. Establishing harmonious relationships with external parties, such as consumers, local communities, and governmental bodies, is vital (Liu et al., 2023). These connections are expected to fortify amidst heightened competition. One of the most appropriate approaches to fostering these relationships or collaborations is through the implementation of Corporate Social Responsibility (CSR) initiatives. This ensures direct engagement with the community,

thereby reinforcing the company's presence and impact beyond mere economic considerations (González-Morales et al., 2023)

Corporate Social Responsibility (CSR) entails the proactive engagement of each company in fulfilling its obligations to the community within the vicinity of its operations. This underscores the company's recognition of the significant influence and importance of community welfare in its operational environment. Companies employ various means to fulfill their role in enhancing the well-being of the local community, such as allocating funds for public amenities, providing scholarships, or contributing to village development projects (Pérez & del Bosque, 2015). Since its inception, a company inherently assumes the responsibility to fulfill these obligations, as it recognizes that being a responsible corporate entity entails more than just pursuing profits; it involves sustained efforts to contribute positively to the welfare of the surrounding environment.

The concept of CSR encompasses a wide array of initiatives, spanning from supporting employees to environmental conservation, ethical conduct, community engagement, and even prioritizing investor interests. CSR embodies the alignment of an organization's values and actions with the diverse expectations of numerous stakeholders. It extends beyond catering solely to the interests of investors and customers. A company's CSR strategy articulates its dedication to acknowledging accountability towards its stakeholders (Astri, 2012)(Astri, 2012). Essentially, CSR involves the intricate balancing act of addressing the needs of shareholders, stakeholders, and fulfilling societal, environmental, and economic obligations. The concept of CSR, often referred to as corporate citizenship, holds profound significance as it signifies the evolving dynamics among the state, the economy, and civil society. It serves as a catalyst for reshaping both national and global governance frameworks, paving the way for increased involvement of private entities in societal matters (Saleh et al., 2022). As businesses expand their roles beyond conventional economic functions, they emerge as pivotal agents in fostering a sustainable and fair world. By actively tackling social and environmental challenges, businesses play a crucial role in fostering the development of an inclusive and prosperous society. They demonstrate willingness to collaborate with governments and civil society to address some of the most pressing global issues. Through collaborative efforts involving the public, private, and social sectors, a formidable alliance can be forged to drive positive change on a global scale (Sarmawa et al., 2021). Thus, the notion of CSR, or corporate citizenship, marks a paradigm shift in businesses' perception of their societal role. It goes beyond mere ethical obligations towards the environment and affected communities, recognizing corporations as potential catalysts for transformative change.

In the global arena, the discourse surrounding Corporate Social Responsibility (CSR) has become increasingly prominent as companies worldwide grapple with the challenges of addressing social and environmental concerns while maintaining their ethical values.

Companies invest significant resources in CSR initiatives with the expectation that these efforts will not only enhance their public image but also strengthen their relationships with stakeholders, including customers, investors, and communities. However, the rise of the internet and social media has transformed the landscape, granting consumers unprecedented access to information and platforms to voice their opinions. This newfound transparency has placed greater scrutiny on companies, compelling them to be more accountable for their actions and to demonstrate transparency in their performance. As a result, the concept of performance transparency has emerged as a critical factor in determining the success of CSR

initiatives, with companies being increasingly pressured to provide accessible and objective information about their actions, products, and services. This global discussion underscores the evolving nature of CSR in the modern business landscape and highlights the importance of transparency and accountability in corporate practices.

Corporate Social Responsibility (CSR) isn't merely a trendy tactic for businesses within the Social Economy; rather, it should fundamentally diverge from a superficial PR. The Social Economy, as outlined by the European Economic and Social Committee (EESC), denotes a collection of privately-owned enterprises characterized by decision-making autonomy and membership freedom. These entities are established to cater to members' needs through market activities such as goods and service provision, insurance, and finance. Importantly, profit distribution and decision-making aren't directly tied to individual capital contributions, with each member possessing equal voting rights. Among these enterprises, cooperatives represent a predominant and longstanding presence. Rooted in principles of democracy, self-help, equity, social inclusion, and environmental stewardship, cooperatives inherently embody CSR values.

The imperative for Corporate Social Responsibility (CSR) in the business world lies in its ethical dimension and its potential to drive economic development within communities, thereby enhancing the livelihoods of workers and their families. This perspective is reinforced by the acknowledgment that CSR entails more than just maximizing profits; it involves a commitment to holistic economic development and sustainability (Saleh et al., 2022). Additionally, CSR is defined as a corporate pledge to utilize resources for the betterment of communities, underlining the belief in the positive impact of corporate initiatives on community welfare. Therefore, the topic of CSR remains highly relevant for discussion, given its significant role in creating positive impacts on society and the environment, as well as its contribution to sustainable economic development.

The research from (Garaika, 2020) find that managers should prioritize transparency in their CSR efforts. This entails openly communicating about their initiatives, including their goals, progress, and any challenges encountered. Moreover, admitting to mistakes and actively addressing them underscores a company's commitment to doing the right thing, which can ultimately enhance consumer trust and loyalty. While companies may face challenges due to past incidents, honesty, transparency, and genuine CSR efforts can help rebuild trust and strengthen consumer relationships. Transparency in CSR activities is key, as it demonstrates authenticity and integrity, which are increasingly valued by consumers in today's information-rich landscape.

In Indonesia, Corporate Social Responsibility (CSR) cases have garnered significant attention from both companies and the public. Examples include environmental issues, such as pollution and deforestation from mining and plantation industries, human rights violations in business practices, and concerns regarding gender equality and diversity in the workplace. While many companies engage in CSR initiatives focusing on education, healthcare, and community welfare, challenges persist in measuring their real impact and ensuring sustainability (Sarmawa et al., 2021). Although Indonesian regulations mandate CSR activities, there remains a need for improved transparency and accountability in their implementation and oversight.

In terms of interaction with governmental bodies, each company is anticipated to contribute through its CSR initiatives, particularly in addressing challenges such as unemployment, poverty, healthcare, and housing. This highlights the expectation for every company to play a

role in supporting government programs aimed at addressing these issues. Given the primary responsibility of the government in fostering societal well-being, it is evident that collaboration with other stakeholders, including companies, is indispensable for realizing planned community welfare initiatives.

## **2. Research Methodology**

The methodology employed in academic writing holds significant importance, representing a structured scientific endeavor aimed at acquiring data for specific objectives. In this context, the chosen research method involves utilizing the literature review approach to delve into the presented topics comprehensively. Within the framework of the literature review method, several activities are undertaken, including meticulous reading, analysis of library materials, exploration of research reports containing relevant theories, and their correlation with the intended research objectives. The primary aim of conducting library research is to critically and comprehensively review pertinent literature materials, gathering information from diverse sources to lay the groundwork for generating new ideas, making deductions, and building upon existing knowledge. Ultimately, this process leads to the development of a new theoretical framework, highlighting the pivotal role of the literature review phase within the broader research methodology.

The literature review phase represents a pivotal component within the broader research methodology. It involves gathering information from diverse literature sources to serve as a foundation for generating new ideas, making deductions, and building upon existing knowledge, ultimately culminating in the development of a new theoretical framework. The sources utilized for the literature review in this research encompass research findings, scholarly journals, books, and pertinent articles. The steps involved in crafting a Literature Review include: ensuring that the selected sources align with the research focus, critically evaluating the content within specified library sources, summarizing the identified literature sources, and further exploring novel thoughts and ideas for incorporation into the research material.

## **3. Findings**

The research from (García-Madariaga & Rodríguez-Rivera, 2017) finds that businesses ought to regularly oversee and evaluate the transparency of their performance, establish continuous transparency measures alongside their CSR endeavors, carefully consider the kinds of information disclosed, and adjust transparency practices according to the degree of engagement.

Other result from (Sindhu et al., 2024) finds that underscores a notable correlation between Corporate Social Responsibility (CSR) and the satisfaction levels of worker-members, underscoring the pivotal role of ethical business conduct in bolstering employee contentment. This investigation not only enriches the existing CSR literature by elucidating its effects on worker-member satisfaction but also offers actionable insights for social economy enterprises striving to foster sustainable development through enhanced worker-member engagement. A noteworthy aspect of this study lies in its methodology, which empowers companies to pinpoint areas necessitating improvement and make informed decisions in crafting their CSR strategies.

Then, the research from (Sindhu et al., 2024) highlights the crucial need for banks in Pakistan to adopt and expand CSR practices in their operations. In today's evolving business environment, CSR is not just relevant but essential for banks to maintain their reputation and competitiveness. By integrating CSR initiatives into their business strategy, banks can address societal challenges while enhancing their own image and value. This proactive approach not only builds trust and loyalty among stakeholders but also aligns the bank's goals with broader societal needs, ensuring long-term sustainability and mutual benefit for all involved.

The research of (Sarmawa et al., 2021) indicate that specific CSR concerns, particularly those closely linked to a company's core operations and vital stakeholders, have the potential to improve its financial performance. Delving deeper into CSR issues directly pertinent to a company's primary activities and essential relationships with stakeholders may yield favorable outcomes for its financial health and overall success.

(Rahman et al., 2024) findings reveal that integrating CSR with green finance has fostered sustainable tourism. To achieve sustainable tourism objectives, enhancing collaboration with relevant stakeholders is imperative. An education and awareness program must be instituted to enlighten businesses about the benefits of CSR practices. Furthermore, providing tax incentives and subsidies for corporations will incentivize greater participation in green finance endeavors. In conclusion, the development of CSR is increasingly urgent due to its role in promoting sustainability, particularly within the environmentally sensitive tourism sector.

#### **4. Discussion**

##### **Development of Corporate Social Responsibility/CSR in Indonesia**

In Indonesia, the notion of Corporate Social Responsibility (CSR) has been part of the discourse since the 1980s. However, it was not until the 1990s that CSR began to gain notable traction, witnessing a remarkable surge both in terms of its quality and quantity. This period marked a significant increase in the engagement of companies, particularly large corporations, in CSR activities (Sarmawa et al., 2021). They started allocating substantial financial resources towards various CSR initiatives, recognizing the imperative of integrating social and environmental considerations into their business practices. Despite this positive momentum, Indonesia's CSR implementation still lags behind compared to many other countries. Many companies in the nation have yet to fully grasp the significance of CSR or effectively incorporate it into their organizational strategies and operations. Consequently, while there has been progress in promoting CSR awareness and action, there remains ample room for improvement in fostering a culture of corporate responsibility across diverse sectors of the Indonesian economy.

The implementation of Corporate Social Responsibility (CSR) by companies encompasses a myriad of forms, reflecting a multifaceted approach towards social engagement. For instance, companies may directly participate in social activities, extend financial contributions, or establish foundations and social organizations dedicated to community welfare. Collaboration with external entities, such as non-governmental organizations (NGOs), government agencies, and academic institutions, is also commonplace, demonstrating a concerted effort to address societal needs through collective action. Notably, there is a growing emphasis on involving local communities in CSR initiatives. Direct engagement with communities not only fosters a sense of ownership but also yields tangible improvements in their quality of life, thereby catalyzing economic development at the grassroots level.

Legislation, notably Law No. 40 of 2007 concerning Limited Liability Companies, alongside other regulatory frameworks, has played a pivotal role in shaping the trajectory of CSR growth and development in Indonesia (Astri, 2012). Concurrently, government entities, including the Ministry of Social Affairs, have taken proactive measures to conceptualize and promote CSR principles, providing guidance to national companies on effective implementation strategies. The burgeoning discourse surrounding CSR is reflected in the proliferation of publications across various print and electronic media platforms, underscoring the escalating engagement of companies in fulfilling their social responsibilities towards the communities they operate in. This trend is evident not only among companies situated in urban centers but also among those operating in rural and remote regions, reaffirming the expanding footprint of CSR initiatives nationwide.

### **Urgency of CSR in Indonesia**

Corporate Social Responsibility (CSR) embodies a company's commitment to actively participate in initiatives aimed at enhancing community welfare and environmental sustainability, with benefits accruing not only to the company but also to the local community. The rationale behind the adoption of CSR initiatives is multifaceted (Pérez & Rodríguez del Bosque, 2015). Legal obligations mandate companies to adhere to national regulations, compelling them to integrate socially responsible practices into their operations. Companies recognize the necessity of formulating and implementing policies and procedures designed to mitigate the adverse consequences of their activities, thereby minimizing potential harm and losses. This proactive approach not only safeguards the company's interests but also contributes to the overall well-being of society. Moreover, embracing CSR enables companies to foster strong relationships with various stakeholders, including the local community and other businesses, facilitating collaboration and mutual support. By actively engaging in CSR endeavors, companies not only fulfill their ethical responsibilities but also position themselves as conscientious corporate citizens committed to sustainable development and social progress.

As environmental concerns continue to gain prominence in Indonesia, the adoption of Corporate Social Responsibility (CSR) has witnessed a notable evolution. The mandatory requirement for companies to incorporate CSR practices is increasingly perceived as integral to a broader developmental framework with long-term objectives (González-Morales et al., 2023). In practical terms, the implementation of CSR varies among companies and is contingent upon their individual circumstances. The feasibility of CSR implementation hinges on the specific context of each company. Successful CSR initiatives are contingent upon several factors. Firstly, a symbiotic relationship between the company and the community is essential, characterized by mutually beneficial interactions. Secondly, recognizing that the company is an integral part of the community underscores the importance of prioritizing community interests. Moreover, CSR activities serve to bridge gaps and alleviate societal discomfort, thereby mitigating social tensions and pressures. By fostering harmonious relationships and addressing societal needs, companies can effectively integrate CSR practices into their operations, contributing to sustainable development and social cohesion.

Certain attributes of Corporate Social Responsibility (CSR) are deemed favorable when implemented effectively (Sindhu et al., 2024). CSR initiatives that generate a positive impact on the local community are highly regarded, such as companies providing scholarships to enhance community welfare. Sustainability is paramount, with CSR programs designed to yield long-term benefits being particularly valued. Transparency and accountability are essential aspects of CSR implementation, ensuring that stakeholders are kept informed and

that resources are utilized responsibly. Ultimately, the success of CSR is determined by the tangible benefits experienced by the community, including enhanced economic independence and positive environmental outcomes. Such initiatives align with overarching development objectives, emphasizing continuity and enduring positive impact.

In general, there are numerous benefits associated with companies embracing Corporate Social Responsibility (CSR) initiatives. CSR serves as a means of ensuring the company's survival by fostering a positive image within the community. A company that is perceived favorably by the community is more likely to garner support, thereby safeguarding its longevity

(Liu et al., 2023). CSR initiatives contribute to the long-term interests of the company by ingraining the company's presence in the hearts of the people, thereby enhancing its acceptance and, ultimately, its success. By adhering to CSR principles, companies demonstrate their commitment to upholding regulations set forth by the government, thereby enhancing their credibility and public perception. Additionally, CSR initiatives facilitate the establishment of meaningful relationships with other companies, fostering collaboration and mutual support within the business ecosystem. Ultimately, CSR programs play a pivotal role in addressing societal challenges and improving welfare, although their effectiveness in Indonesia is hindered by the need for active community participation and sustained implementation efforts. Therefore, for CSR initiatives to be truly impactful, they must resonate with the community and be implemented in a manner that ensures long-term sustainability.

### **Short term effect**

The development trend of Corporate Social Responsibility (CSR) in Indonesia is characterized by a growing recognition of its importance and a shift towards more comprehensive and impactful initiatives. Companies are increasingly acknowledging CSR as a strategic imperative rather than just a regulatory requirement, aligning their business objectives with social and environmental goals. One notable trend is the adoption of integrated CSR strategies that encompass not only philanthropic activities but also sustainable business practices and community engagement programs. This holistic approach reflects a broader understanding of CSR's potential to drive both social impact and business value.

Companies in Indonesia have been actively involved in various CSR initiatives across different sectors. These initiatives range from education and healthcare programs to environmental conservation efforts and disaster relief activities. For instance, companies have been providing scholarships and vocational training opportunities to underprivileged communities, contributing to human capital development and poverty alleviation. Additionally, there has been a significant emphasis on environmental sustainability, with companies investing in renewable energy projects, waste management solutions, and eco-friendly production processes.

The short-term results of these improved CSR practices are already becoming evident. Companies that have embraced CSR more comprehensively are experiencing enhanced brand reputation and consumer trust, leading to increased market competitiveness and customer loyalty. Moreover, strengthened relationships with stakeholders, including employees, communities, and government bodies, are fostering a more supportive and conducive operating environment. Employee morale and engagement are also on the rise, as workers feel proud to be associated with socially responsible companies. Furthermore, the positive impact

of CSR initiatives on local communities, such as improved access to education, healthcare, and environmental conservation, is contributing to social welfare and fostering sustainable development in the short term. Overall, these short-term outcomes underscore the significance of effective CSR implementation in driving positive change and creating shared value for businesses and society in Indonesia.

### **Long term effect**

The development trend of Corporate Social Responsibility (CSR) in Indonesia is marked by a nuanced shift towards more strategic and sustainable practices, driven by a growing recognition of its integral role in fostering long-term societal and environmental impact. Companies are increasingly embracing integrated CSR frameworks that encompass a comprehensive approach to addressing environmental stewardship, social welfare, and economic development objectives. This strategic integration of CSR into core business strategies underscores a broader understanding of the interconnectedness between responsible corporate conduct and sustainable business success.

In terms of implementation, companies in Indonesia have been actively involved in a diverse array of CSR initiatives spanning various sectors and thematic areas. These initiatives range from community development projects aimed at improving access to education, healthcare, and basic infrastructure in underserved areas, to environmental conservation efforts focusing on sustainable resource management, waste reduction, and climate change mitigation. Moreover, companies have been investing in programs to promote inclusive growth and economic empowerment, such as supporting smallholder farmers, providing vocational training, and fostering entrepreneurship among marginalized communities.

The long-term outcomes of these CSR efforts are multifaceted and substantial. Companies that prioritize CSR are poised to build stronger relationships with stakeholders across the board, including customers, employees, investors, and communities. This enhanced stakeholder engagement can yield tangible benefits over time, including increased brand reputation, enhanced market competitiveness, and improved financial performance. Moreover, by investing in education, healthcare, and skills development, companies contribute to building resilient and prosperous communities, which in turn can create a more conducive business environment and support sustainable economic growth in the long run.

CSR initiatives focused on environmental sustainability play a crucial role in mitigating climate change risks, preserving natural resources, and safeguarding biodiversity. Through sustainable sourcing practices, energy efficiency measures, and investments in renewable energy, companies can help reduce their carbon footprint and contribute to a more sustainable future. By integrating CSR into their long-term business strategies, companies in Indonesia can align their interests with broader sustainable development goals, driving positive societal impact and creating shared value for both business and society over the long term. Ultimately, the continued evolution and advancement of CSR practices hold the potential to foster inclusive and sustainable development, benefiting present and future generations alike.

## **5. Conclusion**

The urgency of Corporate Social Responsibility (CSR) for corporate advancement in Indonesia cannot be overstated. As Indonesian companies strive to thrive in an increasingly competitive and interconnected global market, integrating CSR into their core business



strategies has become essential. The evolving business landscape, characterized by heightened consumer awareness and the pervasive influence of the internet and social media, demands that companies adopt transparent and accountable CSR practices. CSR initiatives in Indonesia are not just about regulatory compliance or philanthropy; they represent a strategic approach to fostering sustainable economic development, enhancing community welfare, and mitigating environmental impact. The success of these initiatives hinges on companies' ability to provide transparent, accessible, and objective information about their actions and outcomes, thereby building trust and strengthening relationships with stakeholders.

The global discourse on CSR underscores the critical role that these initiatives play in driving long-term business success and contributing to sustainable development goals. By embracing CSR, Indonesian companies can create shared value, enhance their reputations, and build resilient relationships with customers, employees, investors, and communities. This proactive approach to CSR is essential for ensuring not only the survival but also the sustainable advancement of businesses in Indonesia. The urgency of CSR for corporate advancement in Indonesia reflects a broader recognition that ethical, social, and environmental responsibilities are integral to business success in the modern world. By aligning business practices with societal values and expectations, companies can achieve lasting positive impacts, ensuring their own growth and contributing to the broader development of the nation.

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