

**CORPORATE SOCIAL RESPONSIBILITY IMPLEMENTATION TOWARDS  
SUSTAINABILITY: CASE STUDY OF E-BANKING COMPANIES**

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**BACHELOR'S DEGREE  
IN  
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FACULTY OF BUSINESS AND COMMUNICATION**

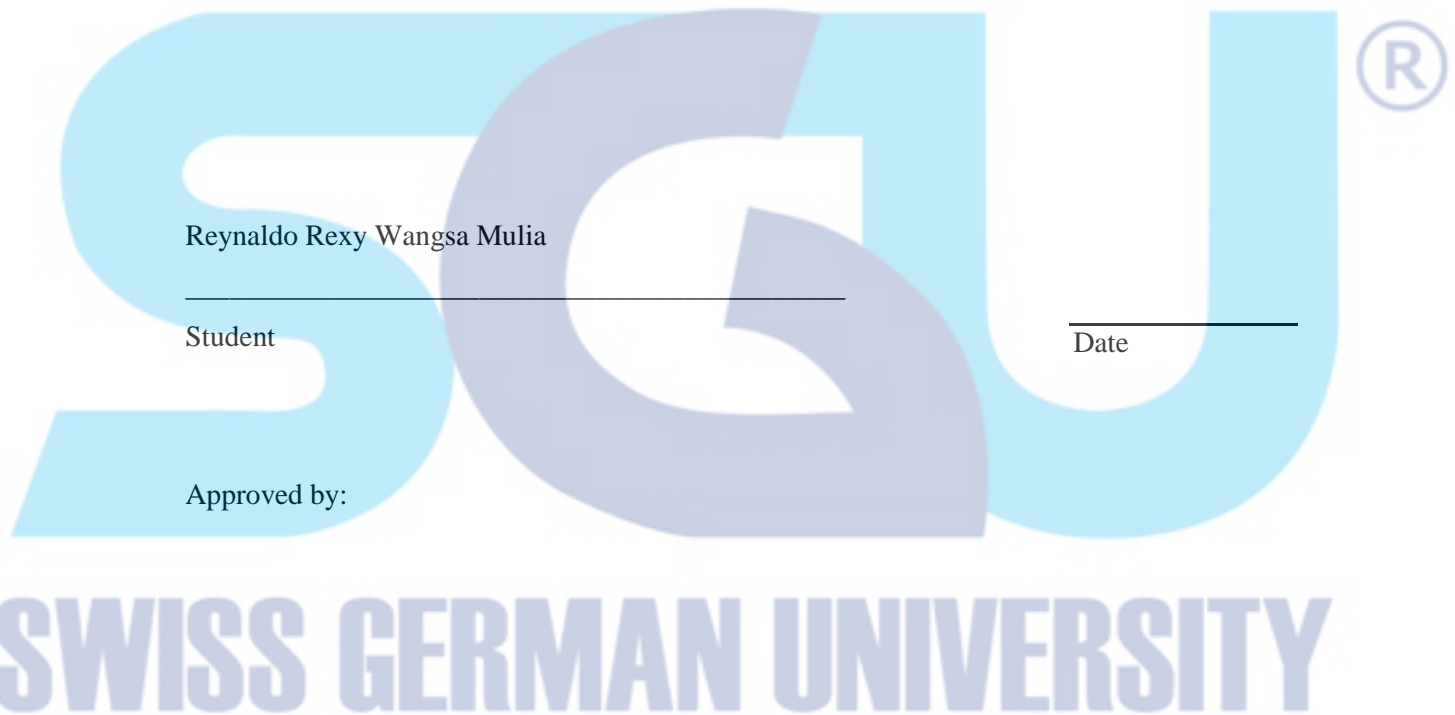


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**Revision after the Thesis Defense on July 9, 2019**

## STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.



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## ABSTRACT

### **CORPORATE SOCIAL RESPONSIBILITY IMPLEMENTATION TOWARDS SUSTAINABILITY: CASE STUDY OF BANKING E-COMMERCE COMPANIES**

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This research was conducted to examine the thriving of e-commerce companies in Indonesia is doing a proper Corporate Social Responsibility despite they do not utilize any natural resources in doping their business. In Indonesia, e-commerce companies are growing rapidly for the last 5 years and bring influence to other companies. Forcing them to switch from conventional business methods to a modern e-commerce business model. In this particular research, we are focusing on e-commerce banking companies or known as e-banking as a result of the change of business method. The research methods used for this research is descriptive qualitative analysis technique. The data is obtained through documentation of secondary data, author take notes and examine all the results from data obtained from various sources. The data is later collected, sorted and classified according to each data needed to answer the problem statement. From the collected data author will look for meaning, relationship and make general findings related to the formulation of the problem. The findings in this research shows that even though e-commerce banking companies don't utilize natural resources in their operation, they are still actively participating in conducting a proper Corporate Social Responsibility program not limited to preserving environmental condition but to also improve social welfare through economic development programs.

*Keywords: Sustainability, Corporate Social Responsibility, E-commerce, Banking.*

## **DEDICATION**

I dedicate this work as a future reference to any other future bachelors in  
Swiss German University.



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