

# Analysis of CSR Performance and Welfare of PT NHM's Mining Circle Community

Denny Lesmana<sup>1\*</sup>, Abdul Hadi Sirat<sup>2</sup>, Marwan Man Soleman<sup>3</sup>

<sup>1\*2,3</sup> Universitas Khairun, Jl. Pertamina Campus II Unkhair Gambesi, South Ternate City

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**Correspondence Email:**  
[lesmana\\_denny@yahoo.com](mailto:lesmana_denny@yahoo.com)

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## ABSTRACT

This study analyzes PT NHM's CSR performance and the factors that support its implementation for the welfare of mining communities. CSR programs, including PPM and HRP, have a positive impact by improving income, education, health, housing, environment, and socio-cultural aspects. PT NHM's CSR performance is measured by the achievement of the PPM program in 2021, reaching 127% of the planning target, indicating satisfactory performance. Success factors for CSR programs include supportive company policies, good relationships with stakeholders, effective CSR performance, and improvement of CSR programs. This research is a descriptive qualitative research with data collection through interviews with 25 selected informants. In order to improve the welfare of the community around the mine, PT NHM has implemented a CSR program that focuses on providing benefits that are directly felt by the community, especially through the philanthropic HRP program. This proves the company's commitment in supporting the development and welfare of the local community. In conclusion, PT NHM's CSR performance is very positive, supported by the factors mentioned, and has the potential to have a sustainable positive impact on the communities around the mine.

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis kinerja CSR melalui program-programnya, bagaimana mengimplementasikannya, dan mencari tahu faktor-faktor penyebab program-program CSR terimplementasikan dengan baik sehingga dapat mensejahterakan masyarakat lingkaran tambang. Penelitian ini merupakan penelitian kualitatif deskriptif. Pengumpulan data dilakukan dengan menggunakan metode wawancara kepada 25 informan terpilih. Hasil penelitian menunjukkan bahwa CSR PT NHM menjalankan program CSR tambahan selain program PPM yang dinamakan program HRP (Haji Robert Peduli), program ini bersifat filantropi sehingga langsung dirasakan dan menyentuh masyarakat yang berdampak pada peningkatan kualitas kehidupan masyarakat lingkaran tambang menjadi sejahtera. Indikator yang digunakan untuk mengukur kinerja CSR yaitu program PPM yang dilakukan di tahun 2021 dengan pencapaian 127% dari perencanaan, yang artinya kinerja CSR PT NHM memuaskan. Program-program CSR yang dilakukan melalui PPM dan HRP berdampak terhadap kesejahteraan atau peningkatan kehidupan masyarakat lingkaran tambang diantaranya dari segi pendapatan, pendidikan, Kesehatan, perumahan dan lingkungan, serta sosial budaya yang lebih baik. Faktor-faktor keberhasilan program CSR ini adalah kebijakan dari pemilik perusahaan, hubungan perusahaan dan stakeholder, kinerja CSR, dan program-program CSR yang lebih baik



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## INTRODUCTION

Mining companies are among the riskiest industries among other industries. The amount of investment in the industry, uncertainty about profit returns, limited reserves of natural or non-renewable resources, changes in government regulations and community resistance surrounding mining are risks that mining companies must face. Mining companies need to implement corporate social responsibility (CSR) programs to reduce risks and ensure business sustainability. Corporate social responsibility helps address environmental and social issues, build stakeholder trust, and

maintain social license to operate. Research shows that CSR is important to large mining companies because it allows them to allocate resources to CSR actions and reap benefits such as improved relationships with local communities, enhanced employee performance, and attracting high-potential employees. (Fragkoulis & Koemtzi, 2023). CSR is the commitment of companies or the business world to contribute to sustainable economic development by considering corporate social responsibility and emphasizing the balance between attention to economic, social, and environmental aspects.

Mining activities can have negative impacts on the environment, such as soil erosion, forest destruction, air and water pollution, disturbance to flora and fauna ecosystems, microclimate change, and pollution from mining waste treatment. These findings have been corroborated by various previous studies (Narrei & Ataee-pour, 2021; Worlanyo & Jiangfeng, 2021). However, it is important to remember that not all mining activities lead to adverse environmental impacts. The extent of environmental damage can vary depending on the stage of mining, where the initial exploration stage usually has minimal remediable impacts, in contrast to the extraction and enrichment stages which tend to have greater impacts (Nalule, 2020). Therefore, maintaining environmental integrity needs to be prioritized in the implementation of mining activities [4]. In addition, it should be noted that mining activities also have the potential to cause social conflicts, such as land disputes with local communities (Myaskov et al., 2020).

The implementation of Corporate Social Responsibility (CSR) in the mining industry aims to reduce negative impacts and involve communities in natural resource management (Kostetska et al., 2020). CSR is an approach in which mining companies confront environmental values, legal requirements, and regulations to reduce the adverse impacts of mining activities (Sharma et al., 2020). Moreover, CSR also emphasizes the creation of employment opportunities and economic advancement in communities around mining sites (Mbedzi et al., 2020). By involving communities in this process, CSR aims to make them active participants in decision-making and ensure that their economic development is supported by the exploitation of natural resources (Brock et al., 2019). In addition, CSR seeks to promote self-reliance and sustainable development within these communities, even after mining operations cease (Dialga, 2019). As such, CSR in the mining industry has a broader impact than just managing environmental impacts. It encompasses a greater social responsibility to ensure the economic, social, and environmental sustainability of the surrounding region.

The implementation of CSR requires commitment and cooperation from various parties, including the government, communities, NGOs, and companies. The sustainable CSR approach adopted by companies has a positive impact, strengthening the company's condition, and promoting economic growth in society. CSR activities carried out by companies support the government in meeting the needs of society, effectively contributing to the improvement of welfare (Ismail, 2021; Pakuanzahra et al., 2021). Governments are often faced with the demand to carry out comprehensive development, but budget limitations are often an obstacle. Therefore, CSR actions carried out by companies play a supporting role for the government in meeting the needs of society (Ásványi & Zsóka, 2021). This collaboration between the government and companies is not only beneficial for the overall economic conditions, but also has a positive impact on the overall welfare of society (Song et al., 2020). Thus, this joint effort has the potential to significantly improve the

economic and social conditions of the community.

Mining activities are regulated to ensure that they are conducted properly, with the aim of providing maximum benefits to the company, the surrounding community, and the country. The regulation of mining activities involves various aspects such as state control, issuance of licenses, and criminal sanctions of companies. The concept of state control in mineral mining governance activities has been interpreted by the Constitutional Court, but implementation is lacking (Rachim, 2020). The issuance of mining licenses has been affected by maladministration, leading to complexity and overlapping decisions at both central and local government levels (Haris et al., 2020). Corporate criminal sanctions in the mining sector are regulated in various laws, but have not functioned optimally in preventing the recurrence of non-criminal acts by mining companies (Wasahua, 2018). Therefore, there is a need for a comprehensive and integrated approach to mining regulation that addresses these issues and ensures proper and responsible conduct of mining activities for the benefit of all stakeholders (Nusinov et al., 2020).

The government's attention to CSR is contained in Government Regulations on Corporate Social and Environmental Responsibility (CSR) as mandated in Law of the Republic of Indonesia Number 40 of 2007 Article 74 paragraph 4 concerning Limited Liability Companies, which is then clarified in Government Regulation of the Republic of Indonesia Number 47 of 2012 concerning Social and Environmental Responsibility of Limited Liability Companies. Regulation of the Minister of Energy and Mineral Resources of the Republic of Indonesia (Permen ESDM RI) Number 26 of 2018 concerning the Implementation of Good Mining Practices and Supervision of Mineral and Coal Mining states that Holders of Exploration Mining Business License (IUP), Exploration Special Mining Business License (IUPK), Production Operation IUP, and Production Operation IUPK in every stage of mining business activities are required to implement sound mining principles, which include governance of mining exploitation aspects of local Community Development and Empowerment (PPM), other activities in the mining business sector that concern the public interest, as well as social and environmental responsibility.

In addition to the regulations that require PPM as one of the responsibilities of the company, the new vision and mission of the company that holds the majority ownership of PTNHM, PT Indotan Halmahera Bangkit, after taking over ownership from Newcrest Ltd. Australia in early 2020, in order to benefit the country, nation, community and all stakeholders and shareholders, PT Indotan Halmahera Bangkit (PT IHB) has emphasized 5 (five) pillars in the management of the Gosowong Gold Mine, namely: 1) Obey to pay taxes and contributions to the State as a National Vital Object; 2) Provide the best possible compensation for the welfare of each employee and the future of his family; 3) Actively contributing to improving the welfare of the community around the mine; 4) Assisting the needs of orphans in North Maluku, and; 5) Providing profits for capital owners.

Social performance (CSR) programs recently implemented in the community, especially around the mine, have a significant positive impact and differ from previous programs. This change can be seen in the better life of the community in terms of economy, society, and culture. Since the takeover of ownership (divestment) of PT NHM by PT IHB, PT NHM has made many changes, especially in social performance or CSR, which touches and is felt directly by the surrounding community and well-implemented programs so that there are differences with previous CSR

programs. In addition to the PPM program required by the Central Government through the Ministry of Energy and Mineral Resources, additional programs include house renovation, health care, and compensation for orphans / elderly / widows.

Several studies on CSR have been conducted, such as those conducted by (Haryono et al., 2018), which show that CSR implementation affects community welfare. This is in contrast to research conducted by Astiti and Saitri (2017), which shows that CSR does not affect community welfare. Furthermore, research conducted by (Maroni et al., 2017) shows that the results of CSR programs in the form of charity and community development that have been implemented have not been maximally felt by the surrounding community. Based on the background description, the main problem in this study is how the social performance (CSR) carried out after divestment has a positive effect on the welfare/life of the community around the mine compared to before, both economically, socially and culturally of the community around the mine?

The objectives of this study are: 1) To analyze the implementation of CSR programs and the welfare/life of communities around the mine; 2) To analyze and obtain objective evidence of the impact of the implementation of social performance (CSR) on the welfare/life of the community around the mine after a national company took over the company from the ownership of a foreign company or capital; 3) To find out what factors are the causes of the success of social performance (CSR) programs implemented to the mining circle community.

## RESEARCH METHODS

This research uses a descriptive qualitative research approach, which provides a comprehensive picture of a problem that develops in the community. The informants in this study were 25 people consisting of the Village Head of Senyak 6 (six) people, Community / Youth / Religious Leaders as many as 12 people, the General Public as many as 5 (five) people, and internal company employees as many as 2 (two) people. In this study, researchers used key informants, namely people who know the most information about the object being studied or data collected by researchers directly from the first source, this study also used other informants who would be interviewed and asked for information from them to support the feasibility of this research. In this study, the data collection techniques used were interviews, documentation, and combination or triangulation. The data analysis method used is interactive analysis because the data is qualitative. Activities in qualitative data analysis are carried out interactively and take place continuously until completion, so that the data is saturated.

## RESULTS AND DISCUSSION

### *CSR Performance Analysis*

Based on the results of research collected through direct interviews with 23 respondents representing 4 sub-districts and 14 villages from 5 sub-districts or 83 villages around the PT NHM mine, all respondents said that the existence of the PT NHM company in their environment was very helpful, especially in improving the economy and welfare or standard of living of the mining community, namely with a lot of direct assistance provided, especially after the company changed hands to the national government, and could reduce the unemployment rate. CSR performance can also be seen from positive changes in the community and a good response from the community

around the mine about CSR. So far, the community's opinion about CSR performance is better than before.

To determine the success of CSR performance, the author uses indicators based on the PPM Program required by the government which consists of 8 (eight) sectors. Data from January - December 2021 which shows satisfactory CSR performance with achievements exceeding 100% or 127% of the PPM program that has been compiled with stakeholders or planned, although there are several programs that are hampered by the implementation due to the conditions of the Covid-19 pandemic, however there are also seven additional PPM programs that can be carried out outside of the plan.

#### *Welfare Analysis*

Based on the results of research through direct interviews with 23 respondents representing 4 sub-districts and 14 villages from 5 sub-districts or 83 villages around the PT NHM mine, most respondents said that there was an increase in the welfare of the mining community, especially the standard of living, especially after PT Indotan Halmahera Bangkit took over PT NHM.

To determine the level of welfare of the community around the PT NHM mine, researchers used indicators based on (Icai, 2010), namely:

#### *Amount and equity of income.*

In helping the mining community to increase their income, the company has implemented a massive recruitment program that prioritizes the mining community, from the previous total employees of PT NHM of around 900 people at the beginning of 2022 significantly increased to around 2,400 people or 58% of the total number of employees came from the mining community (North Halmahera). In addition, empowerment or sustainability programs (PPM) open opportunities for the community to increase their income through sustainability programs in agriculture, animal husbandry, and service businesses such as local contactors and mining circle cooperatives. PT NHM CSR is also planning to integrate the PPM program with BUMDes Bersama so that it can open up other opportunities for employment and increase community income in the village.

In addition to programs to increase the income of communities around the mine, PT NHM CSR also conducts food distribution programs, assistance to the poor (dhuafa), assistance for widows, assistance for the elderly, and orphans, all of which are regular.

#### *Education that is increasingly easy to reach*

In helping the community around the mine to improve education that is easy and cheap, PT NHM CSR has conducted a scholarship program until college or doctoral degree so that the community around the mine can send their children to a higher level, both formal and non-formal schools. School renovations in the mining area are carried out so that the facilities are more comfortable for learning and teaching activities as well as supporting facilities for teaching and learning activities, such as providing tables, chairs, school equipment and others. To improve the quality of teachers, PTNHM CSR also helps organize trainings for teachers and assistance for teachers.

#### *Improved and more equitable health quality*

In helping the community to access cheap and quality health services, PT NHM CSR formed a special department called the Public Health Service and has conducted a medical assistance



program for people around the mine who are sick until they recover and cooperate with local hospitals and health centers. Renovations or repairs to hospitals are carried out to increase the comfort of patients being treated. PT NHM also assists in the provision of supporting facilities at the hospital and provides assistance to medical personnel. Until now, the community around the mine has been greatly helped by fast service for free treatment until recovery, especially those who have been sick for years and have not had any previous assistance.

In addition to medical assistance, PT NHM's CSR also conducts house renovations for livability with an initial plan to carry out up to 1,000 houses. This house renovation needs to be done so that the quality of public health is even better. Based on the analysis of welfare indicators, PT NHM CSR has made efforts to improve the standard of living or welfare of the surrounding community so that it becomes better than before.

#### *Validity Test*

This credibility test is carried out by extending observation or research on phenomena or problems to obtain valid data and information from data sources. From the research plan for three months to five months so that the data obtained is more numerous, represented, and consistent so as to increase the degree of confidence.

The data obtained from informants were then cross-checked with documents that had been collected, such as reports or news through the mass media, as well as checking data with several sources from the community, community leaders, and village heads. From the sampling plan in each selected village represented by three informants from the community / community leaders / village heads with a total of 18 informants to 25 people including two informants from internal companies so as to obtain valid and consistent data.

Furthermore, this is done by asking or confirming the findings of the research results, namely the HRP (Haji Robert Peduli) CSR Programme which can be felt directly and touches the welfare or changes the standard of living of the mining circle community to other locations outside the mining circle and can be applied and change people's lives.

#### *Discussion*

Based on the results of research through direct interviews with 25 respondents from the mining community and 2 (two) respondents from internal employees of PT NHM, it was found that PT NHM's CSR performance was better than before. This can be seen from the implementation indicators of the PPM (Community Development and Empowerment) program required by the government through eight sectors, namely: education; health; real income or employment levels; economic independence; social and cultural; environmental management; community institutions; and infrastructure, with an achievement of more than 100% or 127% in 2021 despite being constrained by the Covid-19 pandemic so that there were 9 (nine) activities that were delayed and there were also 7 (seven) additional activities carried out outside of the plan. Some of the activities of the PPM program were delayed because they were in the stage of preparing or designing CSR programs to be effective and have a better impact on the welfare of the community, as well as exploring ideas from stakeholders in developing CSR programs to be carried out. The achievement of CSR performance is seen from the cost realization of the activities carried out.

From the statements of the general public, community/youth/religious leaders, and the

village head about the assistance provided, it can be concluded that most people know the types of assistance or CSR programs, but the general public and some community/youth/religious leaders are more familiar with the HRP program than the main CSR program, PPM. In contrast, the Village Head and some community/youth/religious leaders are more familiar with the PPM program than the HRP, which also means that the HRP program is more well-known or prominent in the community than the PPM program. This is because the CSR program, HRP, is more directly felt and touches the community than PPM.

In carrying out CSR programs to the surrounding community, PT NHM not only carries out CSR programs required by the government, namely PPM, but also conducts additional CSR programs, namely HRP. This additional program then makes CSR performance better than before and improves the welfare or standard of living of the community around the mine.

The improvement in the welfare or standard of living of the community around the mine can be seen through Icaý's (2010) welfare indicators, namely:

*Total and equal distribution of income.*

In an effort to improve the economy, especially increasing the income of the surrounding community, PT NHM has succeeded in improving the standard of living of the community to become prosperous through CSR work programs, namely PPM which is sustainable or long-term, and additional CSR programs, namely HRP which is philanthropic so that it can help the surrounding community directly and quickly and can help improve the quality of life for people who do not have a fixed income.

*Education that is easier to reach*

In an effort to improve the welfare or standard of living of the surrounding community, education for the mining community is important and is an investment for the company, because the community will later help improve living standards. Currently, more and more local people have taken higher education and work for the company, so it is no longer difficult for the company to find human resources from the local community.

*Improved and more equitable health quality*

In an effort to improve the quality of health of the surrounding community, PT NHM CSR makes efforts through the formation of a special team called the Public Health Service so that the surrounding community who needs treatment can be treated quickly until they recover, as well as assistance for hospitals or health centers so that the surrounding community is easier to access health services. Currently, community complaints about health services can be reduced because the mining community is easier and more assisted in carrying out treatment and the quality of environmental health / sanitation is better with house renovation assistance for underprivileged people so that they can live properly and comfortably.

Researchers then added other indicators from the aspects of housing and environment, and socio-culture. In the housing aspect, in addition to the 1,000 house renovation program or the construction of livable houses for the surrounding community who cannot afford it, PT NHM CSR also provides assistance in the form of building materials so that the surrounding community can repair their homes to make them more decent. This housing need is the main need so that people can live properly and maintain their health. While in the Environmental Aspect, PT NHM's CSR conducts watershed rehabilitation by involving the surrounding community and other

environmental preservation as mandated by the RI State Regulations or Laws so that in its business activities, the company can minimize adverse impacts on the environment, and does not affect the health of the surrounding community. While in the Social and Cultural Aspects, PT NHM CSR makes efforts to preserve cultural customs and create interfaith harmony by building traditional houses along with traditional attributes and equipment for 4 customary tribal institutions (Towiliko, Boeng, Pagu, and Modole), participating in the preservation of local customs and local wisdom, construction and rehabilitation of worship facilities (mosques and churches), and disaster management assistance in the form of providing temporary shelter for flood victims in West Kao and West Galaela sub-districts, for this PT NHM CSR received an award from PMI North Halmahera Regency.

Based on the analysis of welfare indicators, PT NHM CSR has carried out its social responsibility very well towards the community, especially the mining area, to be able to live properly and prosperously. The results of this study contradict Astiti and Saitri (2016) who found that CSR has a negative effect on welfare, which is due to CSR that has not been focused on the areas needed by the community, as well as the implementation of CSR that is less sustainable, so that the impact cannot be felt directly by the community.

The results of this study are also in accordance with the theoretical basis of research, namely Stakeholder Theory, which in its operations the company must pay attention to the interests and provide benefits to stakeholders or all parties both internal and external influence each other in the continuity of the company both directly and indirectly, so it is not only concerned with the interests or profits of the company alone.

In addition, PT NHM CSR concentrates leadership to the company owner (Haji Robert) in controlling, namely identifying, planning, implementing, supervising, and evaluating CSR programs so that they are more effective and felt by the community around the mine. The control carried out by the company owner is then made an agreement with the community so that they have the same goals, obligations, and social responsibility in the welfare of the surrounding community. This is in accordance with Social Contract Theory which explains that companies and communities influence each other.

While in its activities, PT NHM always pays attention to and complies with the social norms or values that exist in the surrounding community by involving traditional leaders and religious leaders in its efforts to preserve cultural customs and local wisdom, as well as inter-religious harmony. This is in accordance with Legitimacy Theory which aims to create harmony between the social values attached to its activities and the norms of behavior that exist in the social system of the community where the company is part of the system.

## CONCLUSION

Investing in an optimal portfolio of Development Board stocks proved more profitable than choosing the Main Board stocks. This higher return is primarily due to the better rate of return offered by the Development Board stocks. The key factor driving this disparity in returns is the higher volatility experienced in companies' share prices in the Development Board group. This volatility can be attributed mainly to the tendency of investors to engage in profit-taking practices in the sector.



Alternative methodologies can be explored further to deepen the stock selection criteria for portfolio construction. One potential approach involves combining the most actively traded stocks with the individual performance of each of these stocks. This approach combines liquidity, as indicated by high trading volumes, with the historical performance of each stock. By incorporating diverse criteria such as these, investors can endeavour to have a more balanced and diversified portfolio, potentially increasing their chances of achieving optimal returns while mitigating risk.

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