

# Indonesian-Thailand Corporate Social Responsibility (CSR) Management within the Cultural Preservation Framework for Sustainable Development: A Comparative Study

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Corporate social responsibility (CSR) management in Indonesia and Thailand is a crucial intersection point for diplomacy and social accountability which is grounded in distinct national contexts and frameworks. The approaches of both countries differ significantly, yet they recognize the value of CSR. Highlighting the importance of CSR in cultural diplomacy, this article examines CSR (Corporate Social Responsibility) management in the cultural industries of Thailand and Indonesia. Going through a comparative analysis, it contrasts the voluntary CSR model in Thailand with the compulsory approach in Indonesia. Studies indicated that CSR activities such as funding of the arts and cultural exchange programs, promote social solidarity and complementary understanding that are in line with national development objectives. As an effective means of promoting Indonesian for non-native speakers (BIPA) and strengthening intercultural relations, for instance, such programs have emerged. Inconsistent standardization, technical communication barriers and varying levels of stakeholder engagement, however, are frequently challenges that hinder these initiatives' effectiveness. Nonetheless, it has been apparent that the CSR within the arts and culture is not only being utilized as a platform for corporate responsibility, but rather a catalyst for sustainable cultural development and social progress in both countries.

## **BIPA**

BIPA and others

## **ART and CULTURAL**

Thai and Indonesian Literature

## **ASEAN**

Sociocultural

## **Online / Onsite**

onsite

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