Abstract
The need to implement the concept of social responsibility within the organization aims to integrate voluntarily, social and environmental concerns in their business activities and in interaction with various groups relevant to business. This article describes efforts by the entities involved in the mining industry for circuit development and ongoing support mining communities through corporate social responsibility within the organization. The paper concludes by highlight the role of the mining industry on the stability, prosperity and integrity of these mining communities that reflect all aspects of the efforts of entities concerned.

Key words: corporate social responsibility, sustainable development, profit centers, investment, natural resources.

JEL codes: M14, Q01.

Introduction
In recent years, in line with the evolution towards a communication companies soaciale groups, corporate social responsibility has become a trend in the national context.

The origin of this term is of Western origin, the European Commission expressing their vision on the concept of corporate social responsibility, for the first time in 2001 by the Green Paper "Promoting a European framework for corporate social LIABILITY (COM, 2001: 366)." In this context the term reveals "a concept whereby companies integrate social and environmental concerns in their own business activities and in their interaction with their stakeholders on a voluntary basis. (European Commission 2001:5)".

In this study we try to analyze how corporate social responsibility to judge the national context, based on the compatibility between models of modern development and domestic contexts as a kind of explanation of the manifestation of this orientation in post-communist Romania. The question is whether, indeed, companies in Romania voluntarily assumes responsibility they have towards the community in which they operate, beyond what is regulated by law, as happens in countries with economies strengthened and functional democracy. In addressing this orientation we assumed that it exists in a society with its own way of modernization. Therefore, corporate social responsibility is not imposed as a result of internal requirements. It is a construct imported from other companies otherwise generally accountability to all that is happening in society.

The purpose of this research is of paramount importance in terms of emphasizing the roughness and the realities facing the mining industry in the Jiu Valley under deep transformations through which the mining industry in Romania had to align with the requirements in the field. These changes in the Romanian mining industry requires the need to protect both those who became involved in local mining system and especially those who had to withdraw from mining. This route to support the needy is through social responsibility program - corporate, need to be implemented by all operators in adjacent areas of mining, especially economic operators involved in extracting coal effectively.
A program should be directed to CSR genuine needs, rights and expectations of employees, the rights and expectations of consumers or customers by developing products and services that do not harm the environment and does not affect communities in proximity to companies.

Corporate social responsibility should be reflected in human resource policies in cultured corporate values among employees, product development strategies in sustainable development policies. CSR programs should be communicated to key stakeholders groups of companies, not used as a pretext in advertising media. So the role of this concept is to minimize the negative impact of companies' activities, improve working conditions for employees and to raise quality standards of products and services.

Research methodology

Regarding the methodology used in the study was undertaken a consistent approach to gathering information from authorized sources, internationally recognized bibliographic databases were initiated actions documentation on policies, strategies and measures taken by policymakers in general economic respectively in the mining industry in particular. With the increasing role of corporate social responsibility within the organization that attention should be paid to the guidelines properly revolution employer - employee relationship and the organizational environment- environment relationship since the implementation of this corporate social responsibility in the economic entity contribute to a sustainable future of our descendants.

Literature review

Corporate social responsibility (CSR) is defined as the responsibility that companies, as social organizations from micro to multinationals have towards all stakeholders in their work. Corporate social responsibility is the procedure by which companies interact with the society in which they operate, and involves developing a strategy for community involvement and partnership of social groups (Schifirneţ, 2009).

There is some uncertainty about how CSR defined. Over time were advanced many definitions of corporate social responsibility. It was concluded about the persistence of confusion not on aales defined as the social construction in a specific context (Dahlsrud, 2006).

Corporate Social Responsibility is imposed as a phenomenon characteristic of postwar capitalist society, although this is a contested concept. Interpretations and definitions of this concept have varied over time and geographical space (Fairbrass, O’Riordan; Mirza, 2006).

Corporate Social Responsibility is rooted in the USA where there is a tradition of social accountability as charitable aid, based on a moral obligation towards individuals and to the company (Schifirneţ, 2009).

As proven by studies and reality, the original meaning of this concept has been transformed in the meantime to get a predominantly economic connotation, but the US economic crisis in the 80s of the twentieth century has shown that economic success depends on social contexts. As a result, there were, as a solution to the impasse reached Corporate Social Responsibility, partnerships between the economy and social groups who contributed to the production of public goods. To support the partnership state agency created intermediate between companies and society. The new vision of the concept moves away from that of Milton Friedman considers that only managers have a responsibility to act on behalf of shareholders "society's problems do not concern the business, they are the responsibility of the state" (Friedman 1970).

In Romania, the concept of Corporate Social Responsibility has become after 1990, when the Romanian economic landscape appear NGOs, particularly with humanitarian objectives, with assistance from international public and private institutions (Mandl and Dorr, 2007) conclusion that puts in relief specificity of this concept in our country, because it did not appear as an action resulting from Romanian context but as an initiative taken and adapted from outside, multinational companies that have sort promote their strategies in all countries that have expanded activities. Companies take responsibility for their own affairs and not for purposes of disinterested assistance. If in countries with a capitalist economy structured and effective corporate social responsibility is a way of developing the whole society, in Romania it has more than one dimension of public relations in order to improve corporate image to romanians. Through their social action, some companies do not disinterested, but seeks to achieve maximum profit as a public image into as extended public(Schifirneţ, 2009).

The business environment now supports the idea, controversial until recently, that the management of a company is liable not only to investors (owners, shareholders) but to all interested groups, ie to all the groups that their actions may influence long-term development of the organization. Usually beyond investors are taken into account utilizatorii customers or consumers or end-products and services company, employees, business partners (suppliers, distributors, creditors and other entities involved in the production chain), the communities in proximity operations areas companies(Diaconu, 2009).

Finally, the romanian business environment not assign Corporate Social Responsibility programs a strategic dimension. The Romanian business environment is not aware of the link between CSR and elements that ensure long-term development companies: research and product development, sustainability, human resource strategies, investment in innovation and education, good relations with communities.
Aspects of corporate social responsibility in the Jiu Valley region

Under the Mining Law no.85 / 2003, 11 government decision was approved final closing for 556 mine / quarry, and the allocated funds, since 1998 were contracted closure and rehabilitation works for a total of 295 mines and quarries from which up to 31.12.2011 were received on completion of closure and rehabilitation, 192 plus 53 goals, with partial reception (2012-2035 Mining Strategy).

In the period 1998 - 2011 for specific activities mine closure programs, including programs funded under loan agreements with financial institutions agreed external funds were spent on a total value of RON 1,330,553,614 (the equivalent of EUR 350 145 688 ) of the funds allocated directly from the state budget 1,171,568,836 RON, funds raised from the World Bank RON 137,768,130 and funds raised from IBRD of RON 21,216,648.

Of the 556 mine / quarry approval for permanent closure nationally, 69 units were targeted in the Jiu Valley area. Following restructuring in Jiu Valley mining industry over 30 000 employees lost their jobs and few of them were able to integrate professional.

The planned reduction of employees is implemented in a short period of time compared to other countries where the mining restructuring was carried out gradually over several decades, unlike Romania where decision restructuring mine was implemented within a few months, as announced by Victor Ciorbea, Prime Minister of Romania at that time.

No governmental level not know much about what would make these layoffs, which is unheard of in the UK and Germany, countries taken as a model, but without a careful analysis of this year. Unfortunately for miners, the social effects of collective redundancies have been minimized, counting on the fact that most of the former miners will return to where they came in the 80s, with the famous "actions" to recruit the necessary labor time underground. Lacking information on their future status and without knowing what they offer welfare state, miners threw themselves headlong into the millions offered by the government. This has led to the paradoxical situation where grown men with families and children, were doing everything possible to be fired, thinking that redundancy allowance will solve the problems faced at that time.

Going into possession of redundancy payments, people began in the vast majority, to spend without limit. Consumer electronics stores were emptied within days of televisions, refrigerators and washing machines, which many have sold half months later. Small fortunes were squandered in a few days and dozens of families have gone from day to day to waste in abject poverty.

Another unfortunate consequence of this phenomenon manifested itself in real estate. Many of the National Coal Company employees living in government housing apartments, and after many layoffs desire to return home areas. In order to facilitate the departure of many miners and sold leases the goods without a significant value. Many of those who have gone back to the country with great thoughts have not been able to adapt and returned in Vale, where there were no houses, no job.

Finding a job in the Jiu Valley amount to fight for survival after layoffs in 1997, and dozens of protests and desperate gestures of former miners demanding work have given the seriousness of the situation in the area. Exceeded social crisis in the Jiu Valley, the Government continued to act without a long-term strategy, contenting himself that after every protest, let's share a few dozen emergency aid. Meanwhile, the World Bank rave about retraining of former miners and their transformation into successful entrepreneurs...

For liquidation of mining, considered economically unprofitable, the government spent large sums of money, according to official data, more than 60,000 miners dismissed in 1997 (most in the Jiu Valley and Oltenia) have received compensation worth nearly 853 billion lei, this amount depășin 2247 billion in 1999, when, at national level, the number of redundancies exceeded 191,000 persons, with staff from entering areas other than mining.

According to officials from the Ministry of then Labour and Social Protection, the money was paid from the unemployment fund. So redundancies proved to be an extremely costly, which then generated social convulsions unmanageable because of the lack of concrete measures in the long term.

After things were quieter in the Jiu Valley mining areas disadvantaged situation was monitored through a program funded by the World Bank. A group of romanians and foreign sociologists conducted a study in 2005 that found 28 percent of households with redundant regions is below subsistence, having no money for food or întrăteniere. According to sociologists, those in this situation borrow from relatives or neighbors to survive. This occurred amid inadequate legislation concerning unemployment and social protection, because after the unemployment, people without a job for a short period also received financial assistance from the state minimum (a so-called support allowance, followed by social assistance for a limited period), after coming out of any form of payment. That is, although agencies reported lower unemployment, this was not due to employment of the unemployed, but the fact that more and more not received any help and exit records of the Ministry of Labour.

To support communities affected by mining restructuring was undertaken various impact studies on the consequences of this irreversible process. Thus it was found that in terms of population, the Jiu Valley yet known
peak in 1992 when there were a total of 168,018 people, followed since 1997 with redundancies to decline steadily reaching 119,484 inhabitants according to the last census.

The mobility of the population was very strong in the Jiu Valley, number who were leaving the area almost as high as those who were in the area for a job, however since 1997, with layoffs migration growth in the Jiu Valley become a predominantly negative peak being reached in 1997 where departures were numbered 7168 and number of arrivals in 3093.

One of the relevant indicators of quality of life for the structure of a population is food consumption. Except bread, it was found that less than 50% of families in the Jiu Valley daily consume products such as potatoes, vegetables, fish, meat and dairy products derived from milk or meat, eggs or fruit juices. In the case of fish and fish products, consumption is lowest, about 65% of the population declaring that this product consumes less than once a month. There is generally a shift in consumption towards cheaper products and more consistent and less expensive or to the healthy, which denotes a state of poverty advanced priority issue at stake is that of physical survival, food security. Most of these products are purchased where these products in their own households are extremely rare.

Regarding the use of debt as an indicator of the level of material wealth, debt type, its size and creditor courts constitute the relevant indicators for deprivation of an individual or a community.

Almost 80% of the Jiu Valley when he has debts to at least one of the courts of reference (banks, credit unions, and other lending institutions) and liabilities to housing associations have the highest proportion in the sense that a many of the families have debts to maintenance.

These indicators show an acute poverty of the entire population of the Jiu Valley, so more than half of the population must postpone your household pay to use the loans to buy food, or fails to secure objects necessary clothing.

In this area 90% of families living in apartment buildings, and in most situations is a personal home (80%) of a family member. However, compared to the national situation in the Jiu Valley residents living in much worse conditions than the rest because of living space allocated for a family member is lower than other zne in the country. Only a small proportion of the population has savings (34% of employees and 23% of redundant). For those who have savings, it appears that in most cases are insignificant, only 4% of the population saying they have greater savings of 1,500 RON.

In the Jiu Valley can identify two types of unemployment:

- Unemployment term, reducing the volume of business generated by the company with the largest share of activity in the Jiu Valley due to deteriorating domestic economic conjuncture and circumstantial variations in supply and demand of products in the course of his business.
- Structural unemployment, often called mismatch unemployment, which is a form of imbalance between occupational and professional bodies, local demographics of labor supply and demand in the labor market.

Thus, after an analysis of the labor market in the Jiu Valley we find that the total working-age persons or between 16-59 years (men) and 16-54 years (women) was at the time of the 1992 census of 105,162 people, or 62.8% of the population, much higher than the national average which is 56%, and now they are 61% and 98,950 people.

The ratio of the active population and labor resources recorded values between 59.5% and 78.8% which means that there is a large reserve of persons of working age (especially women) who can contribute to the expansion and diversification of economic activities capable conducive to social and economic revitalization of the area.

The total number of unemployed in this period increased, respectively unemployment rate from 3.2% to 29.1%, well above the national approx. 10%. This development indicates difficulties in finding a job in the Jiu Valley and permanent weakening area economy, unable to absorb surplus labor in the labor market.

An example of social responsibility in the Jiu Valley mining area is 75 000 euros investment incurred by the Enel Group for renovation Policicino House Day Centre in Petrosani, the beneficiaries of which children with disabilities in the Jiu Valley. The donation consisted of renovating the physical therapy room, spaces for teaching and platform in purchasing a minibus to transport children in remote villages of Petrosani, towards the center, especially in winter, when the transport is difficult.

Given the above it can be said that corporate social responsibility in the mining industry in the Jiu Valley applicable may start point of the local community requests to reopen profitable mining perimeters detrimental offers from outside the country to import coal a competitive price in countries with a tradition of mining. These requests represent the last hope for the residents of deprived areas to have peace tomorrow for themselves but also for their children.

Conclusion

The idea of corporate social responsibility of business begins to take shape starting with 2000, when the European Council adopted this guidance as a well-defined strategy. In the literature were included various posts on the definition and interpretation of corporate social responsibility (CSR).
Corporate social responsibility means care for the environment, the relationship with employees, civilized working conditions, health and work safety measures, facilities offered to employees by the company for professional learning, honesty in relationships with business partners, how to choose clients carefully and suppliers, transparency company's activities for employees, customers, community and administration and, not least, involvement in community life.

Considering that our country has a long tradition of mining has become imperative to implement the strategy of corporate social responsibility in all business units and distinct activities within the organization engaged in mining.

Due to the difficult work of extraction of coal, social responsibility within the organization comes to improving the working conditions of workers, initiate funding of educational programs designed to contribute to the development of mines adjacent communities to facilitate access through various philanthropic, interested investors participate in the development of mining areas with limited human and material possibilities. In terms of environmental requirements, mining in Romania is subjected to the alignment of Community environmental standards in force. In this context it came to reorganization, restructuring or closure of me. Mine closure led both to lower income population in regions with restrictive effects on the local economy and lower revenues from local budgets.

In order to maximize social benefit, makers of the economy, promote the concept of cooperation between local communities, mining companies and regulators throughout the life cycle of mining activity. To this end companies must adopt corporate social responsibility, and economic performance in developing an ethical manner (respect for people and local communities).

Actions taken to achieve this objective must:

• take account of the need to respect and promote human rights protection;
• support corporate social responsibility (CSR);
• political practice revenue sharing, ensuring that a reasonable part of their work in the communities in which it operates mining, balancing conflicts and supporting local interests;
• support local fair business environment, communities, women's associations and other stakeholders or affected by mining activities.

A solution for areas affected by mine closure conversion is thus necessary implementing social policies sustainable economic reconstruction of industrial areas including those affected by mining sector restructuring.

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