

Research on the Promotion of Corporate Social Responsibility

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Abstract: With the increasing expectations of the society for enterprises, corporate social responsibility has become an important issue. This paper aims to explore the ways and influencing factors of improving corporate social responsibility. Through the review of relevant literature and case analysis, this study will discuss the strategy and effectiveness of improving corporate social responsibility, and analyze it from the perspective of internal and external factors of enterprises.

Keywords: corporate social responsibility; promotion; optimization countermeasures

1 Introduction

This paper aims to explore the problems and objectives of improving corporate social responsibility, focusing on the following aspects: the definition and connotation of corporate social responsibility; Explore the strategies and ways to enhance corporate social responsibility and the factors and mechanisms that affect the promotion of corporate social responsibility; Through the research and analysis of the above problems, it aims to provide theoretical guidance and practical suggestions on the promotion of corporate social responsibility, so as to promote the progress and development of corporate social responsibility.

2 Analysis of the status quo of Corporate Social Responsibility promotion

2.1 A Company Profile

Company A is a leading enterprise in the domestic pharmaceutical auxiliary industry. The company has advanced technology and equipment and excellent product quality, and has more than 500 employees.

Company A is a joint-stock company with a board of directors, a board of supervisors and a general manager at the top leadership level. Middle-level leaders have set up quality director, class A product director, class B product director, marketing director, supply department, human resources department and finance department, among which the quality director has three parts: inspection department (QA), Quality supervision department and research and development department; class A product director has workshop director; class B product director has workshop director and equipment department, and the marketing director has three parts: regional manager, sales department and international trade department. Grass-roots employees are composed of ordinary R&D personnel, sales staff, workshop workers and logistics staff. Under the correct leadership of the board of directors, Company A has shown a strong development momentum in recent years.

2.2 A Status of Corporate Social Responsibility Promotion

In order to fully understand the performance of corporate social responsibility, the author will take the main stakeholders of Company A as the survey object, and use the questionnaire survey and interview survey to understand the status and problems of their performance of corporate social responsibility. Figure 3-1 is a comparison of the importance of CSR measures.



Figure 3-1 Comparison of the importance of csr measures

The managers of Company A are more and more aware of the importance of improving corporate social responsibility. At the same time, they begin to prepare and take corresponding measures to increase the market competitiveness of their products. Enterprise managers also believe that the stronger the enterprise, the greater the responsibility, and the performance of corporate social responsibility will directly and in turn affect the enterprise itself, thus affecting its own development. For this reason, the managers of Company A began to pay attention to the identity of “citizens” in the enterprise market, assumed more social responsibilities, and achieved certain results.

Company A realizes that besides paying attention to its own interests, it also needs to fully consider the expansion of the market and the interest relationship between partners. Among the countermeasures that have been carried out now, the company should fully improve its sales market, and then focus on developing new pharmaceutical excipients, and strive to expand and package its own pharmaceutical excipients industry and consolidate its position. The improvement of service quality makes an enterprise's brand more valuable and powerful. Keep it that way. Increasing the market share in China through the occupied customer base reflects the advantages of personalized customer service, and contributes to adjusting the product structure and improving the sales of product value.

In addition to continuing to insist on R&D and innovation and grasping the pulse of the market, Company A began to pay attention to the importance of social influence. Enterprise managers found that the quality of enterprise products is not much different from that of foreign products, and even some products are better than similar foreign products, but they are far behind foreign enterprises in brand effect. For example, German JRS Company has been committed to the production of pharmaceutical excipients for more than 100 years. Its sales outlets are all over many countries

in the world, and it has also entered the China market. It has to be admitted that under the condition of the same product quality, JRS Company relies on brand effect to take the lead in market competition again and again, which is the accumulation of its brand value for a hundred years and also exposes the shortcomings of Company A in brand building.

At present, the lack of corporate social responsibility of Company A is mainly manifested in the basic attributes of the

product's own performance, and the value growth brought to the enterprise by establishing and publicizing corporate culture, constructing strong sales channels, disseminating product concepts, strengthening process services, and shaping brand associations. And even some aspects of the work are still in a blank or initial state, that is why its products are weaker than similar foreign products in terms of price and competitiveness. The specific content is shown in the following table 3-1.

Table 3-1: Contents of 7 Aspects of Corporate Social Responsibility

Related responsibilities	main content
staff	Staff training and development, internal fairness, salary and benefits, working environment, etc.
shareholder	Enhance the interests of shareholders, good corporate governance, etc.
surrounding	Environmental benefits, resource conservation and product environmental protection are taken into account in all aspects of production.
client	Products are safe, the price is right, the quality is up to standard, the service is in place in time, and the product promotion is true.
business partner/alliance	Stable interests and cooperation, promoting common development, timely granting loans, etc.
government	Pay taxes on time and complete the political tasks assigned by the government.
Township (community)	Donation, providing villagers with jobs, promoting community development, and helping public welfare undertakings.

3 Problems in improving Corporate Social Responsibility

3.1 Lack of consistency and standardization

At present, there are many different standards and guidelines for corporate social responsibility, such as ISO 26000, UN Global Compact, GRI, etc. These standards and guidelines are different in content and requirements, which makes enterprises face difficulties and uncertainties in choosing when fulfilling their social responsibilities. Different industries and regions have different requirements and practices for corporate social responsibility. Due to the differences in industry characteristics and regional cultures, enterprises face different challenges and demands in fulfilling their social responsibilities, which leads to the inconsistency between standards and practices. The lack of a unified evaluation and certification mechanism makes it difficult to compare and evaluate corporate social responsibility performance. Different evaluation institutions and certification standards may give different evaluation results, which makes it difficult to objectively measure and recognize the performance of enterprises in social responsibility.

3.2 Information asymmetry and lack of transparency

Lack of transparent reporting and disclosure, the information disclosure of enterprises in fulfilling their social responsibilities is not transparent and comprehensive enough. Enterprises may selectively disclose some positive social responsibility measures, but often lack disclosure of negative impacts and problems, leading to information asymmetry. For external stakeholders, it is often difficult to obtain information related to corporate social responsibility. Enterprises may not provide enough information channels and ways, or the information is not transparent and easy to obtain, which makes it difficult for external stakeholders to understand the performance of corporate social responsibility. Enterprises often lack extensive participation and communication with stakeholders when formulating and implementing social responsibility strategies. This leads to the lack of understanding and participation of stakeholders in corporate social responsibility actions, which further aggravates the problem of information asymmetry.

3.3 Conflicts of interest and trade-offs

While pursuing economic benefits, enterprises may face conflicts with social responsibilities. For example, in order to reduce costs and improve profits, enterprises may choose to use cheap labor or environmentally unfriendly production methods, which may conflict with the principle of social responsibility. Enterprises need to weigh the rights and interests of different stakeholders when fulfilling their social responsibilities. Different stakeholders may have different expectations and needs, and enterprises need to make trade-offs while satisfying the interests of all parties. Enterprises may ignore the consideration of long-term sustainable development when pursuing short-term interests. For example, enterprises may neglect environmental protection and social responsibility in pursuit of short-term profits, which may have a negative impact on the long-term development and reputation of enterprises.

4 Strategies for improving Corporate Social Responsibility

4.1 Leadership Commitment and Demonstration Effect

Leadership commitment and demonstration effect play a key role in promoting corporate social responsibility. The important decisions and behaviors of the leadership will have a demonstration effect on other members of the organization and affect their attitudes and behaviors towards corporate social responsibility. First of all, the commitment of the leadership is the first step to enhance corporate social responsibility. The leadership should clearly express its commitment to corporate social responsibility and internalize it into the core values and culture of the enterprise. This commitment should be reflected in the communication, decision-making and actions of the leadership to demonstrate real concern and attention. Secondly, the demonstration effect of the leadership can inspire and stimulate the active participation and action of other members in the organization. When the leadership sets an example to practice corporate social responsibility, other members will be encouraged to follow suit and regard it as part of the organizational culture.

4.2 Participation and cooperation of stakeholders

The participation and cooperation of stakeholders is another

important strategy to enhance corporate social responsibility. Stakeholders include employees, customers, suppliers, community residents, government agencies and other parties that have direct or indirect interests with the enterprise. They have important influence and interests on the decision-making and behavior of enterprises, so it is very important to incorporate the participation and cooperation of stakeholders into the strategy of improving corporate social responsibility. First of all, the participation of stakeholders can help enterprises better understand their needs and expectations. Through regular communication and cooperation with stakeholders, enterprises can get their feedback and opinions, so as to more accurately grasp the focus and direction of social responsibility. Secondly, the participation of stakeholders helps to build common goals and interests. By cooperating with stakeholders, enterprises can form a win-win situation and combine their interests with social responsibility goals. For example, in cooperation with employees, we can formulate and implement plans for employees to participate in social responsibility activities; Cooperation with suppliers can establish a long-term and stable cooperative relationship and promote the sustainable development of supply chain. In addition, the participation of stakeholders can provide practical guidance and support. Stakeholders may have rich experience and knowledge, and can provide suggestions and help for enterprises on social responsibility practice.

4.3 Effective communication and reporting mechanism

Establish a transparent communication and reporting mechanism, and actively disclose corporate social responsibility practices, objectives and achievements to stakeholders. Communicate with stakeholders through various channels, including corporate websites, social media, regular reports, press releases and other forms to ensure the universality and accuracy of information transmission. Adopt innovative communication methods, such as videos, pictures and cartoons, to attract more people to pay attention to and understand corporate social responsibility practice. Pay attention to the concerns and problems of stakeholders, respond in time and take measures to solve them, and enhance the interactivity and authenticity of communication. Encourage stakeholders to

participate in corporate social responsibility practice and obtain external opinions and suggestions through cooperative projects and advisory committees. Establish a regular reporting mechanism, systematically sort out and publish the practices, objectives and achievements of corporate social responsibility, and conduct independent evaluation and verification.

5 Conclusions

In the study of improving corporate social responsibility, enterprises may choose to use cheap labor or environmentally unfriendly production methods in order to reduce costs and improve profits, which conflicts with the principle of social responsibility. In addition, when enterprises fulfill their social responsibilities, they also need to weigh the rights and interests of different stakeholders and balance the interests of all parties. To solve this problem, enterprises need to establish the concept of long-term development, incorporate social responsibility into enterprise strategy and decision-making, and balance short-term interests with long-term sustainable development considerations. Through in-depth research and exploration, it can provide more scientific and effective guidance for the practice and promotion of corporate social responsibility.

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