



Chemical Enterprises Social Responsibility -from the perspective of Stakeholders

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Abstract. Faced with the unprecedented changes and challenges of global economic recovery, CSR (CSR) is becoming an important contribution force and path choice. The chemical enterprise social responsibility performance is related to various stakeholders, this paper analyzes the performance characteristics of the chemical enterprise social responsibility in our country at present through the stakeholder theory and CSR practice combined, and then through analysis of the chemical enterprise in the performance of social responsibility in three problems, In other words, managers of some chemical enterprises have weak awareness of sustainable development strategy, inadequate disclosure of chemical enterprises' social responsibility information and insufficient motivation for chemical SMEs to fulfill their social responsibility. Effective measures to promote chemical enterprises to actively practice their CSR are put forward. To improve and deepen the social responsibility consciousness of chemical enterprises, establish and improve the legal system of information disclosure of chemical enterprises, stabilize and optimize the business environment of chemical SMEs, so as to promote the sustainable development of the chemical industry.

Keywords: SR; sustainable development; stakeholder; chemical enterprise

1 Introduction

According to the government work report of the NPC and CPPCC sessions in 2023, China will continue to strengthen ecological and environmental protection, coordinate energy security and stable green and low-carbon development, and scientifically and orderly promote carbon neutrality. Chemical industry is an important pillar of China's national economy, and due to the particularity of the production process of chemical enterprises, chemical enterprises will be the focus of the government and society. The 14th Five-year Plan is the high-quality development stage of the chemical industry. It is imperative for chemical enterprises to practice their social responsibility, which is an unshirkable historical responsibility. With the mutual penetration of stakeholders and social responsibility theory, the analysis of CSR based on the stakeholder theory is sought after by the majority of scholars. In essence, chemical enterprises fulfill

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social responsibility to fully consider all stakeholders, so as to realize the sustainable development of chemical enterprises. Under the new era and new background, how to fulfill the social responsibility of chemical enterprises deserves social attention.

2 CSR Analysis from the perspective of stakeholders

The stakeholder concept were formed in the middle and late 20th century, and the most representative was explicitly proposed by Ferriman ^[1], in 1984. He believed that stakeholders are all individuals and groups that can influence the realization of an organization's goals or are affected by the process of an organization achieving its goals. Stakeholder theory holds that in the development of an enterprise, enterprises should not only consider the interests of shareholders, but also consider the interests of other stakeholders related to the development of the enterprise. Only by meeting the needs of different stakeholders related to the enterprise can the enterprise get the support of the stakeholders and have a good future. CSR has attracted wide attention at home and abroad. It was first put forward the concept of social responsibility by Shelton in 1924. He believed that "enterprises should not take profit maximization as the sole goal of operation, and the moral responsibility of enterprises is even more important than profit". Later, Chinese scholar Qu Xiaohua (2003) ^[2] said: " CSR means that while achieving the profit goal and distributing dividends to shareholders according to law, it should also fulfill the responsibility to government departments, upstream suppliers, communities and downstream customers. CSR requires that enterprises should not only take profit maximization as the only goal of existence, but also reflect the social value of the enterprise in daily operation, that is, the responsibility to government departments, upstream suppliers, communities and downstream customers ". Many scholars have different definitions of CSR, and there is no unified standard. The stakeholder theory can make the measurement of social responsibility more specific. The survival and development of an enterprise cannot be separated from all stakeholders, and the operation and management activities of an enterprise need to comprehensively balance the interest demands of all stakeholders ^[3,4].

Shareholders are the investors, owners and supporters of the enterprise. The performance of the enterprise is closely related to the profits of shareholders. The stable profit return is the basic performance of responsibility to shareholders, therefore, the responsibility of the enterprise to shareholders is mostly reflected in the economic return and long-term development of the enterprise. The main responsibility of a company to creditors is twofold: on the one hand, it must be provided with information that enables him to determine the operation of the company and its income and expenses. On the other hand, it must strictly abide by the relevant requirements of the debt contract signed with the creditors, absolutely execute it, and repay the principal and interest on time. The supplier is the supplier of raw materials or semi-finished products directed to the enterprise. The responsibility of enterprises to suppliers is mainly reflected in the payment of goods. If the enterprise fails to pay off the supplier in time, the long-term cooperation between the enterprise and each supplier will be affected. Government plays an important role in the development of the enterprise,

under the market economy system, when the market self-discipline failure, lack of department of relevant state regulation, enterprise management status directly affect the government revenue, the harmonious development of national economy depends on enterprise tax on time, the responsibility of the government is mainly reflected in the tax. The production of products and services for the enterprise is the guarantee for the normal operation of the enterprise and the basis for the survival and development of the enterprise. The responsibility of enterprises to employees is mainly reflected in their salary, career development, care for employees and the working environment. The sustainable development of an enterprise is inseparable from excellent employees. If enterprises want to absorb excellent talents for a long time, they must actively fulfill their responsibilities to employees. Customers are an important resource for enterprises. In addition to ensuring product quality and environmental protection, enterprises must also do a good job in products and services. The survival and development of enterprises always exist in the social public environment. Enterprises should give back to the society in appropriate ways to help the society achieve harmonious development. Enterprises' responsibility to society is generally reflected in providing public donations and sponsoring projects, and assistance to vulnerable groups. The environmental responsibility of enterprises mainly includes environmental management, energy conservation and emission reduction. The former includes increasing investment in environmental protection and actively participating in environmental protection and public welfare, while the latter includes saving resources and correctly treating the "3 wastes".

3 CSR Characteristics of chemical enterprises in China

3.1 Differences in CSR importance attention to various stakeholders

Stakeholders can be divided into major stakeholders and secondary stakeholders. The former includes the government, creditors, shareholders, customers, employees and suppliers, while the latter includes the public and environmental organizations. In China, chemical enterprises attach different importance to the fulfillment of social responsibilities of various stakeholders. Most chemical enterprises pay more attention to the fulfillment of CSR of shareholders, customers, employees and suppliers, and ignore the social responsibilities to other stakeholders. First of all, chemical enterprises generally believe that shareholders, employees and customers are the key to the survival of enterprises, because they provide necessary resources or benefits to enterprises. Chemical enterprises actively fulfill their social responsibilities to employees and suppliers can avoid the suspension of production. Secondly, the responsibility of chemical enterprises for creditors depends on the production and operation and income and expenditure of the enterprises. Only enterprises with good production and operation and income and expenditure will actively fulfill their responsibilities to creditors; on the contrary, they will not pay attention to the responsibility of creditors. Finally, more chemical enterprises do not actively pay attention to the responsibility for the environment and society, and enterprises lack of initiative, it is generally believed that it will consume costs and reduce corporate profits.

3.2 Differences in listed and non-listed chemical enterprises

By March 2023, there are 392 listed enterprises in China's chemical industry, and the number of non-listed chemical enterprises is huge. Compared with the non-listed chemical enterprises, the listed chemical enterprises have a larger scale, greater influence, and stricter information disclosure requirements such as corporate financial and social responsibility reports. first, Chemical enterprises generally perform listed enterprises with large scale and influence, They value the fulfillment of social responsibilities to stakeholders like shareholders, employees, customers, government, society and the environment, And the relatively weak social responsibility behavior is the unlisted small and medium-sized chemical enterprises, Even many small and micro enterprises do not even have a concept of social responsibility; second, Due to the high information transparency of listed companies, The roles of the public, the media and the government pay more attention to the information disclosed by enterprises, This includes the CSR report, As a result, listed chemical enterprises have better responsibilities for all stakeholders than non-listed chemical enterprises.

3.3 Differences in properties of chemical enterprises

Among the 392 listed chemical enterprises in China, there are 35 central enterprises, 64 local state-owned enterprises and 293 non-state-owned enterprises. Here non-state-owned enterprises include private enterprises and foreign-funded enterprises, non-state-owned accounted for a relatively high proportion, nearly 75% [5]. Compared with private enterprises, the asset-liability ratio and current ratio of listed state-owned chemical enterprises remain relatively stable, with relatively stable net asset income, and their cash flow ability is obviously better than that of private enterprises. State-owned chemical enterprises shoulder the responsibility of high-quality development, and play an exemplary role in fulfilling their social responsibilities to all stakeholders. They play both an economic role and a political role, and maintain a high degree of unity with the relevant policies and documents issued by the government. The responsibility of state-owned chemical enterprises to their shareholders is mainly reflected in the maintenance and appreciation of the enterprises, Non-state-owned enterprises generally pay more attention to the pursuit of actual corporate profits; The social responsibility of the employees, Although both state-owned and non-state-owned chemical enterprises have established the idea of "people-oriented", But in the specific actions to protect the rights and interests of employees, The implementation of state-owned enterprises is obviously better; For the social responsibility of the government, State-owned chemical enterprises and the government in the chemical industry, With the industry's strategic goals to achieve a higher degree; Responsibility for the environment, Both state-owned chemical enterprises and foreign-funded enterprises pay more attention to their environmental responsibilities, To actively promote industrial upgrading, Proactively eliminate production facilities with high energy consumption and high pollution, Actively innovate production methods and develop green technologies, So as to achieve energy-saving and emission reduction, We will promote ecological progress. However, private enterprises may be indecisive in the strategic deci-

sion of enterprises because of their cost and profit problems, which will reduce their enthusiasm for ecological environment construction. On December 3rd, 2021, the Chinese Academy of Social Sciences group officially released the journal of CSR blue book, the chemical industry some representative of state-owned enterprises, private enterprises and foreign enterprises in the analysis of social responsibility, from the book, the highest level, local state-owned enterprises, foreign enterprise social responsibility level ahead of private enterprises.

4 Problems in chemical enterprises CSR

4.1 Lack of strategic awareness of sustainable development in some managers

The active fulfillment of social responsibilities is conducive to the sustainable development of enterprises. The fulfillment of social responsibilities of chemical enterprises is not for individual stakeholders, but all stakeholders must give consideration to it. Part of the chemical enterprise understanding of CSR, enterprise lack of initiative, enterprise managers think enterprises actively fulfill social responsibility will pay, a lot of manpower and material resources and financial resources, and some enterprise managers only attention to the production link does not pay attention to the pollution control on the one hand, the pollution caused by the enterprise is not timely enough carefully. Chemical enterprise managers low management level is one of the main problems of enterprises should be solved, some enterprise managers sustainable development strategic consciousness is not strong, value immediate interests, ignored the long-term development of the enterprise, ignored the care for employees, ignored the effective protection of the environment, etc., it will be not conducive to the enterprise of shareholders, employees and environmental stakeholders responsibilities, more conducive to the sustainable development of the enterprise.

4.2 Insufficient disclosure of CSR information

Through observing the data released by 392 listed chemical enterprises in China, it is not difficult to find that some chemical enterprises lack of social and environmental responsibility information disclosure, and for non-listed chemical enterprises, most enterprises can not even find documents or reports related to social responsibility [6,7]. Chemical enterprises high pollution is especially prominent in manufacturing, in the process of production, many products toxic and harmful and flammable and explosive, these substances cause potential threat to the environment and society, listed chemical enterprises than unlisted chemical enterprises more vulnerable to environmental regulators and the supervision of the social public, if highlighted in the social responsibility disclosure of environmental and social responsibility of information, to win the environmental regulators and other stakeholders must have an important role, can significantly improve the enterprise value [8,9].

In the social responsibility report issued by chemical enterprises, there are also enterprises that have a fluke mentality. The disclosure of positive social responsibility

information is very detailed, and the negative information is not even reflected, or the vague language description. Chemical enterprises should recognize the value created by the disclosure of social responsibility information, and attach importance to the disclosure of social responsibility information. The release of high-quality social responsibility reports is an effective way for listed companies to convey information to stakeholders, and can convey a signal to stakeholders that enterprises will actively fulfill their social responsibilities. Enterprises need to actively disclose social responsibility information to reduce the asymmetry of information with stakeholders. Although it will bring certain costs to enterprises in the short term, it can send an effective signal to the market and contribute to the sustainable development of enterprises [10].

4.3 Lack of motivation in SMES to fulfill CSR

The external driving force for SMEs to fulfill their social responsibilities mainly comes from government policies and laws, while the internal driving force mainly comes from corporate values and corporate economic interests. On the one hand, the policy and legal system construction of chemical SMEs to fulfill their social responsibilities are not sound enough, leading to the lack of external driving force for chemical SMEs to fulfill their social responsibilities [11]. On the other hand, if the benefits of fulfilling social responsibility is greater than the cost it pays, then the enterprise is willing to fulfill social responsibility; if the cost of fulfilling social responsibility is greater than its benefits, then the internal motivation to fulfill social responsibility will be insufficient. If enterprises want to truly fulfill their social responsibility from the heart, they must see that the result of fulfilling their social responsibility is that the benefits outweigh the costs. Small and medium-sized chemical enterprise economic interests directly affect the strength of the enterprise to fulfill social responsibility, in the face of complex international environment, and the impact of the outbreak of enterprise production and operation, chemical SMEs can survive, can obtain sustainable profits become the most concern of enterprise, so the chemical SMEs to fulfill the internal driving force of social responsibility.

5 Effective measures to promote chemical enterprises fulfill CSR

5.1 Improve and deepen the sense of CSR

Chemical enterprises should strengthen their understanding of social responsibility, not only regard it as the cost and burden of enterprises, but also realize that CSR behavior can bring potential benefits to enterprises, and actively practice social responsibility is to "investment" in enterprises. Chemical enterprises based on the social public environment, on the one hand, they should pay attention to the realization of their own value, that is, to obtain stable profits, expand the scale of the enterprise, on the other hand, they should pay attention to the realization of social value, that is, to

create value for the society. Enterprises should constantly enhance their sense of social responsibility, actively practice their social responsibility, and realize their own value.

The practice of social responsibility in chemical enterprises should be an active and conscious process, and bring it into the long-term development strategy of enterprises, which should establish the correct concept of social responsibility and long-term sustainable development concept [12]. Through the rational allocation of resources, enterprises can maximize the value of the enterprise and the sustainable development of the enterprise, and focus on the practice of social responsibilities to various stakeholders. In addition, the enterprises should not only consider the short-term economic interests, but also pay the practice for the long-term interests of the enterprise, and develop together with the stakeholders.

5.2 Establish and improve the laws and regulations

As an important force in the construction of CSR, the government plays an important role in advocating and encouraging enterprises to fulfill their social responsibility, and in establishing and improving the laws and regulations related to social responsibility. At present, the legal construction of the compulsory performance of social responsibility in chemical enterprises lags behind. Firstly, the government should establish operational incentive mechanism and mandatory laws and regulations to encourage enterprises to actively fulfill social responsibility; secondly, the government should play a leading role in promoting CSR construction, and can release some policies or documents to encourage listed and unlisted chemical enterprises to disclose relatively complete social responsibility reports and correctly guide enterprises to practice social responsibility. Finally, it is necessary to strengthen the supervision and inspection of CSR behavior, reward and punishment, implement policy preferences or incentives for chemical enterprises that pay taxes and clean production, and severely punish the behavior that damage the social and environmental stakeholders for excessive profits.

5.3 Stabilize and optimize the business environment for chemical SMEs

Most of chemical SMEs are private chemical enterprises. Although the state has introduced measures to help enterprises to support private enterprises and face the difficulties, But private enterprises will still face all kinds of invisible barriers in the market competition, Coupled with the impact of COVID-19, Private enterprises face many difficulties and challenges, Some policies cannot just shout slogans, Need to fully translate policy into operational and practical measures, To fully release the policy dividends that benefit the growth and growth of chemical SMEs, Providing a good business environment for chemical SMEs will provide stable economic benefits for enterprises, Only with stable economic interests can enterprises actively fulfill their social responsibilities to all stakeholders.

6 Conclusion

The chemical industry is a highly polluting industry, and chemical waste water, waste residue and waste gas will cause harm to the water, soil and atmospheric environment. In the production process of chemical enterprises, many products are toxic and harmful and explosive, and these substances will cause potential threats to employees, the environment and social stakeholders. There are still many problems in fulfilling social responsibility, such as low level of managers, lack of social responsibility information disclosure and insufficient motivation to fulfill social responsibility. These problems will become the resistance to the sustainable development of chemical enterprises. Therefore, enterprises should attach importance to and actively fulfill their social responsibilities to all stakeholders, and improve the awareness of corporate managers; secondly, the government and media should strengthen the supervision of chemical enterprises, so as to promote the sustainability of the industry. Finally, it is necessary to fully implement government policies and optimize the business environment of chemical enterprises to promote them to actively fulfill their social responsibilities. The chemical industry is moving towards high-quality development, and chemical enterprises must adapt to the new situation, new policies and new environment to fulfill their social responsibilities.

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