

On corporate social responsibility and enterprise responsibility culture in new period

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Abstract. Enterprises should undertake various responsibilities for employees, employees, consumers and society, establish multi-level and interactive modern corporate responsibility culture system and list social responsibilities in the scope of corporate responsibility culture so as to make it become an important component of corporate cultural construction. This paper sets forth corporate social responsibility and corporate responsibility culture and proposes countermeasures to apply corporate social responsibility to establish corporate responsibility culture.

Introduction

In current new period of integration of world economy and participation in international competitions, corporate social responsibility receives much attention. Although Chinese enterprises still have certain gap with transnational enterprises in terms of undertaking corresponding social responsibility, Chinese enterprises have realized they can gain respect in fierce international competitions only when they actively undertake social responsibility. Nowadays, performance of rational social responsibility by enterprises has received high attention by all sectors of society and has gradually become one of important ideas in enterprise governance and strategic management. More and more enterprises realize they must treat social responsibility from long-term development perspective. For an honest enterprise, the society should actively promote it to undertake corresponding social responsibility. On this basis, corporate social responsibility needs to enjoy popular support and be internalized in corporate culture construction so as to practically form mutual fusion of corporate social responsibility and corporate responsibility culture.

Overview of corporate social responsibility

Corporate social responsibility refers to various requirements for enterprises put forward by the public due to socialized mass production and social progress. It requires enterprises should not damage or meet interest of employees, consumers and interested parties in the society when pursuing benefit maximization and meeting shareholders' benefits. Enterprises should abide by commercial ethics, implement safe production, maintain occupational health, protect employees' legal interest, protect environment, support philanthropy and protect vulnerable groups. According to system theory, the whole society is a large system. Economic system is one of very important systems in social system. The enterprise is an important member in economic system. So, enterprise survival and development cannot be separated from the general environment. All enterprise behaviors need decision-making. Enterprise can think over relevant problems and implement rational countermeasures. This means enterprises undertake social responsibility.

The development of corporate social responsibility has the following four stages: 1) enterprise' responsibility for shareholders. Famous economist Adam Smith once pointed out that corporate social responsibility means to provide various products and labor services and achieve enterprise profit maximization in this process. 2) Enterprise' responsibility for community and shareholders. Famous economist Shelton considers that if an enterprise positions enterprise operation strategy to community services, the enterprise can consider community benefit on the basis of gaining profits. Once the enterprise regards community benefit as one of standards to measure enterprise operation management, the comprehensive benefits will exceed enterprise profit. 3) Enterprise' responsibility

for employees, consumers and the public. In 1930s, the researcher Professor Daode considered an enterprise had different social responsibilities for employees, consumers and the public. 4) Enterprise' responsibility for shareholders, employees, consumers and the society. In 1970s, the management expert Druck considered corporate social responsibility has very important position in management. It is equally important with gaining economic achievement, making work more vigorous and making employees feel the sense of achievement. Corporate social responsibility should be implemented with management behaviors at the same time. Another scholar Carol holds that corporate responsibility is one of complex systems, mainly including economy, law, morality and charity. They can mutually interact and overlap.

Overview of corporate responsibility culture

The idea of corporate responsibility appeared in 1920s. It was proposed in production and management practice by western enterprises. Then, Freeman and other researchers develop it to stakeholder theory on the basis and rapidly gain the approval of companies. Currently, the management idea has been fashionable in the world and become the general norm globally. As transnational enterprises have entered China in recent years, the international popular idea also enters China. So, active construction of corporate responsibility culture has become one of the marks to judge standardization degree of an enterprise. The author considers corporate responsibility culture aims to make enterprises and stakeholders (i.e. shareholders, employees and customers) achieve common progress. Enterprises must take their responsibilities for stakeholders. Corporate responsibility culture as the core of corporate culture finally reflects humanism value. It is also the intellectual impetus to promote enterprises to achieve sustainable development, the guideline of various behaviors and force source of enterprise development. Corporate responsibility culture and business performance have very strong positive correlation. Those enterprises with the advantage of corporate responsibility culture will also own competition advantage, benefit advantage and development advantage.

Corporate responsibility culture should stick to couple hardness with softness to construct corporate responsibility culture and make it fused in all employees. Firstly, it is required to apply internal information communication channel, implement comprehensive publicity and guidance of responsibility culture and apply informal organizations to enhance mutual communication of responsibility culture. Secondly, it is required to formulate and issue rules and regulations to effectively implement corporate responsibility culture. It is necessary to make corporate responsibility culture become a standard commonly approved by all employees through enhancing rules and regulations. Thirdly, it is required to implement education training and make them gradually digest, absorb and understand corporate responsibility culture. Educational training can be implemented through regular or irregular seminars, scenario simulation and onsite visit so as to establish a learning organization. Fourthly, enterprise employees should implement corporate responsibility in each link of production and management, regard responsibility as the life, deem customers as the work center, continuously improve product quality and service ability, consider customers sincerely and be responsible for customers and shareholders. Enterprises should apply practice, survey and brainstorm to make the top management gain corresponding feedback, find shortcomings of corporate responsibility culture construction, summarize lessons and experience of corporate responsibility culture development, continuously supplement, adjust and correct the scheme of responsibility culture construction, grasp responsibility culture construction force, ensure effects of corporate responsibility culture construction and make corporate responsibility culture full of vitality and vigor.

Corporate responsibility culture should be brave in assuming the responsibility, receive social supervision, actively implement external publicity of corporate responsibility culture, communicate with the corporate responsibility, media and the public, apply various kinds of social forces to implement long-acting supervision and feedback system, and continuously enhance corporate responsibility culture construction so as to implement resonance of enterprise and social responsibility culture. Besides, enterprises should actively advertise achievements of corporate

responsibility culture, timely display it to the public and receive social supervision. Repetition and circulation of corporate responsibility culture appear in external construction. Firstly, government-related supervision organizations such as industrial and commercial department, quality supervision department and Industrial and commercial should actively undertake supervision duty, continuously increase legal construction, keep strictly the rules for reward and punishment, make enterprises receive sanction and punishment for irresponsible behaviors, guide enterprises to abide by laws and regulations and operate legally and honestly. Moreover, enterprises should take active part in social activities for public good, apply policy orientation, and allow the donation for public benefit is fully deducted before the tax and list corporate responsibility culture in business performance evaluation system so as to establish typical corporate responsibility culture and effectively mobilize passion of enterprise construction responsibility. Secondly, news media have significant responsibility for corporate responsibility culture construction. Orientation, catalysis and supervision functions should be fully exerted to report achievements of responsibility culture construction more truly and comprehensively, especially commend positive deeds about corporate responsibility culture and criticize the behaviors violating corporate responsibility culture. Thirdly, the public as a powerful social force with the largest influence should undertake supervision responsibility for creating corporate responsibility culture. The public should supervise corporate responsibility culture with the help of news media.

Countermeasures to apply corporate social responsibility to construct corporate responsibility culture

(I) To form scientific and normative modern corporate social responsibility evaluation mechanism

Official or semi-official departments refer to universal existing social responsibility standard to form rational corporate social responsibility evaluation and judgment standards according to China's national situations. Although participation in international standards can display performance of corporate social responsibility to some extent, the shortcomings are quite outstanding. The standards will generate trade barrier and other unfair competition means.

(II) To form normative and rational reward and punishment methods for corporate social responsibility

Relevant organizations should formulate and issue specific formulation and implementation methods. The enterprises which well perform corporate social responsibility should be given economic or policy rewards. The enterprises whose ability to perform corporate social responsibility is poor should be given punishment. The companies which ignore corporate social responsibility should be given harsh punishment. If the situation is serious, the operation qualification should be canceled and even the legal liability should be investigated.

(III) To effectively correct wrong understanding of corporate social responsibility

Firstly, wrong understanding of responsibility consciousness. Very strong corporate responsibility consciousness is an important requirement of enterprises at the moral level. If the enterprise and its employees lack necessary responsibility consciousness and especially lack the awareness of social responsibility, enterprise integrity, mutual trust and dependence lack rational foundation. Some enterprises are oriented to current benefits and neglect the due responsibilities. Therefore, enterprises must walk out of wrong understanding of responsibility consciousness and really generate good corporate responsibility culture. Firstly, enterprises have cognition misunderstanding of manifestation consciousness. Enterprises continuously list false slogan in corporate spirit. Without special contents, enterprise employees will not know how to implement the above idea, let alone construct real corporate culture. Secondly, enterprises regard corporate culture as a vase and fail to carefully implement it and give play to its functions. Thirdly, wrong understanding of objective consciousness. Enterprise development objective is important foothold of culture construction. Lacking the goal means lacking direction and enough driving force. To make human value higher than the value of animals, the common value should exceed individual value and social value should exceed corporate culture of short-term profit. For the enterprises

which can grow rapidly, they should always keep stable core value and core value of short-term profit maximization. So, it is required to form accurate enterprise development value. This also reflects important culture value of long-term development.

(IV) To form strong awareness of social responsibility

Enterprises should start from basic cultural assumption and value, form and establish awareness of social responsibility and enhance self-discipline spirit construction so as to trigger formation of corporate social responsibility and behavioral norms. In this way, all employees can reach an agreement on corporate social responsibility, and reach cognitional unification and action consistence so as to combine the content of corporate social responsibility in corporate culture construction system.

(V) To form long-term input in corporate social responsibility

Corporate social responsibility is a continuous input process. Enterprises should produce superior products or provide high-quality services on the basis of completing basic tasks, undertake economic and legal responsibilities and perform social responsibility. Enterprises should do according to their development status, resources, conditions and abilities and implement social responsibility by levels and steps. Enterprise future development should supplement with social responsibility it undertakes. It is required to find out the most ideal combination points of corporate social responsibility in enterprise development process and make social responsibility implementation efficiency and effects achieve input maximization.

Conclusions

Generally speaking, enterprise development needs care and support of all parties in the society. Enterprises must be brave in undertaking the due social responsibility and form modern corporate responsibility culture which is mainly characterized by surpassing short-term profit. Only when enterprises organically combine their benefits and social benefits can they be really responsible enterprises, gain respect of all sectors of society, form good public praise and improve soft power. Because of features of corporate responsibility culture, enterprises should continue to actively explore suitable corporate responsibility culture construction strategy and properly incorporate the content of corporate social responsibility in it.

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