



Enterprise Social Responsibility and Enterprise Sustainable Development

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Abstract

Enterprise undertaking social responsibility is not a business posture, but is the result of market economy development in some stage, is the inner demand of enterprise and self-conscious action. Enterprise social responsibility has become a new competition after the talent, technology and management, is the important variable effected enterprise sustainable development, this paper introduces the meaning of enterprise social responsibility and enterprise sustainable development, dissertates the relationship between enterprise undertaking social responsibility and enterprise sustainable development, analyzes enterprise how to come true sustainable and build up harmonious society through undertaking social responsibility.

Keywords: Enterprise, Sustainable development, Social responsibility

According to American "Wealth" magazine report, about 62% of American enterprise's life is less than 5 years; only 2% of enterprises survives to 50 years; the average life of the middle and little enterprises is less than 7 years, commonly multinational companies have the average life of 10 to 12 years; the top 500 companies of the world have the average life of 40 to 42 years. (Li, peilin, 2006) Japan "Japanese Economic Industry" survey shows, the average life of Japan's companies is 30 years. Another data shows, China's group companies have the average of 7 to 8 years, the average life of the middle and little enterprises is only less than 3 to 4 years. It is obvious that, our country's life period is shorter comparatively, sustainable development problem of enterprise is not allowed to optimize. The status and effecton of enterprise in social economic development is stronger increasingly, wheater it goes through social responsibility, relates the sustainable development of enterprise and society. In the situation of economic globalization and market competition increasingly, how to fulfill enterprise's social responsibility and come true enterprise's sustainable development, is the magnitude problem that every enterprise must think about deliberately. This paper is mainly focus on the point of enterprise social responsibility, discusses to come true the enterprise sustainable development through undertaking enterprise social responsibility.

1. The meaning of enterprise social responsibility

With the meaning of the corporate social responsibility(CSR), because the social development is changing all the time, different culture background, different development level's country and different development stage in the same country, all have the distinct meaning. Academia and enterprise field still haven't a uniform difinition to this conception, scholars from all around the world put forward respective perspectives from different views.

1.1 Main viewpoint of foreign scholar

Raymond Bauer puts forward previously:" enterprise social responsibility is to think the effecton of the corporation behaviour to the society carefully." (John L.Paluszek, 1976-2000) KeithE.Davis and Robert.Blomstrom consider:" social responsibility is decision-maker thinking about himself benefits, meanwhile, also has the obligation to adopt measurement for protecting and improving social welfare." (Keith Davis and Robert L. Blomstrom, 1975) Joseph.McQuail thinks:" the thought of social responsibility advocates that the corporation not only has the obligation of economic and law aspects, besides these obligations, but also undertakes other social responsibility." (Joseph W. McGuire, 1963) Archie B.Carroll puts forward:" enterprise social responsibility is the society's expectaiton to organization with economy, law, ethic and free determination(charity)." after McQuail. (Archie B. Carrioll, 1975)

1.2 Main viewpoint of Inner country scholar

Wang maolin thinks, enterprise still need undertake the responsibility to employees, society and environment in the same time creating profit, taking charge in stockholder's benefit, including complying commercial moral, production security, professional health and protecting labour legality rights and interests etc. (Wang, maolin, 2005)

Zhang weifan thinks, enterprise social responsibility is to undertake obligation of protecting and improving social benefit in pursuing profit maximus. It is said that, enterprise should take care of more moral value and comply law regulation in commercial decision-making, as well as respect citizen, benefit community and protect environment. (Zhang weifan, 2006)

Zhang wenkui thinks, enterprise social responsibility is still to revert enterprise's original feature, namely, enterprise completes its social responsibility that it has done the right things. (Jia, cundou, Zhang, wenkui, 2006)

Deng jian thinks, recognize the conception of enterprise's social responsibility from three different aspects. The most narrow conception is that enterprise bear economic responsibility in earning profit and lawful responsibility in complying with the law and regulation in the course of operation; the conception of the middle view is, besides bearing economic responsibility in earning profit and lawful responsibility in complying with the law and regulation in the course of operation, enterprise should consider related benefits, undertake social responsibility including shareholder, employee, consumer, community, client and government etc; broad sense social responsibility not only contains economic responsibility, legal responsibility and enterprise's social responsibility in middle view, but also includes all the responsibility and behaviour accord with moral that enterprise should undertake and be capable of undertaking. At present academe mostly adopt the conception of the middle view, but now have the development tendency to the broad sense conception. (Deng, jian, Ren, wenju, 2005)

Scholars above define the conception of enterprise's social responsibility from different perspectives, although still exist some distinct points, but there's a broad recognition that enterprise should undertake social responsibility of related benefits person, society, environment and commonweal besides shareholder. Penman thinks, enterprise's social responsibility origins benefits unbalance between shareholders and related benefits persons, enterprises and society, environment in enterprise operation, in order to ensure enterprise continual operation, need keep up with the balance between enterprise's benefits and related person rights and interests. It reflects that the operation of enterprise transforms to "benefits related person" value orientation from "shareholders utmost" value orientation. Enterprise's social responsibility is that enterprise bear the obligation to protect benefits related person and promote society fairly and harmoniously besides in pursuing shareholders profits maximum.

2. The meaning of the enterprise sustainable development

Enterprise sustainable development, at present haven't had a uniform definition. Liu ligang defines sustainable development as: enterprise in the course of pursuing survival itself and permanent development, not only consider to come true enterprise operation aim and increase the market status, but also always hold the permanent profits increasing and ability advance in the one-up competition fields and future extending operating environment, ensure enterprise prosperous and not wane all the time. (Liu ligang, 2000) Zhong luyi considers, enterprise sustainable development is a living state of the enterprise by transcending enterprise increase deficiency or increase excess, transcending resource and environment protect constrained, transcending products life circle period, this survival state will get through continual innovation, increasing, exploiting and meeting market demand, keeping up with pursuing enterprise sustainable increasing.

Based on above viewpoint, refer to the conception of economic and social sustainable development, this paper thinks enterprise sustainable development is the state that enterprise taking social responsibility as the start, carrying out the principle of economy and ethic harmoniously, keeping up with innovation, environment protection, using resource high effectively, holding up with creating profit, meeting enterprise related benefits person rational demand, pursuing itself long prosperous and not wane(exceed average life circle in the same industry), coming true the survival state of enterprise and society development permanently and harmoniously.

3. Social responsibility and enterprise sustainable development

Enterprise is a open dynamic sytem which exchanges with exterior environment contiually, enterprise development can's survive without the survival resource and condition provided by social system. Enterprise need profit, but it's only the necessary condition that enterprise depend on, the worth of enterprise is at creating social wealth, not solely individual wealth, profit is the natural result after the wealth created, is the appearear form of social wealth. Profit is important for enterprise, but enterprise overlooking social responsibility will be abandoned by society at last. It is proved, many successful century enterprises are famous in the world for undertaking social responsibility bravely. Enterprises only are brave in undertaking social responsibility, can make employees bring mighty concentration, can win better survival environment, enterprise's brand will be recognized by society, enterprise's products will be accepted by consumers, finally come true the development grandness of enterprise's economic benefit and enterprise sustainable.

Enterprise sustainable development is weight at preserving the vitality and vigor of enterprise, this requests enterprise must take care of the full and long-term benefits of the society located, and implements responsibility and obligation completely. In many cases, enterprise need pay extra cost in engaging social responsibility activity, this means that current profits of enterprise is at loss partly or given. But consider from another perspectives, condition is not so thus. Enterprise conducting some social responsibility activity maybe not bring direct economic performance for enterprise in one's power scale from short period, but from long-term period, this action improves enterprise's social face and living environment, in acquiring support of every social fields, also is the chance for enterprise's brand extent. From this meaning, enterprise is also self-regard as well as altruism. Most of research show, there is positive correlativity between social participation and operation performance of the company, namely, enterprise can promote the realization of economic benefit in undertaking responsibility.

4. Enterprise coming true sustainable development through undertaking social responsibility

(1) Enterprises improve exterior environment located through undertaking social responsibility. Exterior environment of enterprise usually exist in exterior of enterprise, which is the total summation of every element and power effecting enterprise's operation and development (Xu, shenghua, Chen, zihui, 2004), including economic environment, social environment, political and legal environment, natural environment etc. As a development better enterprise, in the first place, need propagandize sustainable development view to public actively, make public recognize the importance of sustainable development, then promote enterprise and society development together; in the other hand, understand law, regulation and policy system positively, undertake itself social responsibility initiatively, based on of it, participate in institution and implementation of policy, in order to improve social environment, then improve the exterior environment the enterprise located, acquire permanent development impetus.

(2) The consciousness of enterprise will undertake social responsibility penetrate in culture of enterprise extendly. Enterprise's culture is formed in a long period of production operation activity, enterprise members comply with value standard, behaviour criterion and moral principle of enterprise features together. Our country's traditional Ru family culture exerts a subtle influence on enterprise's culture, Confucious' highest moral standard is "humanity" "loved", emphasizes to start from self-giving motivation, shed oneself and benefit others, sacrifice one's own interests for the sake of others (Xiao, shengping, 2002), which is accordant with nowadays management thought "based on person". Enterprise may improve employee's spirit state, encourage employee's initiative spirit, cultivate employee's responsibility consciousness for service enterprise through raising excellent tradition of collectivism, trial and strive, selfishness dedicatory, make employee's responsibility and enterprise undertaken social responsibility get to union harmoniously, provide powerful thought assurance and spirit motivity for enterprise's sustainable development.

(3) Enterprise's assignment accumulates social responsibility undertaken by enterprise. Enterprise's assignment is not the remark of concrete result of enterprise's operation activity, but is to provide a principle, orientation and philosophy for enterprise. Enterprise should undertake correspondent responsibility and perform correspondent assignment from the foundation of enterprise. Client's demand about product and the opinion about product value determine enterprise what to operate, what to produce and the future of enterprise. Enterprise's assignment directs enterprise's strategy orientation, when enterprise meets the social responsibility undertaken, enterprise will make right strategic choice, make undertaking social responsibility run through enterprise's development first midst and last.

(4) Integrity is the base of enterprise's sustainable development. Enterprise weights promise and keeps credit, will build up a good credit standing and public praise in the heart of consumers, produce economic benefit and brand benefit. Integrity may make enterprise acquire competition, carry out sustainable development. But in fact some enterprise make large benefit through implementing deceivable behaviour, appearing this situation is produced by information unsymmetry between consumer and enterprise, but, with the process of time, the degree of information asymmetry will reduce, it will become difficult if enterprise wants to win continual profit using information asymmetry again, and that enterprise must win the credit of consumer if it wants to acquire continual benefit, meanwhile, enterprise should operate with integrity in market activity, so that can acquire sustainable development.

(5) Establishing evaluation system of social responsibility undertaken by enterprise. Every enterprise has the different recognition for its social responsibility, an evaluation system should be established to measure whether enterprise undertakes social responsibility, and whether undertaking social responsibility brings economic benefit for enterprise. By the union of quality and quantity, from the fact using quantitive data evaluates the degree of enterprise undertaking social responsibility, enterprise promotes enterprise's sustainable development through undertaking social responsibility, and that enterprise's development can promote enterprise to undertake more and more social responsibility, promote enterprise better development, get to the harmonious union with society and build up harmonious society.

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