

Research on Implementation Strategy of Corporate Social Responsibility based on Sustainable Development

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Abstract: As is known to all, the strategy of sustainable development has become an international consensus, and more and more countries have explored specific strategies to achieve sustainable development from various aspects. Along with the development of Chinese economy, various kinds of contradictions between enterprises and the social sustainable development appear, the research of enterprise social responsibility (CSR) has great theoretical and practical significance. How to practice CSR has become an important issue related to the sustainable development of enterprises. Starting from the evolution of CSR concept, this article describes four kinds of CSR implementation strategies for enterprises to choose and the macro and micro factors that may influence the choice of CSR implementation strategies. Furthermore, according to the current predicament faced by Chinese enterprises, it proposes to innovate through products, services and business models. Only by formulating and selecting CSR implementation strategies that combine their own advantages and characteristics can a new driving force of sustainable development be formed that integrates social benefits with economic goals.

Keywords: Sustainable Development; Corporate Social Responsibility; Implementation Strategy

1. Introduction

Over the past few decades, the environment for business has changed fundamentally: investors have begun to focus more on how their wealth will grow and how sustainable their future growth will be, in addition to their financial performance. This forces enterprises to make business strategies that are no longer limited to traditional goals such as profit maximization, but also clearly indicate the resources and external partnerships that their future development depends on while setting medium and long-term economic goals. In this context, corporate social responsibility (CSR), a concept based on the premise that enterprises should shoulder economic, social and environmental responsibilities, has been gradually accepted by all walks of life and gradually become a management innovation to help enterprises achieve sustainable development ^[1]. The concept of CSR is well aligned with China's traditional culture and values. China was one of the first countries to support the United Nations Global Compact. However, compared with China's world's second largest economy and continuously improving international status, there are few Chinese enterprises with international famous brands and high reputation in China, which are frequently in the awkward situation of "ranking in international wealth list, but failing in the ranking continuously" ^[2]. As an idea of sustainable development of enterprises, corporate social responsibility has gradually become the long-term strategy and cultural cornerstone of enterprise management. Current corporate social responsibility theory. Although the research has developed rapidly and achieved fruitful results, it is not yet mature and still needs to be improved ^[3]. The study of corporate social responsibility started late in our country, the theoretical research needs to be further thorough and systematized, so this research also helps to make up the lack of domestic theoretical research. Therefore, to strengthen the understanding of the content of corporate social responsibility and the necessity of fulfilling it will provide important enlightenment for Chinese enterprises to actively fulfill their corporate social responsibility and achieve sustainable development.

2. Significance of corporate social responsibility to the sustainable development of enterprises

If enterprises want to achieve the strategic goal of sustainable development, they must bear the corresponding social responsibilities, and form a positive interactive relationship between them. As a universal social organization, enterprises absorb a large number of labor force employment and create more wealth for the society. At the same time, the business situation of enterprises affects the development direction of the whole society and economy, and it is the only way for enterprises to realize their own sustainable development to assume social responsibility.

2.1 Establish a good image and improve reputation of enterprises

Any enterprise actively undertakes social responsibilities, such as providing high-quality goods or services and abiding by its promises to consumers, consumers and the public will speak highly of the enterprise and become its stable consumer group. At the same time, the timely and effective disclosure of relevant information will also gain the trust of stakeholders. The more actively participating in social public welfare and responsible enterprises, the more recognized and trusted by people, and the good image and reputation of enterprises brought by people's sincere recognition are far more effective than news reports and advertising, and this good image is regarded as the intangible assets of the core competitiveness of enterprises.^[4]

2.2 Create a good development environment for enterprises

The formation of excellent corporate culture often reflects that enterprises will take the initiative to assume certain social responsibilities, and then create a good environment for the development of enterprises, including internal environment and external environment. By caring for employees and their families, the company provides a comfortable and safe living and working environment for them and actively protects the interests of employees, which can mobilize their passion and enthusiasm for work and enhance their loyalty to the company, thus helping the company to create a good internal development environment. Enterprises, society and employees form a positive interactive relationship, in which employees gain benefits, enterprises gain benefits, and society develops. The three complement each other and provide good internal and external conditions for the healthy development of the whole economy and society^[5].

2.3 Realize the coordinated development of enterprises and social economy

Sustainable development is to realize the integration of economic development and protection of natural resources and environment, which is the internal requirement of sustainable development of enterprises. It is also the requirement of the government and society for enterprises to fulfill their social responsibilities. Through publicity and education, enterprises can enhance the responsibility awareness and ability of all employees, unify the profit target and social responsibility at the strategic level, grasp the principles of government-led, legalization, marketization and socialization, and fulfill their social responsibilities, so as to vigorously realize the coordinated development of enterprises and social economy^[6].

3. Problems existing in the process of corporate social responsibility

The spiritual motivation and behavior basis for enterprises to fulfill their social responsibility is to form the consciousness and concept of social responsibility. Therefore, it is very important for enterprises to be proactive in fulfilling their social responsibilities. At present, most enterprises first pursue the maximization of economic benefits in the process of production and operation, and some enterprises even sacrifice the public and social interests to realize their own interests. All these reflect the weak awareness of corporate social responsibility. In addition, the weak awareness of corporate social responsibility also shows that enterprises only pay attention to publicity but do not take actual actions. The awareness of social responsibility is still in the perceptual stage, and they do not plan to undertake social responsibility into the corporate development blueprint. Some enterprises' social responsibility system is not perfect, and the information disclosure is not open and transparent. In recent years, although most enterprises have increased their awareness of social responsibility, many enterprises still have poor motivation to undertake social responsibility^[7].

Enterprises must pay a certain economic price to undertake social responsibilities. Therefore, many enterprises are not active enough in undertaking social responsibilities. They are often urged by the local government and the public to undertake certain social

responsibilities. If an enterprise can take social responsibility as a long-term responsibility, the enterprise will be recognized by the society and the public, and then bring immeasurable benefits to the enterprise, and this benefit is much higher than the economic cost paid in the early stage. Therefore, it is a problem that most enterprises need to discuss to enhance the active initiative of enterprises to undertake social responsibility. In addition, our social responsibility management mechanism has just started, supervision management lags behind, an important factor affecting our enterprises to assume social responsibility is insufficient supervision.

4. Effective way for enterprises to fulfill their social responsibilities and achieve sustainable development

In the current economic new normal, modern enterprises must innovate the cultural concept, establish a positive sense of social responsibility, so as to effectively achieve the strategic goal of sustainable development. Enterprises should organically combine the goal of economic development with the goal of protecting the ecological environment, actively guide all employees to participate in the work of protecting the ecological environment, take effective measures to achieve high-efficiency and high-quality development of enterprises, and fulfill their social responsibilities. From the perspective of enterprise management, enterprises should pay more attention to social responsibility, social responsibility strategy should be incorporated into the strategic objective management system. At the same time, according to the characteristics of the enterprise industry and the external economic environment, determine and adjust the long-term and short-term strategic goals of the enterprise, which is also the core part of the enterprise operation and development strategy.

Conclusion

At present, the implementation of sustainable development strategy by enterprises has become an international consensus, and more and more countries have explored the specific strategies to achieve sustainable development from various aspects. Among them, the corresponding social responsibility of enterprises has become an important issue of wide concern in the theoretical and practical circles. How to strengthen corporate social responsibility has become the focus of urgent solution. Under the current economic new normal, enterprises need to continuously improve their innovation ability, so as to sustain development. How to effectively coordinate the relationship between the two, so that enterprises can realize sustainable development while undertaking social responsibility, keep the harmony between corporate social responsibility and corporate development, and promote the sustainable development of enterprises, has become an important issue that enterprises need to solve urgently.

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