

# The Application of Social Responsibility in Enterprises

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## ABSTRACT

Taking the initiative to assume social responsibility is not only the basic content of entrepreneurship, but also an important force to promote social progress. Based on the theory of corporate social responsibility, this thesis studies human resource management. First of all, from the perspective of corporate social responsibility, this project analyzes the problems existing in the implementation of CSR, that is, how to coordinate the economic benefits and social responsibility of enterprises, how to carry out effective supervision and evaluation, and how to participate in and communicate with employees. Secondly, it expounds the theoretical basis of CSR, analyzes the significance of CSR to HR, and gives corresponding countermeasures and suggestions, so as to provide certain theoretical support and practical guidance for Chinese enterprises to apply CSR to HR management.

## KEYWORDS

Corporate social responsibility; Human resource management

## 1. INTRODUCTION

At the Fifth Plenary Session of the 19th CPC Central Committee, the Party and the government proposed that enterprises should take the initiative to assume social responsibilities to other stakeholders. Therefore, more and more scholars began to pay attention to the social responsibilities of enterprises. At the same time, due to the public's attention to food quality, production safety and corporate donations, the issue of corporate social responsibility has become more prominent. Some enterprises, in the case of the state vigorously advocate social responsibility, but do the opposite, hurting the interests of various stakeholders, which will not only damage their corporate reputation, but also be severely punished by the relevant departments, such as confiscation of illegal income, fines, revocation of business licenses, so that enterprises are heavily in debt, or suspended business, or even bankruptcy. However, there are also some companies that have responded to the requirements of the government to fulfill their social responsibilities, and they have a good performance in the society. As a result, they get a high social evaluation, enhance their brand influence, improve their operating status, and reduce their chances of falling into financial crisis. So all aspects of the enterprise play an important role.

## 2. OVERVIEW OF CORPORATE SOCIAL RESPONSIBILITY

Corporate social responsibility is a theoretical basis based on moral philosophy, stakeholder theory, sustainable development theory and other aspects [1]. Moral philosophy is the theoretical basis of corporate social responsibility, which highlights the connection between corporate moral behavior and social value, and emphasizes that the unity of morality and ethics must be taken into account in the development of enterprises in addition to pursuing the maximization of interests. From the

perspective of management, this paper expounds the application of CSR in management practice. Sustainable development theory emphasizes the balance between economy, society and environment, which is the long-term thinking of corporate social responsibility practice. Moral philosophy is the key to the establishment of corporate social responsibility. It not only provides ethical basis for corporate social responsibility (justice, integrity, responsibility, etc.), but also urges companies to pay more attention to social values and moral norms in the process of pursuing economic benefits. The influence of moral philosophy on corporate social responsibility includes: establishing ethical standards, promoting the deepening of moral responsibility, improving the moral consciousness of enterprises, guiding enterprises to get rid of moral dilemma, and improving the image and competitiveness of enterprises. It can provide guidance for enterprises to achieve the balance between economic and social responsibility, so as to promote the sustainable development of enterprises [2].

### **3. THE IMPORTANCE OF CORPORATE SOCIAL RESPONSIBILITY**

#### **3.1. Attracting Outstanding Talents**

If the enterprise can take the initiative to assume its social responsibility, provide employees with good opportunities for vocational skills training and development, formulate career development plans, pay positive attention to the rights and benefits of employees, and establish a fair wage system and incentive system, the enterprise will have the right to choose outstanding talents who are in line with the company's values. They will also want to be part of a socially responsible business. In addition, CSR activities can increase the level of employee participation. The implementation of corporate social responsibility often requires the active participation and support of employees, which will make employees pay more attention to their role and significance in the company. At the same time, this sense of participation can also motivate employees' enthusiasm and creativity in work, thus improving the innovation output efficiency of enterprises. CSR activities can also enhance employees' job satisfaction, motivate them to work happily in the company, and bring out their full potential [3].

#### **3.2. Optimize Enterprise Human Resource Management**

Corporate human resources involve recruitment, selection, training, compensation and benefits management, performance appraisal, employee relations, labor laws and enforcement of laws and regulations. The commitment and practice of corporate social responsibility can optimize the human resource management of enterprises to the greatest extent, so as to achieve the purpose of attracting, cultivating and retaining talents [4]. By taking the initiative to assume social responsibility, enterprises can establish a good image of enterprises and enhance the charm of enterprises. The company takes the initiative to fulfill its social responsibility, which also means that the company has a more tolerant attitude toward employees and gives them more opportunities to participate in the company's decision-making, which can promote the continuous optimization of human resources within the company. The better the social reputation of the enterprise, the more it can attract excellent talents, and excellent employees can create more value for the company, thus providing a broad space for the development of human resource management of the enterprise. At the same time, CSR can also promote the innovation of enterprises to achieve the optimal human resource management. By taking the initiative to participate in social responsibility activities, companies can expand their business scope, cultivate employees' creativity, stimulate their creativity, and enhance their problem-solving abilities [5].

#### **3.3. Improve Employees' Overall Sense of Social Responsibility**

To fulfill corporate social responsibility means that in the daily operation and business activities, enterprises can consciously fulfill their social responsibilities and improve the sense of social responsibility of employees. When the company takes the initiative to assume social responsibility,

the company's employees will have more opportunities to care about environmental protection and public welfare, strengthen their recognition of the company culture, and enhance their sense of social responsibility. At the same time, enterprises take the initiative to assume social responsibilities, which also shows that the company has the idea of respecting employees, caring for employees and the society. These cultures and values will penetrate into the organizational culture of the company, and then have a greater influence on employees, so that employees are more willing to participate in social welfare activities. In practice, enterprises can cultivate and improve their sense of social responsibility by integrating corporate culture, strengthening internal communication and education, and establishing appropriate reward and punishment systems.

## **4. CONCLUSION AND SUGGESTION**

### **4.1. For the Enterprise Level**

First, the company should pay attention to improve the company's social responsibility information disclosure system, and actively fulfill their social responsibilities. Nowadays, in order to chase short-term profits, many enterprises have completely forgotten to fulfill their corporate social responsibilities, ignored the relevant obligations such as information disclosure, and failed to assume the responsibilities that a listed company should assume. However, as stakeholders such as investors, employees and customers become more and more capable of identifying right and wrong, companies that cannot fulfill their corporate social responsibilities will not be trusted by investors and customers, and will be eliminated from the market without the support of stakeholders. By fulfilling social responsibility and social responsibility information disclosure, enterprises can not only reduce financing constraints, but also promote the continuous upgrading of science and technology, promote the long-term development of enterprises, but also send a signal to the public that the company can operate in a long-term and stable manner, and improve the trust of investors and other stakeholders. Therefore, strengthening the public obligation information disclosure of listed companies and taking the initiative to assume social responsibilities are beneficial to the long-term development of the company. Secondly, enterprises should formulate corresponding corporate responsibility strategies for different stakeholders from the perspective of all stakeholders. Specifically, it is necessary to take the initiative to fulfill the responsibilities of shareholders, employees and society. The company's active performance of shareholder obligations can improve the degree of information disclosure, reduce the degree of information asymmetry, reduce financing constraints, help the company to invest more capital in technological innovation, and promote the high-quality development of the company. Enterprises take the initiative to assume social responsibility, can effectively attract outstanding talents, improve their creativity, and promote the high-quality development of enterprises; The company's fulfillment of social responsibility can increase the company's reputation capital, obtain more government subsidies, and provide sufficient financial support for the company's innovative activities, thus promoting the company's high-quality development. With regard to the rights and obligations of suppliers, customers and consumers, enterprises shall perform their duties reasonably and within their own capabilities, as well as reasonably and as far as possible. As far as environmental responsibility is concerned, although the research results show that corporate environmental behavior does not significantly promote the high-quality development of the company, it does not mean that the company can be irresponsible in environmental protection. Environmental remediation is a long-term investment that takes a long time and is not immediate. However, as more attention is paid to green development strategies, more money will flow to green companies. Only those companies that take the initiative to undertake environmental obligations will be funded. Therefore, for the long-term development of the company, it is still necessary for the company to take the initiative to fulfill its environmental responsibility.

## 4.2. External Supervision Level

First, regulators should carry out fine supervision over enterprises and adopt different supervision methods for different types of enterprises to ensure that all types of enterprises can better fulfill their social responsibilities. For example, for companies of different ownership types, regulators should increase support for non-state-owned enterprises. Compared with state-owned enterprises, private enterprises lack the support of the government and the natural profit-seeking motive, which makes private enterprises have a weak sense of social responsibility. Considering the profit-seeking nature of private enterprises, the government should introduce relevant systems and policies to enhance their sense of social responsibility and enable them to better fulfill their social responsibilities. For companies in different periods of development, whether in the period of rapid development or stability, the company will take the initiative to fulfill its social responsibility for various reasons such as enhancing its reputation, so as to promote the high-quality development of the company itself. For these two types of companies, regulators should regularly inspect and monitor the information disclosed by these companies, and formulate corresponding incentives to encourage companies to continue to actively fulfill their corporate social responsibilities. When the business situation of the company changes, we should actively guide the company to take the initiative to fulfill their social responsibilities, provide them with some policy subsidies, to help them complete the relevant technological breakthroughs, so that their profits can be restored, so as to promote the high-quality development of these companies. Second, regulators should increase the mandatory disclosure of corporate social responsibility information. At present, some companies do not fulfill their social responsibility to a high degree. Through the publication of mandatory social responsibility reports, companies can improve their social responsibility awareness. Therefore, we should formulate some mandatory policies and measures to guide enterprises, such as extending the scope of compulsory disclosure to voluntary disclosure, and increasing the corresponding disclosure content on this basis. Mandatory social responsibility reporting can improve the company's information transparency, so that regulators and relevant interest groups can better supervise the company, the company will pay more attention to the performance of social responsibility, thus laying a good foundation for the company's high-quality development.

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