Evaluation and improvement countermeasures of corporate social responsibility

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Abstract - Enterprise should not only seek the maximized profit for itself, but also take the responsibility they should bear. Enterprise is the significant promoter to develop the societal civilization. Otherwise, it might be cause some problems, such as food security. So we can recognize more urgency of enterprise take charge their responsibility. Assess corporate social responsibility of domestic enterprise, not only can grasp the situation of corporate social responsibility as a whole, but also can improve the core development of the enterprise in many aspects. In order cope with the international corporate social responsibilities' certification better. Therefore, the assessment of corporate social responsibility and how to promote the establishment of enterprises' social responsibility in this article has vital significance.

Index Terms - Corporate Social Responsibility Evaluation index Stakeholders Improvement measures

1. Introduction

There are many standards on corporate social responsibility on the current international, various international organizations have launched a variety of certification in international trade to restrain and supervise corporate behavior. The author selected CSR evaluation system as the main object of study.

Based on the corporate social responsibility theory of inductive analysis, theory of academic research for corporate social responsibility play a reference for enterprises to promote social responsibility to provide relevant theoretical reference; In practical terms, in line with China's national conditions through the establishment of corporate social responsibility assessment system for corporate social responsibility assessment provides a strong practical approach. In addition, the practice of corporate social responsibility both for self-assessment, but also provide a basis for external assessment of corporate social responsibility, in order to guide the constraint corporate social responsibility, corporate social responsibility to promote the practical application of assessment.

2. Design and Implementation of Case Study

A. Choice of Company case study

Company instruction: Refrigeration Equipment Co., Ltd. is a professional home air conditioning manufacturing base. Since its commissioning in 1998, after 10 years of development, the company has become the largest in east China's air conditioner production base, production yields doubled in recent years. Currently employs more than 7,600 people, the annual output of 5.5 million sets of household air-

conditioners, the annual output value over 10 billion yuan, led to the emergence and development of a large number of supporting industries. The company is one of the single manufacturing unit in China's largest manufacturer of household air conditioners.

B. Set the Index System of Evaluating Social Responsibility in the Company

There are 18 indexes in Table I, the measures of safety protection, the rules and regulations of public and system of environmental management are qualitative indexes, the others are quantitative indexes.

C. Questionnaire Design

In the actual evaluation, according to the index system and survey requirements of this article, the author designed the "Corporate Social Responsibility Questionnaire", sub-basic situation of enterprises and corporate social responsibility performance situation of two parts, a total of 20 questions related to the 15 indicators data. In the questionnaire design process, select the Likert scale as one of the tools that can ensure high stability index, which has a high reliability; by some regression analysis and correlation analysis tools and by interview learned fulfil corporate social responsibility, the final conclusions broadly consistent with the author's prediction, thus ensuring indicators Questionnaire involved with high validity.

D. Questionnaire Issued and Recovery

In the actual sample selection process, I choose managers Refrigeration Equipment Co., Ltd. as the main sample of this questionnaire, the final result of the issuance of 200 questionnaires were valid questionnaires ultimately get is 178. Job interview

After the end of the survey work, the author has targeted organized a job interview.

3. CSR Assessment of the Case

A. The Results of Investigation and Statistics about the Social Responsibility in Refrigeration Equipment Company

According to a large number of data that came from interviews and questionnaires, we rearrange this and put the result into Table II.

According to the index system of evaluating social responsibility in the company, we weight every index by some specialized analytic methods and put the results into Table III.

B. Score in the Evaluation of Social Responsibility of Refrigeration Equipment Company

According to relative received data and evaluating standard, we put the result of score into Table IV.

C. The Case for Corporate Social Responsibility Fulfilment Situation Specific Analysis

1) Analysis of Employee Responsibility

Based on Table IV, we can found that the score of employee responsibility is highest, the relative weight in total score is also the highest. The main reason is the average wage of employee is high. Moreover, according to the department of human resource, the average wage of senior managers is also higher than other companies. We can also see that the level of labor contract and social assurance is high in our case.

However, safety protection and the rules and regulations of public are not very good because of the nature of the industry and other reasons, so that the scores of these are not very reasonable.

2) Analysis of Governmental Responsibility

This refrigerating equipment company has a low credit rating in the government tax records, which is rated 60 between level C and level B. This is mainly because that the refrigerating equipment company lacks specialized social responsibility management reports and certain annual reports. What is more, the tax rate of total assets has no remarkable score in the level three indexes. Therefore, the scoring criteria of this index require further adjustment and development in the future.

TABLE I The index system of evaluating social responsibility in company A

Index lv1	Index lv2	Index lv3	Order	remarks
Responsibility of employee	Remuneration	Level of wage	1	
		In-service training	2	
	Labor and social security	Signing rate of labor contract	3	
		Rate of social insurance contribution	4	
	Safety protection	The measures of safety protection	5	qualltative
		Production accident rate	6	
		The occurrence rate of occupation disease	7	
	Union organization	The enrollment rate	8	
		The rules and regulations of public	9	qualltative
Responsibility of government	Tax	The contribution rate of total assets	10	
		Tax records	11	
	social employment	Employment contribution rate	12	
Responsibility of consumer	quality of product	The qualification rate of product quality	13	
	Repairing products	The rate of repairing products	14	
Responsibility of environmental protection	Environmental protection facilities	Investment in environmental protection equipment	15	
	Environmental management	System of environmental management	16	qualltative
Responsibility of public welfare	Charitable donations	The cost of charitable donations	17	
	Social welfare activities	The cost of social welfare activities	18	

TABLE II The relevant data of refrigeration equipment company

Title	data
Number of employee ()	7600
Average of total assets (Ten thousands)	1000000
Average wage of employee (Yuan per month)	3633
Number of training ()	625
Signing rate of labor contract	100%
Rate of social insurance contribution	100%
Production accidents	0
Number of employee who suffer from occupational diseases	0
The percentage of union organization	0.9171
Total taxes	69523
The qualified rate of production quality	0.9972
The rate of Repairing products	0
Expense of environmental protection equipments (Ten thousands)	600
Charitable donations (Ten thousands)	752
Social welfare activities (Ten thousands)	0
Tax record	Lv.C 60marks
Remark : The average wage of the citizen is 1040 yuan per month in 2013.	

TABLE III The weight of index system of evaluating social responsibility in the company

Index lv1	Index lv2	Index lv3 and relative weight		Weight in the system
Responsibility of employee 0.490	Remuneration 0.471	Level of wage	0.711	0.194
		In-service training	0.289	0.037
	Labor and social security 0.290	Signing rate of labor contract	0.481	0.059
		Rate of social insurance contribution	0.519	0.083
	Safety protection 0.154	The measures of safety protection	0.272	0.021
		Production accident rate	0.431	0.033
		The occurrence rate of occupation disease	0.297	0.022
	Union organization 0.085	The enrollment rate	0.417	0.017
		The rules and regulations of public	0.583	0.024
Responsibility of government 0.171	Tax 0.459	The contribution rate of total assets	0.688	0.054
		Tax records	0.313	0.025
	Social employment 0.541	Employment contribution rate	1.000	0.092
Responsibility of consumer 0.225	Quality of product 0.762	The qualification rate of product quality	1.000	0.171
	Repairing products 0.238	The rate of repairing products	1.000	0.054
Responsibility of environmental protection 0.078	Environmental protection facilities 0.688	Investment in environmental protection equipment	1.000	0.054
	Environmental management 0.313	System of environmental management	1.000	0.024

TABLE IV Score of social responsibility

Index lv1	Index lv2	Index lv3 and relative weight		Original score	Total score
Responsibility of employee 55.93	Remuneration	Level of wage	0.106	207.89	22.04
		In-service training	0.037	8.23	0.3
	Labor and social security	Signing rate of labor contract	0.033	100	3.3
		Rate of social insurance contribution	0.057	100	5.7
	Safety protection	The measures of safety protection	0.021	95	2
		Production accident rate	0.033	100	3.3
		The occurrence rate of occupation disease	0.022	100	2.2
	Union organization	The enrollment rate	0.017	91.71	1.56
		The rules and regulations of public	0.024	90	2.16
Responsibility of government 4.55	Tax	The contribution rate of total assets	0.054	6.95	0.38
		Tax records	0.025	60	1.5
	Social employment	Employment contribution rate	0.052	1.32	0.07
Responsibility of consumer 22.45	Quality of product	The qualification rate of product quality	0.171	99.72	17.05
	Repairing products	The rate of repairing products	0.054	100	5.4
Responsibility of environmental protection 2.29	Environmental protection facilities	Investment in environmental protection equipment	0.054	0.1	0.01
	Environmental management	System of environmental management	0.024	95	2.28
Responsibility of public welfare 0.01	Charitable donations	The cost of charitable donations	0.017	0.26	0.01
	Social welfare activities	The cost of social welfare activities	0.019	0	0
Total score		85.23			

2) Analysis of Governmental Responsibility

This refrigerating equipment company has a low credit rating in the government tax records, which is rated 60 between level C and level B. This is mainly because that the refrigerating equipment company lacks specialized social responsibility management reports and certain annual reports. What is more, the tax rate of total assets has no remarkable score in the level three indexes. Therefore, the scoring criteria of this index require further adjustment and development in the future.

3) Analysis of Consumer Responsibility

A small number of indicators of consumer responsibility and account for a large proportion of the total score, the main

reason is the excellent quality of products, no rework phenomenon. It can be seen the company is an enterprise responsible for consumers, also reflects the company's focus on customer lifetime value.

4) Analysis of Environmental Protection Responsibility

As well as the enterprise total assets contribution rate, The data feature score of environmental protection equipment in the overall index system is not obvious. due to the nature of the manufacturing industry this special identity, make the environmental management work is almost impossible to be perfect, So the score of company in the environmental management system is much better than other companies in the same industry.

5) *Analysis of Public Responsibility*

The whole public responsibility score in the proportion, of the total score is extremely low, Because of the social public welfare activities costs too little. Although the public liability is not mandatory, Obligations must be fulfilled, Enterprises to participate in social public welfare activities costs won't produce directly. But from the perspective of marketing, Enterprises to actively participate in social public welfare activities. To establish a good corporate social image, The expansion of market power have great role in promoting. Company as an integral part of the community, Undertake appropriate public responsibility, Can improve the image of the enterprise itself, Strengthen the recognition of the customers.

D. *The Practical Application of Corporate Social Responsibility Evaluation System*

Index evaluation system constructed in this paper can be used in the industry of local governments in the region to evaluate other enterprises perform their social responsibility, and according to the score is divided into A, B, C, D, E five levels of management. level of 90 points or more is A, B level is 80-89 points, C level is 70-79 points, D for 60-69 points, E for below 60 points. For some enterprises can well fulfil the social responsibility should have some reward for encouraging policy, for some in the performance of the social responsibility with negligence can strengthen the enterprise's emphasis on this aspect.

4. **Suggestions for Improving Social Responsibilities of a Corporation**

A. *External Suggestions for Improvement*

1) Joint management of professional social institutions and government departments. Corporations need to communicate well with international institutions and guarantee successful product circulation, with which establishing professional social institutions can cope. The way of evaluating and managing social responsibilities of enterprises by category management could not only encourage corporations to fulfil their social responsibilities, but also enhance recognition of international society and promote communication.

2) Strengthen supervision of social public opinions. Founding strong public opinion system by allowing active social discussion of the public, with the help of the media who express themselves in public, could supervise the enterprises and push them to fulfil their responsibilities better.

B. *Internal Suggestions for Improvement*

For an enterprise, undertaking social responsibilities may seemingly enlarge the cost and the profit it brings is not visible in the short term. However, in the long term, undertaking social responsibilities, which is essential to comprehensive and further development of an enterprise, is beneficial to establish good social image and achieve social recognition, as well as

accordingly expand market influence and promote further development.

Consequently, we advice enterprises to cultivate the awareness of actively bearing social responsibilities, accepting international responsibility inspect and striving for initiative in the international trade.

5. **Conclusion and Prospect**

A. *Conclusion*

Evaluation on social responsibilities which the enterprises in our country are bearing helps to grasp their circumstance of fulfilling social responsibilities from a macro. It urges the enterprises to fulfil corresponding social responsibilities, as well as handle social responsibility recognition work of the international enterprises better, accordingly achieve initiative in the international competition while chasing for maximum profit. Therefore, this paper is significant to evaluation on social responsibilities of the enterprises and how to promote the construction of them.

Corporate social responsibility implementation to our country is a new comprehensive system engineering. Government enterprise itself and the social public three aspects should be in accordance with their respective functions and requirements common attention and joint efforts, then we can effectively promote corporate social responsibility to develop in depth, and guide the enterprise bear the social responsibility actively, so as to promote the harmonious development of society.

B. *The Deficiency and Prospects*

The selection of corporate social responsibility evaluation system index also need to consider further perfect. Due to the complexity of our country, Different regions, Enterprises of different sizes, Different industries, such as the evaluation index of corporate social responsibility have different understanding and requirement These factors are not included in this study. In addition, individual indicators scoring criteria to be further revised and improved, overall, CSR evaluation system constructed in this paper is sketchy, Research results and practical application there is a gap, The latter will continue to study the deficiencies.

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