

The construction of international corporate social responsibility database of developing countries

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Corporate Social Responsibility materials and information documents are the results of researched and developed technologies. CSR database is a protecting system of investors and international enterprises' rights for their technologies in a government of developing countries. The developing countries problems are that they are still lack of technology and experiment, in the stage of learning and developing with the help of using new ideas of creating ICSR database. ICSR is an important intellectual property of an international company. International enterprises image, brand and development have depended on ICSR management. For efficient management of ICSR, we need to analyze ICSR database. In this paper, we propose to recommend to construct and create digital form of ICSR database international sphere. We introduce developing countries circumstance, conditions and analysis. The meaning of using of International Corporate Social Responsibility is to verify improvement of the recommendations, to make usefulness and accessibility using ICSR documents of website digital database.

Keywords: ICSR; Construct Database; Developing Countries.

1. Introduction

The Internationalization of firms trying to enter new markets and internationalize their production is a hot topic. International corporations and enterprises operating more than one markets have to adapt their production processes and management to the requirements of the several markets. Most results of researched and developed technologies have been published about CSR articles. Using the document data, the future trend of a given technology ICSR database is one of the needed an objective corporate international social responsibilities documents, materials, information, annual reports. CSR documents were published in enterprises own website so its hard to use other users like researches, government workers etc. In this paper, we propose a recommend to availability, accessibility for developing countries international enterprises. We make clearly design of ICSR database system and give explanations of requirements, significance, neediness and connotations of corporate international social responsibilities.

International employees are more than a common thing in multinational corporations and managers have to respond to the constant changes caused by implementation of new technologies and innovations. One of the most important is the definition by the European Commission, which describes the social responsibility as a "concept whereby companies integrate social and environmental considerations into daily business operations and interactions with corporate stakeholders". The European Commission's definition highlights the voluntary nature of this particular concept and the impact on the functioning of the company's stakeholders. Currently, there is no uniform global definition for the concept of CSR. They understand that implementation of CSR activities brings along several benefits such as competitive advantage, improving company's image and reputation in the market, increasing loyalty of employees and customers and in the end also lower costs as a result. In today's competitive environment full of demanding requirements from customers, being a flexible company is crucial. Concept of CSR plays an important role in this environment and represent a great opportunity for companies to become successful while also making world a better place. As internationalization increases exposure to a greater number and breadth of stakeholder-related issues, corporate management faces stronger demands to develop a coordinated response.

Documents of "database technology" as a given technology field for technology forecasting. We will introduce proposed method for database technology on website.

2. Corporate Social Responsibility and International Corporate Social Responsibility

Thousands of journals, articles and reports on CSR from academics, corporations, consultancies, the media, NGOs and government departments books and magazines there are literally millions of web-based formal and social media to make to know clearly definitions in management field CSR meaning arouse as much controversy and contestation. CSR as disagreements over the appropriate role of the corporation in society. Hence there remains a lack of consensus on a definition for CSR (Lindgreen & Swaen, 2010).

Moreover, although we often look to academic research to provide clarity among so much ambiguity, this diversity is also reflected in scholarly definitions of CSR. For example, one early writer on CSR Keith Davis described CSR as "the firm's consideration" and response to issues beyond the narrow economic, technical, and legal requirements of the firm (Davis, 1973), while a few years later Archie Carroll (1979) defined it much more broadly to include exactly those elements that Davis excluded: the social responsibility of business

encompasses the economic, legal, ethical, and discretionary expectations that society has of organizations at a given point in time.

Before distinguishing between CSR and ICSR, the meaning of CSR not only differs from sector to sector, but it also differs quite substantially from country to country (Freeman & Hasnaoui, 2011). To put CSR “in a global context” it is essential to understand the specific regional and national contexts in which companies practise CSR.

Corporate International Social Responsibility is an internationalized corporation’s aim is not only make profits or increase at the same time has to pay attention to the social problems, they will operate another country and every country has own requirements to the international companies, obeying the rules of these countries they make a bridge between two countries its host country and home country. In this article we focus how international corporations understand the meaning of CSR and now in the vast of literature has ICSR, two concepts have some homogenous and some part is heterogeneous meaning, so to make clear two meanings of CSR and ICSR, how make they use it? Nowadays, internationalization expanded interconnectedness of markets and citizens and technology have brought about new challenges for today’s international corporations drawing attention to the power of business in social, environmental and economic impacts.

It is the twenty first century a new era and companies have understood the importance of linking profits with ethical business practices. Today, many international corporations are faced with numerous legal, regulatory, cultural and business environments, making the challenge of legal and ethical compliance more complex.

This can improve our sayings that any international corporations need to implement CSR and to know the meaning CISR. According to the OECD (2001) many large corporations, especially multinationals, are joining the corporate social responsibility movement. Some are doing it for cynical reasons to protect their brand image, others because they understand that they must take responsibility for the behaviour of their subsidiaries and suppliers. To be the part of social life any international corporations has to consider the social problems, social responsibilities, and to make good relations with social parts. International corporations and their international social responsibility are considered global issues, but they have local applications. Corporations need to think globally but act locally to avoid problems. Companies operating globally are operating in an environment where there are differences in values, ethics, and culture. They need to be careful since there are practices that are considered ethical in one country and unethical in others.

The International Labour Organization (ILO) and the Organization for Economic Co-operation and Development (OECD) have developed and established, checklists and principles on CSR. The OECD developed Guidelines for Multinational Enterprises to promote corporate transparency and accountability.

3. ICSR Database Design

The great significance of the construction ICSR Database of developing countries;

It has an important significance promoting a comprehensive understanding of the construction of Corporate International Social Responsibility Database of developing countries. The developing countries are now in internationalization process it means interaction with other developing countries that time face many problems to implement CSR, to know the connotations of International Corporate Social Responsibilities. For example; A rapidly developing partner like China would certainly help to achieve this objective to other developing countries. Chinese “One belt and one road” will be main sixty countries involved big project. Developing countries has been improving its location advantages through reforms and modernization of its regulation and legislation in order to attract foreign investment According to the international experts, the legislation of the country is recognized as one of the best among the countries with a transition economy. Equally positive are their bilateral economic relations, which have been intensifying for many years. So it will be new and innovations to developing countries creating ICSR database. The developed countries had created before 50 years ago already exist and working it well.

The importance of the construction ICSR Database to improve international enterprises services;

Nowadays, it is only that interest in corporate social responsibility (CSR) has become more widespread (Serenko & Bontis, 2009; Wagner, Lutz, & Weitz, 2009). Corporations should follow the rules of the game as established by the political system and the moral customs of a given community (see e.g. Carroll, 1979; Swanson, 1999; Whetten, Rands, and Godfrey 2002, and even Friedman 1970). Considering the legal and moral rules of nationally bound communities as the point of reference for corporate legitimacy becomes a challenge against the background of a globally expanded corporate playing field (Palazzo and Scherer 2006).

Currently, within the scope on a global, whether it is international organizations, companies, enterprises. Creating the developing countries CISR resource information database, to provide international enterprises will be

available information and amount of data about corporation social responsibility and information systems for scientific researches. International enterprises which to enable profits to emerge and make businesses, governments, employees, shareholders and stakeholder altogether grasp its full value. It has important implications for developing countries governments to improve enterprises information database can provide developing countries governments and the economic and management and control sectors, to provide scientific, efficient, systematic, accuracy, usefulness, availability, safe much time, it's a value of creating information systems services.

The neediness of the construction CISR Database developing countries international enterprises;

ICSR Information Database is for government officials developing countries international enterprises, employees, customers and academic researches, young researches and students. It will be scheduling assessment, social security and stability conditions, international patterns and other aspects of scientific and support, all the information provide decision support at the same time improve the interactivity of attractions and enhance enterprises scientific and normative. Easily can see which international enterprises much more investing to social activities, to have been engaged with social responsibility. Strengthening the developing countries international enterprises information service facilities, and enhance the communication services. According to "quickly get information, communication, academic and practical researches". Accelerate the use of CISR database information technology platform to develop online services, Internet marketing, online payments and international business enterprises and other mutual assistance for the promotion of CSR information, level of modernization of enterprises developing countries are the great significance.

The requirements ICSR Database of developing countries international enterprises;

ICSR database is an effective of improving the reliability and quality of functioning of database systems. The database system identifies and records, reports, annual reports, in a special events to social contributions and processes occurring in the website system. This information can be used to analyze and monitor the actions of users of data processing systems, to identify sources of error in the initial, intermediate and output data, to identify attempts to violate the user regulations in the data analyzing system, including the breaking of protection mechanisms as well as to analyze the efficiency of control decisions.

The ICSR database is a complex of technical, information, software and possibly hardware tools aimed at identifying the status of data processing system. The main purposes of ICSR database are:

- detecting the violations of the protection of database information or the threat of protection breaking;
- analyzing the performance of ICSR database system, as well as of the entire database;
- providing the operability of data processing system under failures and faults in the system;
- providing the physical safety of data and software, and identifying the causes of their destruction;
- evaluating the reliability of information, controlling data processing; identification, localization and correction of errors, as well as the analysis of the ways of error spreading and interaction in the system;
- monitoring the effectiveness of control and management decisions;
- providing a psychological effect on users as a sanction to increase their responsibility upon operating with the system.
- assisting in the training of working with the system.

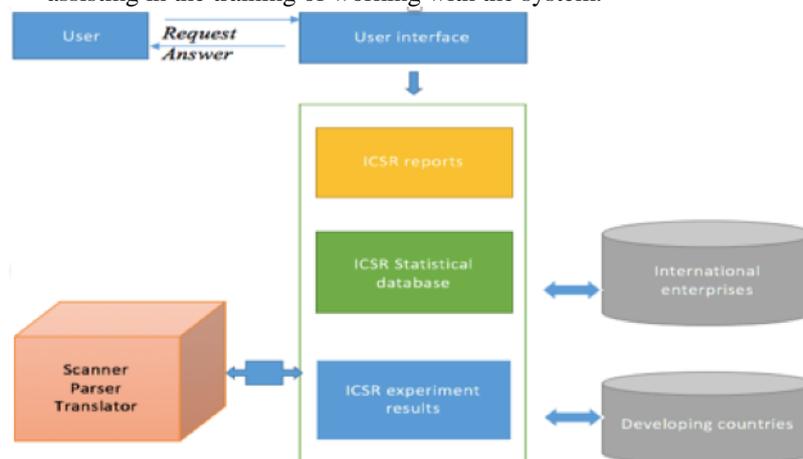


Fig1. A Framework of CISR database system

4. Recommendation

Study of the world CSR, scholars believe that the existence of different backgrounds in the origins around the world the connotations of social responsibilities of the enterprises. Domestic and foreign enterprises in different regions production and lifestyle. People are in the political and social structure of the developing countries have many difference and similarities. As good

neighbors as partners surrounding foreign international enterprises of developing countries, led jointly to create CISR database implementation of international CSR database, improve the quality of CISR information services, is the steady increase in the international competitiveness of enterprises to implementing to focusing on social responsibilities, to satisfy stakeholders requirements.

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