
Facta Non Verba: Social responsibility is more than just words

Corporate social responsibility is the driving force for a company's growth, and a duty needed to be practiced on a daily basis. Enterprises should put themselves under more supervision and inspection from the whole society and multiple stakeholders on their way ahead. As the saying goes, "actions speak louder than words". Public trust can only be won by companies through concrete and practical action. What really counts is never how great they promise, but how well they perform.

"Responsibility is generated by heart." It is carried out on the grounds of morality, whose immediate values cannot be measured solely by money. Indeed, an enterprise will undoubtedly reap rich rewards, both tangible and intangible, and secure an increase in its market share and social value, if it can earnestly fulfill its social commitments and make a meaningful contribution to national development, social progress and people's wellbeing.

The sense of responsibility is a trait inherent in a man of virtue, and the foundation underlying a country's prosperity. Proportionate to its rising position among the nations of the world, China needs to produce a legion of responsible multinational enterprises and "internationally-focused entrepreneurs." These multinational enterprises are expected to know more than putting profits first, devote themselves to creating long-term social value domestically and globally, and see to it that their time-honored brands win the hearts and minds of the people and deserve their respect and trust. Accordingly, leaders of these enterprises have to be socially minded, highly responsible, globally focused and equipped with extensive knowledge of international rules. They can actively participate in rule-making processes of related industries in the international arena on behalf of Chinese enterprises, so as to secure China's harmony and prosperity and the world's sustainable development.

Unfortunately though, such entrepreneurs are rarely seen in today's China. Despite a traditional emphasis on personnel fostering and an intense effort in pooling talents for research and innovation in natural science since the reform and opening up, China lags behind in the introduction and cultivation of talents in the field of social science, especially those conversant with the international market and its rules. The

truth is that social science, just like production technology, constitutes an essential component of social progress and holds the key to a country's soft power on the global stage. The understanding of policies, industries, cultures, traditions and customers of specific countries and regions, and the expertise in the art of communication between people and between regions, are no less important than invention and innovation in production technology, and are likewise a vital part of enterprise management.

Recent years have seen China's national strength cemented and Chinese enterprises thrived. Thanks to what have been achieved in the UN reform, especially the development of the Global Compact, Chinese enterprises have actively stepped up cooperation with world businesses, and the Chinese government has attached great importance to corporate social responsibility. As a result, more and more Chinese business leaders have come forth on the international stage to voice their opinions and advices, winning themselves attention and respect.

Rapid progress has been made by Chinese firms in the fulfillment of corporate responsibility, as they enthusiastically take part in activities under the Global Compact work programme, organize and attend seminars on social responsibility reports, broadening and deepening the movement in China. These speak volumes about an awakened sense of responsibility amongst Chinese enterprises, from which will certainly emerge more responsible frontrunners and role models to the benefits of people in China and beyond.