
Actions speak louder than words: social responsibility is more than “eye candy”

For a company, social responsibility is not only the driving force for its development, but also a daily required course. Companies should accept more supervision and review from the society and multiple stakeholders, because actions speak louder than words. Winning public trust requires practical implementation and fulfillment. In the eyes of the public, well done is better than well said.

"Responsibility starts at the heart." It is fairly difficult to measure the direct value of a moral action as such with money. It turns out that if a company can actively fulfill its social responsibilities, striving to contribute to national development, social construction and people's happiness, then it will surely receive multiple tangible and intangible returns to realize both market and social values.

Responsibility is not only the test of a person's moral quality, but also the root of a nation's prosperity. As a major power that has gradually risen among the nations of the world, China needs to forge a group of responsible multinationals and "international entrepreneurs." These multinationals should transcend the short-sighted behavior of prioritizing profits, focus more on creating long-term social value for the public at home and abroad, and become centuried brands winning public support, respect and trust. Accordingly, the “international entrepreneurs” who lead these companies should be mindful of the people, have a strong sense of social responsibility, possess a global vision and understand the international rules. Aiming at the harmony and prosperity of China and the sustainable development of the world, they can speak for Chinese companies on the international stage, and actively participate in the formulation of international rules in related industries.

However, the reality is grim, and such entrepreneurs are still the few. China has long attached great importance to talents since ancient times. After the reform and opening up, it has paid special attention to the introduction of talents in the field of natural

science, making a lot of efforts in development and innovation. But it still has a long way to go in the field of social science, especially when it comes to attracting and cultivating talents who are familiar with the international market and game rules. In fact, social science, like production technology, is an indispensable part of social progress and an important tool for a country to build soft power on the international stage. Understanding of policies, industries, cultures, customs and even people in different countries and regions, as well as knowledge and skills in the art of communication and exchange between peoples and regions are not inferior to the invention of production technology. They are also important qualities of business management.

In recent years, as China's national strength has increased and Chinese companies have expanded, especially thanks to the achievements of the UN reform, namely the establishment of an international platform called the Global Compact, Chinese enterprises have taken the initiative to strengthen cooperation with the global business community, and the Chinese government has also attached great importance to corporate social responsibility. Therefore, more and more Chinese corporate leaders have entered the international arena, actively making suggestions and speaking out, and thus have gained attention and respect step by step.

Chinese companies have made rapid progress in terms of social responsibility. They not only actively participate in various activities of the Global Compact, but also proactively implement and discuss social responsibility reports, striving to promote the development of the Global Compact in China. These actions demonstrate that the sense of responsibility of Chinese enterprises has been awakened, and more pioneers and role models with social responsibility will surely spring up, benefiting the people of China and the rest of the world.