Research on Corporate Social Responsibility from the Perspective of Low-carbon Economy and Sustainable Development

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Abstract. Low-carbon economy and sustainable development are the foundation of the enterprise healthy and long-term development, which is also an expression of the enterprises to fulfill social responsibility. However, due to the weak enterprise environment responsibility consciousness, the government regulation is not comprehensive, lacking of enterprise stakeholders which will further push and causes the environment responsibility of corporate social responsibility performance. This paper provides new ideas and methods for the research on the fulfillment of corporate social responsibility from the perspective of low-carbon economy and sustainable development.

1. Introduction
With the rise of world economy and the rapid development of the industrial, the material life and spiritual civilization of the people have been promoted unprecedented. While enjoying convenience, efficiency and comfort, the human living environment is experiencing haze. Greenhouse gases, solid waste pollution and other problems caused by global warming are very big threat to the environmental degradation and other aspects. In order to deal with these crises, foreign governments and enterprises have put forward the concept of "low carbon" in order to urge the resource-consuming enterprises to transform and develop. The report of the 19th National Congress pointed out that it is necessary to develop new kinetic energy, accelerate the construction of a strong country, vigorously transform and upgrade traditional industries, implement an innovation-driven development strategy, and protect the ecological environment with a more effective system. As a cell of the national economy, enterprises have a strong influence on the allocation of various resources and the development of social and economic relations in the process of production and management. Therefore, in the context of low carbon and sustainable development, the fulfillment of corporate social responsibility is more important.

2. Journals reviewed
This paper summarizes the research on corporate social responsibility problems from three aspects: one is the concept of corporate social responsibility; Second, Theories related to corporate social responsibility; Third, Research on low carbon economy and sustainable development.
2.1. Research on corporate social responsibility

British scholar Oliver Sheldon (1923) first put forward the concept of corporate social responsibility, and defined it as the responsibility to connect the operators of an enterprise with various roles inside and outside the enterprise. The most important factor is the moral factor, and the interests around the enterprise should also be considered. Visser (2010) pointed out that due to the development of Internet technology, CSR has also entered the era of CSR2.0, and is creative, scalable, responsive and comprehensive new characteristics of ball localization and circularity. Bowen (1959) believes that corporate social responsibility means that entrepreneurs move towards relevant policies according to corporate goals and social values, and make corresponding decisions on reasonable and specific action obligations. The International Organization (2010) for Standardization defines corporate social responsibility as a consequence of the decisions and activities that companies make for their development through transparent and ethical behavior.

2.2. Theories related to corporate social responsibility

In terms of corporate social responsibility commitment, Wu Yongmin (2004) believes that earning profits for shareholders is not the sole social responsibility of the enterprises. The social benefits brought about by other interests other than shareholders are its responsibility. Cui Li (2013) emphasizes that enterprises must abide by the law while creating profits, and they should also be responsible for the interests of stakeholders and the public interest of the society while being responsible to shareholders. Through research, Liu Fengjun (2015) concluded that in the process of assuming social responsibility, enterprises should maintain the same inertia and durability with resource investment, time and cost in the sustainability of assuming responsibility and the attention of stakeholders. In terms of the measurement of corporate social responsibility, Zhang Jixun et al. (2016) made an empirical analysis on the degree to which corporate social responsibility information disclosure forms attract investment from the perspective of the way in which enterprises disclose negative information. Huang Heshu and Zhou Zejiang (2017) use the Runling Global Social Responsibility Report Rating System to measure the social responsibility report of listed companies as a measure of corporate social responsibility performance, and examine the efficiency of corporate social responsibility on bank credit allocation.

2.3 Research on low carbon economy and sustainable development

Li Xinyi (2018) believes that combining low-carbon economic theory with urban development can provide a greater impetus for sustainable urban development. Yao Zelong (2018) believes that in the process of modern economic development, in order to maintain sustainable economic growth and reduce environmental pollution, the development and utilization of low-carbon energy is the focus. Through research, Huang Sisi (2018) believes that sustainable development provides theoretical support and practice for the development of low-carbon economy. Low-carbon economy is an important way to achieve sustainable development.

Through the above research, it can be seen that scholars have conducted in-depth research on the connotation, commitment subject, low-carbon economy and sustainable development of corporate social responsibility, and provided a detailed theoretical basis for the study of this paper. However, for the low-carbon economy Compared with the research on corporate social responsibility under sustainable development, this paper studies the social responsibility of enterprises in the new era from the perspective of low carbon and sustainable development.

Based on the theory of the study, this paper uses quantitative research methods, using descriptive analysis on the influencing factors of Pingyin female university students' employment from the university carries on the preliminary exploration, to determine the impact Pingyin town female university students' employment of secondary indicators, then use the binomial Logistics regression analysis to explore the secondary indicators of human capital, social capital and employment results, the relationship between the final analysis to determine the factors influencing university female university students' employment.
3. Analysis on the Status Quo and Causes of Corporate Social Responsibility Development

For enterprises, corporate social responsibility is not only the improvement of profits and the responsibility of stakeholders, sustainable development is the most important cornerstone. In view of the comprehensive influence of various factors, there are still many problems in the implementation of social responsibility in the process of fulfilling social responsibility in China, which is mainly reflected in the following aspects.

3.1 The development status of corporate social responsibility

First of all, the lack of low-carbon concept: In today's fierce competition and fast-paced social life, more experience in corporate development focuses on competing with competitors for the market, providing consumers with quality products and services, and earning more for enterprises. In the case of multiple profits, the pollution problems caused by the use of resources or after production are always ignored or placed in an unimportant position. It is always considered that pollution control is a matter of government and society. As long as the emission standards are met, everything can be done well, or confident. I believe that the environmental cycle can self-digest various wastes, and generally lack the enthusiasm and initiative of environmental protection and sustainable development;

Secondly, paying attention to immediate interests and lacking the vision of sustainable development: As a cell of a social economy, profitability is the foundation and guarantee of its existence. Under this influence, enterprises blindly pursue economic benefits, only consider short-term production and operation, and obtain short-term economic benefits at the expense of high emissions and high pollution. Such as in order to save costs in the production process, the use of raw materials with excessive emissions, the waste of resources due to the lack of waste disposal technology, or the use of disposable products in order to obtain short-term convenience, etc. The principles of the carbon economy add to the burden of sustainable development.

3.2 The main reason for the poor performance of corporate social responsibility

First of all, the lacking of social environment for enterprises to fulfill their social responsibilities: Under the guidance and drive of the policies of "environment-friendly society", "sustainable development" and "green water green mountains are golden mountains and silver mountains" advocated by the state. Some enterprises still have a fluke mentality and only pay lip service to environmental protection. They do not have enough understanding of environmental protection and practice enough. They still have extensive economic development modes such as "controlling while discharging" and "developing before controlling". The technological level of the development of low-carbon economy in energy production and utilization, industrial production and other fields is uneven, and the technology development capacity is poor, which cannot meet the needs of the development of low-carbon economy. Secondly, imperfect legal construction, policy enforcement is not enough: for corporate social responsibility, the imperfection of the legislation in our country, the lack of specialized terms, standardize corporate social responsibility of the existing laws related to distribution is relatively fragmented and chaos, to emphasize more principle, while the operability is not strong, in addition, the law enforcement is lax, adverse phenomenon still exists, tax revenue and economic development as the achievements of local especially; Thirdly, the stakeholders of the company lack the awareness of corporate social responsibility. For example, as a consumer of the enterprise, as long as they protect their legal rights, they pay less attention to the environmental problems of the enterprise, and the employees of the enterprise pay more attention to their own development and Promotion and treatment have little attention to the environmental responsibility of enterprises. Shareholders are more profitable and profitable, and lack of attention and supervision of corporate travel environment responsibility.

4. Countermeasures for improvement under low carbon economy and sustainable development

Insufficient attention paid by enterprises, governments, and corporate stakeholders to corporate social responsibility is the main reason for the lack of corporate social responsibility. It is necessary to raise
awareness of corporate social responsibility, establish a sound mechanism for fulfilling social responsibility, and promote corporate sustainability. Development must be adjusted accordingly from the following three aspects.

4.1 The basis for enterprises to improve sustainable development
Sustainable development is the embodiment of the vitality of the company and the ultimate goal pursued by the company. The sustainable development of enterprises is closely related to the fulfillment of social responsibilities of enterprises. Under the low-carbon economy, enterprises attach importance to technological innovation and improvement of production process, reduce the generation of waste and emission of pollutants from the source, realize the resource utilization of waste, and create a circular economy. The use of green environmental raw materials, reduce the use of disposable products, to the circular economy and sustainable development of the concept of waste recycling and utilization, increase the importance of environmental efforts, practical implementation to each link of the work.

4.2 The government has established a sound legal mechanism to regulate the supervision mechanism of corporate social responsibility
As the regulator of corporate social responsibility promotion, the government must first improve the supervision system of corporate social responsibility, design the normative documents and terms of corporate social responsibility, and standardize the fulfillment of corporate social responsibility. In the process of promoting low-carbon economy and sustainable development, we will focus on the control and supervision of corporate environmental responsibility performance, introduce encouraging policies, support enterprises to develop and use new energy sources, establish low-carbon markets, and promote sustainable development of enterprises.

4.3 Corporate stakeholders should enhance their awareness and stimulate better performance of corporate social responsibility
As a commitment to corporate social responsibility, stakeholders are of great significance to the sustainable development of enterprises. Not only can it promote better service for enterprises, but also play an important role in the development and growth of enterprises. Consumers' supervision and complaints play a good role in supervising the fulfillment of responsibilities in the corporate society and better assume social responsibilities. Corporate shareholders should recognize the importance of long-term interests to the development of enterprises and green sustainable development under low-carbon economy. It is the vitality of the long-term development of the company; as the only resource with subjective initiative, the employee should coexist with the enterprise in the process of fulfilling social responsibility, and provide suggestions for the sustainable development of the enterprise.

5. Conclusion
The development of modern enterprises is the combination of responsibility and rights. Enterprises with traditional path dependence pay more attention to economic interests and ignore social responsibility. Today's global economic focusing on low-carbon development, it is imperative for modern enterprises to integrate the environment into the optimal allocation system of resources. Through discussion, under the sustainable development of low-carbon economy, the following conclusions are drawn:
First of all, corporate social responsibility is reflected not only in the performance of shareholders, employees, consumers, communities, etc., but also in the protection of the environment, efficient use of resources and other important embodiment of social responsibility, and is also the core power of corporate sustainable development; Secondly, not only the enterprise itself, its stakeholders, and the government should organically combine to work together from the external environment to the internal root and then to the future of the enterprise, so as to jointly contribute to the implementation of corporate social responsibility and sustainable development.
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