Research on Social Responsibility of E-commerce Platform

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Abstract. The realistic predicament of social responsibility of e-commerce platform is that illegal and bad information is flooding, information security and protection are prominent, and public education and supervision are weak. The purpose of this thesis was to analyzes the social responsibility of e-commerce platform by adopting international standard ISO 26000, and explores the main reasons of the dilemma of social responsibility of e-commerce platform, and then make some suggestions on how to improve the social responsibility of e-commerce platform.

1. Introduction
The emergence of e-commerce platform has improved the imbalance of resource allocation in physical circulation channels. It surmounts the limitation of time and space to the greatest extent, and makes the depth and width of human life greatly expand in virtual space and real space. Traditional offline work can be done on the move or online, such as air tickets, train tickets, hotels tickets, online shopping and so on. E-commerce promotes the emergence of a new world of increasing returns. Economics holds that under the assumption of complete rationality, information symmetry and full competition, the decline of marginal benefit is the most basic law, but the modern economy is challenging the assumption. The important feature of the new economy, represented by the internet, is diminishing marginal cost of information, and the increasing revenue it brings has been realized to a certain extent.

The advent of internet has brought great vitality to the development of e-commerce. The social responsibility of e-commerce activities is highly similar to that of real enterprise activities, but it is also different. In the e-commerce platform, the information is out of order, the behavior is out of order, such as false propaganda, false promotions, malicious slander and other illegal behaviors. The emergence of these problems are related to the blank of the network order, the deviation of the value orientation of the new era, and so on. The e-commerce platform has broken the national boundaries, and it belongs to the public resources of all mankind. How to achieve sustainable development and serve the common welfare of all mankind has become a common challenge for every country in the coming decades. How to expand and improve e-commerce platform in the expanding process of internet? The regulation of e-commerce platform and its influence on the construction of the information society is an unavoidable challenge and an unshakably social responsibility.
2. E-commerce and social responsibility

E-commerce is “a business model in which transactions take place over electronic networks, mostly the Internet. It includes the process of electronically buying and selling goods, services, and information”[1]. E-commerce is having an impact on the world, affecting businesses, professions, trade, and people. It is undoubtedly improving our quality of life. It has developed rapidly because of its low cost, fast speed, large amount of information and so on, but it also causes many problems, including business, consumer, distribution, payment platform and other aspects. It is necessary to integrate social responsibility into the development of e-commerce platform.

According to ISO 26000, social responsibility means “responsibility of an organization for the impacts of its decisions and activities on society and the environment”[2]. In the era of e-commerce, corporate social responsibility has been gradually raised from the early level of doing good deeds to making a good plan for the risks that may arise from the enterprise, and then regard corporate social responsibility as a strategy and an opportunity. According to ISO 26000, there are seven core subjects of social responsibility, which are organizational governance, human rights, labor practices, environment, fair operation practices, consumer issues, community participation and development. Figure 1 provides an overview of ISO 26000. The characteristic of social responsibility in e-commerce platform is the willingness to take social and environmental factors into account and be willing to take responsibility for them. This involves transparent and ethical behaviour committed to sustainable development, consistent with applicable laws and norms of conduct.

![Image of Figure 1: Seven core subjects of social responsibility based on ISO 26000.](image)

Social responsibility for e-commerce platforms involves an understanding of broader social expectations. In addition to respecting the rule of law and fulfilling legally binding obligations, it also includes actions that go beyond legal obligations and the recognition of other non-legally binding obligations. These obligations derive from the moral pursuit and values widely accepted by society, such as honesty, fair competition, mutual benefit and so on. At present, social responsibility has become an important issue facing the world. From time to time, there are online reports that some well-known e-commerce platforms appear fake goods. These incidents are the problem of corporate social responsibility in essence. Corporate social responsibility could be a strategic activity to enhance the competitiveness of enterprises in globalization in pursuit of sustainable development.

3. Dilemma of the social responsibility of e-commerce platform

3.1. Information anomy

E-commerce platform has played an important role in the network. While the problem of authenticity and validity of network information is not entirely the responsibility of network platform. However, network platform plays an important role in promoting the authenticity and validity of network information, including text, picture, audio, video, etc.

Product or service information is distorted in e-commerce platform. In the platform, the merchants ignore the laws and regulations on internet information service issued by the government, use illegal information at will, and lack the authenticity and reliability of the information. There is no audit or
reliable verification of the content. The same product, line and off-line price gap is too large. In order
to obtain profits, merchants often choose the products with large profits as the standard of purchase,
and do not pay much attention to the quality problem when selling on the internet. For example, when
clothing industry are selling different merchants, they often choose the same photo in e-commerce
platforms, but in fact, there is a big difference in product quality and price. Consumers are the actual
payers and the last users of commodity value, their status needs to be defended, their reasonable shop-
ping needs and consumption rights should be fully satisfied and respected. In the case of transaction
disputes, they have the right to obtain the help of the trading platform. Products and services should be
corrected and handled properly in order to give consumers good shopping experience.

3.2. Information security and protection issues
The security of e-commerce platform information content mainly refers to the control of information
transmission, flow, utilization, and so on, such as e-commerce platform leak, pornography, fraud, libel,
incitement, etc. What is concerned is the e-commerce platform dissemination information security
question. With the prosperity of the online culture consumption market, it is still difficult to get rid
of the copyright disputes. The e-commerce platform video infringement cases continue to occur, and
the online video becomes a serious disaster area. The registration information of e-commerce platform,
the personal information of shopping preference and payment method, and the network cloud data, etc.,
which have aroused people's concern.

3.3. Induced behavioral anomie problems
The misconduct in e-commerce platform violence, hacker attacks, online game are not good for the
growth of teenagers. Foucault once mentioned in "Surveillance and punishment" that "the existence
and operation of a modern society in which power is full of all social spaces is based on the power to
control the whole society and to master the information society in all its aspects". The advent of the
information age will not reduce inequality, it is possible to deepen social inequality.

4. The reasons for the dilemma of social responsibility
The good implementation of social responsibility in e-commerce platform is the result of a compre-
hensive multi-dimensional systematic process and the integration of multiple factors. It is beneficial to
the sustainable and healthy development of e-commerce platform and the harmonious progress of the
whole society to probe into the root cause of the social responsibility dilemma of e-commerce plat-
form.

4.1. Lack of awareness of social responsibility
E-commerce platform consciously fulfill the social responsibility not enough. There are strong ran-
domness, lack of strategic planning. The platform pursues economic interests excessively. In order to
attract attention, continue to have users as the platform operation of the primary goal. At the expense
of users, consumer interests and social interests, to obtain profit returns. Part of the platform's credibil-
ity is relatively low, they use of cheap and false sales, so that consumers can not distinguish product
quality. At present, most e-commerce platforms have not formed their own self-discipline mechanism,
and they act randomly performing their social responsibility. They have no systematic plan and strate-
gy on how to fulfill their social responsibility. For example, e-commerce platform needs to make clear
how to solve the problem of excessive packaging and pollution sources caused by packaging in eco-
logical environment protection. Order products from e-commerce platform, resulting in cartons, tape,
foam pads and other packaging, which has become a new source of pollution. Since most of them are
non-degradable materials, they are not recycled and recycled.

4.2. Insufficient government impetus
Although the government advocates that e-commerce platform should fulfill social responsibility, but
propaganda is not enough, there is no systematic legal norm, and there is no perfect policy and organi-
ization to promote e-commerce platform to fulfill social responsibility. For a long time, the government has focused on the profits and taxes of e-commerce platforms, on economic development and local achievements, and on the lack of supervision and enforcement of such issues as workers' rights and interests and environmental protection on e-commerce platforms. The relationship between the development of e-commerce platform and the long-term development of local economy and environmental protection is ignored, and the supervision of e-commerce platform is weakened. Although government encouraging e-commerce platform to voluntarily and fully implement social responsibility, a series of preferential measures have not been introduced to provide various property interests and non-property interests to e-commerce platforms that actively fulfill social responsibility.

4.3. Insufficient social supervision
The lack of social supervision is the most important problem to improve the social responsibility of the e-commerce platform. Social supervision involves a wide range of social levels. Because the government and the mainstream media are not sufficiently publicizing, not fully grasping the guidance of public opinion, not doing enough to publicize the experience of social responsibility, which leads to the social public's lack of understanding of social responsibility. They simply think that the social responsibility of the e-commerce platform is to pay taxes and create employment, they also should make a contribution to the society. The social responsibility e-commerce platform has not been whip up the mass supervision, the reporting system has not been established, and the informant lacks protection and reward after reporting. Therefore, after the occurrence of social responsibility accidents on e-commerce platforms, the masses often can not actively report to the relevant departments in time.

4.4. Lack of original information and weak control of infringement
The current e-commerce platform pays more attention to the timeliness of the information of goods or services, and also has a good performance in the process control of information gateways. But in the aspect of information production, the responsibility of e-commerce platform is insufficient, mainly due to the lack of originality of information and the weak control of infringement. In the era of big data, the content of information is numerous and miscellaneous. If e-commerce platform only pays attention to the reproduction and reprocessing of the existing information, it will undoubtedly increase the cognitive burden of the user and increase time cost for the user to obtain valuable information, which is the case people are troubled by all kinds of junk information.

Many e-commerce platforms pay too much attention to the behavior of heat also aggravated to a certain extent the lack of tort control. At present, there are still many gaps in the regulation and restriction of the infringement of intellectual property, copyright and personal privacy in various countries on the construction of legal system, which make e-commerce platform domain tort phenomenon occurs from time to time.

4.5. Online consumer culture issues
The current e-commerce platform is more biased towards the consumer rights and interests of traditional retail industry, ignoring the online character which shopping platform through language or text. The cultural connotations transmitted by symbols such as pictures. The network consumption culture on the e-commerce platform is characterized by "cost-effective and convenient", "use and satisfaction", "entertainment" and so on. Under the influence of such consumption culture, the boundary between the real world and the virtual world is increasingly blurred, resulting in contradictions and conflicts, such as social consumption level gap, abnormal advertising, excessive consumption and so on.

5. Suggestions
The economic benefits of e-commerce platforms are the primary considerations in operation, but nowadays the awareness of social responsibility is high, and stakeholders also hope to adopt more complete information on social responsibility management. The internal power and external pressure of e-
commerce platform constitute the thrust, and promote the development of social responsibility management of e-commerce platform.

5.1 Strengthening the platform governance of e-commerce

5.1.1 Increased awareness of social responsibility
E-commerce platform should deepen the consciousness of social responsibility, deeply understand the significance of fulfilling social responsibility, and firmly establish the consciousness of social responsibility. In the operation of e-commerce platform, Thy need to cultivate employees' awareness of social responsibility. Strengthen staff social responsibility training and education, and constantly innovate management concepts and working methods.

E-commerce platforms should:
-consider social responsibility issues and principles to develop e-commerce platform strategic guidelines and plans.
-determine the implementation, monitoring and review of the social responsibility guidelines defined in the e-commerce platform strategic plan.
-make all e-commerce platform managers carry on the related social responsibility education.
-fully respect the views of consumers, operators, partners, governments and public opinion in the formulation and implementation of transaction rules, and to strive for prudence and transparency.
-understand the importance of establishing dialogue with stakeholders. It is advisable to establish a process to identify stakeholders, their needs and expectations, and to assess the importance of stakeholders' impact on e-commerce platforms.

5.1.2 Purify information space and pay attention to information quality
E-commerce platform bears the social responsibility in many fields of information production, such as maintaining the authenticity of platform information, regulatory compliance, protection of private privacy and so on. At the same time, we need to check the illegal or bad information. Such as spam email, false obscene pornography and other information content supervision, user data and privacy protection, advertising and marketing content control. E-commerce platform can rely on technical means or agreed self-regulation, create information filtering mechanism (such as pornography, violent content grading system), develop information intelligence tools, constantly innovate governance measures, and maintain the pure information space of e-commerce platform. Providing a more valuable and high-quality network platform.

5.1.3 Improve social responsibility reporting on e-commerce platform
E-commerce platform's social responsibility report needs to continue to be promoted and improved, through publishing the status of social responsibility, planning the measures, improving the communication methods and dialogue mechanisms. Keep abreast and respond to stakeholders' views. Promote the development of social responsibility of the whole industry. At the same time, it is also necessary to continue to improve the alignment with international practices and standards on the platform, to disclose information, to bind their own business activities in accordance with international standards of social responsibility, and to introduce independent third-party assessments and enhance authority and credibility.

5.2. Improving the working conditions of labour practice
Harmonious labor relationship is very important for promoting social stability and healthy development of e-commerce enterprises. Both sides of labor relations have to bear their respective obligations while enjoying their rights. Both parties have the right to enjoy the right of legal protection, regardless of the labor relationship is formed according to the labor contract or the non-labor relationship formed by the commercial contract.
E-commerce platforms should:
- ensure that working conditions are in conformity with domestic laws and regulations, applicable international labour standards, and to provide decent working conditions in the following areas: wages, working hours, holidays, occupational health and safety, maternity protection.
- equal pay for work of equal value and payment of wages and ensure that wages meet at least the local minimum wage requirements.
- comply with the provisions of laws and regulations or other legally binding documents on overtime, and provide overtime compensation to employees in accordance with the law.
- ensure that all their work is done by legally employed persons, it is advisable to adopt an active labour force plan and to avoid, as far as possible, the use of informal work or excessive use of temporary work.
- protect employees' personal information and privacy.
- provide all staff with adequate training on all relevant matters, communicate all safety practices to employees and require them to comply at all times, and ensure that staff follow the applicable procedures.
- enable employees who are laid off to get help in obtaining new jobs, training, and counselling.

5.3 Protect the environment against pollution
Environmental responsibility is an important aspect of e-commerce platform, its decisions and activities will inevitably have an impact on the environment. The impact of e-commerce platforms on the environment involves the use of resources, the organization of venues, pollutants and waste, noise generation, greenhouse gas emissions, and airport construction and operation to the environment, natural habitats, etc.

E-commerce platforms should:
- identification of the relationship and impact of their decisions and activities with the surrounding environment.
- identification of sources of pollution and waste related to their activities.
- implement environmental accident prevention and preparedness programs and make contingency plans.
- implement measures aimed at preventing pollution and waste, promote waste management levels and the proper management of unavoidable pollution and waste.
- take measures to gradually reduce and minimize the direct and indirect pollution within the scope of its control or influence, reduce the use of water resources and packing material as much as possible, reduce energy consumption, and reduce the production of solid wastes such as disposable supplies, etc.

5.4 Protect consumer privacy
E-commerce enterprises shall protect the privacy of consumers and restrict the types of information collected and the manner in which information is obtained, used and protected. In order to prevent the collection and processing of personal information from infringing on the right to privacy, e-commerce platforms should:
- limit the scope of the collection of personal information, collecting only the information necessary to provide products and services, or information that consumers voluntarily agree to provide with knowledge.
- avoid the use of consumer personal information for marketing purposes that they do not wish to use.
- access to information only through legal and impartial means.
- make a clear statement of its purpose before or at the time of the gathering of information.
- give consumers the right to verify their relevant information under the law. If the challenge is confirmed, the enterprise should correct the misconduct and delete the relevant information.
- protect personal information through adequate security measures.
5.5. Strengthen external oversight
National regulatory authority should increase the supervision of e-commerce platform. Supervise platform operation, technical capability, business development, platform specification and so on. We can timely extinguish the disrupting the market by means of bad competition by supervising e-commerce platforms with small scale or bad technology. For the sale of counterfeit and inferior products, publishing bad information and other violations of serious handling, E-commerce platform should be brought into the social responsibility management system, the investigation and punishment of illegal activities should be strengthened, the bad platform should be dealt with in time, and the market of e-commerce platform should be fair and honest.

Give full play to the role of industry associations, guide industry self-discipline, create integrity, orderly detection market. At the same time, with the relevant regulatory departments through business training and technical exchanges, we can create a platform for technological innovation and experience exchange.

5.5.1 Compulsory supervision of the government
The external driving force for the implementation of social responsibility for e-commerce platforms comes mainly from legal provisions and government requirements, and e-commerce platforms recognize the external pressure to implement social responsibility, then e-commerce platform will consider making a response plan. On the contrary, if there are no relevant laws and regulations, the e-commerce platform will first consider the profit. So if we want to enhance the sense of social responsibility of e-commerce platform, we need the spontaneity of e-commerce platform and the compulsory parallel of government.

5.5.2 Use of social supervision
Give full play to the role of international organizations. At present, different international organizations have issued several self-regulatory norms for the internet industry, which at the ethical level, stipulate the rules that network operators and related organizations and citizens should follow. Social responsibility management for e-commerce platforms also needs to be further regulated from an international perspective.

It is a force of supervision to give full play to the strength of civil organizations, especially various social groups composed of experts and scholars, to promote the development of social responsibility of e-commerce platform from different levels.

Give full play to consumer power. Encourage consumers to carry out network supervision and evaluation. Explore the establishment of risk monitoring, online spot check, source tracing, and e-commerce product quality monitoring mechanism.

5.6. Enhanced standardization of social responsibility reporting
E-commerce platform related information disclosure is very important for investors and the public. While financial reporting can provide an understanding of the operational status of e-commerce platforms, there is no way to understand their social responsibility implications and it is therefore necessary to report on their social responsibility through e-commerce platforms, Let stakeholders understand other aspects of their operations. The extent and scope of social responsibility reporting on each e-commerce platform is often not the same, which makes it difficult for the users of the report to have a uniform standard for evaluation. Therefore, it is suggested that the social responsibility report of the e-commerce platform should have uniform indicators, so that report users can be very clear about the information they want to know.

6. Summary
The e-commerce platforms in the development of the road has become more and more mobile, social, intelligent and personalized trend. This makes the ecological environment of e-commerce platform more diverse and complex, resulting in a variety of new problems and new situations. The social re-
sponsibility of e-commerce platform becomes more prominent and will become the focus in the future. The e-commerce platform has brought many problems, what we can do is try to use scientific methods to mitigate the adverse effects of these e-commerce platforms. If we don't do this, we may have very bad consequences.

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