

Honoring traditional Chinese culture and modern management [2010-12-31, 中國日報香港版, P15, CSR, Special]

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Responsibility and philanthropic business was the theme of this year's Corporate Social Responsibility (CSR) Ranking in China, which was published on Dec 8.

The theme was meant to reflect the most important ideas of China's business community this year — harmonious labor relationships, decent work, happiness, dignity, and equity.

The ranking is arranged by CBN, the Shanghai Media Group's business arm. CBN has been pushing a harmonious business model and looking for philanthropic Chinese businessmen in a "spirit of benevolence, with the aim of finding the road to great enterprises". The 2010 China CSR Ranking measured the performances of various companies, using a number of indexes. All were connected to harmonious relationships, caring for employees, community involvement, and economic responsibility.

Forty-three enterprises made the list, with 20 of them given the Outstanding Enterprise Award. These included A. O. Smith (China) Water Heater, Microsoft (China), Mercedes-Benz (China), Nokia (China) Investment, and Shanghai General Motors.

Another 23 got the Excellent Practice Award. These included L'Oréal (China), Guangzhou Auto Honda Automobile, Lee Kum Kee, United Technologies Corp, and Shanghai Pudong Development Bank.

Influential and credible list CBN has watched the development of corporate responsibility in China, and has tried to popularize the idea across China.

Its ranking has gained a reputation in the area of social responsibility.

The "philanthropic business" idea, which appeared this year, is thought to reflect real needs, but also a combination of traditional Chinese culture and modern management.

It promotes human interest and social responsibility. Proponents have said that a company needs to guarantee the rights of employees and keep developing their competence. Only in this way can it maintain its competitive edge to reach its long-term goals and promote national economic growth.

This year's ranking process began six months ago with questionnaires, interviews, and examinations and evaluations. The organizers say the two prizes have "great influence and credibility".

Model enterprises

"In five or 10 years, when people talk about brands and social responsibility, they will probably regard them as the most important part of an enterprise, like air and water to humans," commented Qin Shuo, CBN general manager and chief editor of China Business News, which the group publishes.

"With this understanding of enterprises and brands, we were trying to induce a deeper, but simpler concept this year," Qin added. "We took the concept of 'benevolence' from traditional Chinese culture." "With an innovative understanding of enterprises, we hope to discover those with excellent economic and social practices, and reveal their practices to the wider public."

Norway's Det Norske Veritas (DNV), a major risk management and certification company, took a third party role in this year's rankings.

DNV's vice-president, Luca Crisciotti, called the entire process "very satisfying".

With the strong media advantage, the organizers have encouraged enterprises to have a social responsibility, and to boost the sustainable development of society, Crisciotti said.

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