Research on the composition of corporate social responsibility management system in big data environment

Huayan Zhu

Shanghai Institute of Technology

zhuhuayan0913@163.com

Abstract: In the modern social development, corporate social responsibility management has become a hot problem in the management science and organizational behavior, through the way of using logical reasoning and inductive analysis, in determining the connotation, the system management concept and practical development experience, based on the building big data environment theory of corporate social responsibility management model, It can provide effective basis for modern enterprises to deal with the pressure of internal and external environment. Therefore, on the basis of understanding the changes in the big data environment and according to the composition of the current corporate social responsibility management system, this paper deeply discusses how to improve the theoretical system of corporate social responsibility management system in the big data environment, and puts forward in-depth thinking on its practical application.

Keywords: Big data; Enterprise; Social responsibility management; The system structure

1. Introduction

In promoting the sustainable development of mankind, social enterprises should actively assume corresponding responsibilities and obligations after completing their own business. According to the United Nations, global corporate citizenship behavior, and other social responsibility activities actively advocate, in successive codes of conduct and social responsibility of enterprises after the market access rules, thus comprehensively regulate domestic and imported corporate social responsibility (CSR), nowadays CSR practice has become the enterprise needs to confront global market development factors, It has a positive impact on the company's social public image, consumer enjoyment and market competitive advantages. Therefore, enterprises should build market competitive advantages, correctly cope with the pressure from internal and external environment, and put forward effective CSR management measures. [1.2.3]In other words, on the basis of maintaining their own competitive advantages, enterprises should pay attention to respond to the changing environmental constraints of sustainable development. The CSR management strategy is to establish relationships with other stakeholders. But understanding practice research found that studies of CSR management is less, although some enterprises have begun to explore the practical application of CSR management, but there is no form of CSR management system theory and ideological system, thus to build a guide CSR practice of the development of the management system, is to promote the internationalization of China's enterprise management practice and theoretical basis.

The research questions raised based on CSR management have been one of the contents that the academic circle has paid much attention to since the 21st century, and some theoretical results have been gradually formed in the practice and exploration. For example, some scholars built a conceptual model of total responsibility management based on the theory of total quality management in their research. The idea of this research is to build an institutionalized responsibility vision, integrate responsibility into enterprise strategy, resource construction and management system, and combine responsibility measures and indicators to practice improvement and effective innovation. The process model with CSR management as the core involves identifying and determining stakeholders, predicting and analyzing their behavior changes, and comprehensively implementing various management strategies. For the management model with CSR management philosophy as the core, an integrated management framework based on CSR management

motivation and performance analysis should be proposed. According to related research in recent years accumulated experience, according to the analysis of the CSR management system problem, want to clear the basic connotation of CSR management first, determine the management concepts and system to build the core idea, at the same time, according to the system management theory study of CSR management system structure, and determine the composition of CSR management subsystem and the main function structure, Understand the components of the functional structure of the system. Because CSR management belongs to the emerging things, information related theoretical research and practical application is limited, so the work to use deductive reasoning and inductive reasoning, from the general principle and the logical structure of management system, push subsystem performance of CSR management system structure, and establish the causal relationship between all subsystems of, Finally, according to the research status and the management needs of CSR practice, the composition elements of the enterprise management system are determined.[4.5]

In the context of the era of big data, corporate social responsibility (CSR) is also referred to as the efforts or social performance of social enterprises, and is usually conceptualized as the managerial responsibility to take actions to protect and improve the overall welfare of society and the interests of organizations. The concept involves community support, employee support, the environment, diversity, products, and more. With the gradual development of the market economy, there are more and more problems such as standard certification and environmental damage, and corporate social responsibility safety is widely concerned. From the perspective of enterprise development, the implementation of corporate social responsibility can help enterprises establish a good image, obtain long-term competitive advantages in practice and development, so as to truly achieve sustainable development goals. In big data technology innovation development, people pay more attention to how big data technology is applied to enterprises in practice, neglecting the development of large data of a series of ethical questions, so research scholars mainly study how enterprises in the new period does not violate social responsibility, on the basis of the data information into productivity. For example, based on the protection of user privacy issues. In 2012, the European Union began to fully implement the Cookie Act, which stipulates that all websites must be authorized by users when using cookies. In August of that year, Microsoft announced that the new version of Internet Explorer 10 would have anti-tracking enabled by default; In 2013, cookies appeared in Google search to help us provide services. Using our service means that you agree with us to use cookies and other prompts. However, most websites still sacrifice users' privacy to obtain big data, because compared with the issue of corporate social responsibility, enterprises pay more attention to their own economic profits. Therefore, on the basis of understanding the changes of big data technology environment, this paper deeply discusses the structure of corporate social responsibility management system and effective countermeasures for practical development.

2. Method

2.1 Basic Connotation

From the perspective of management, it is found that management refers to a series of activities process in which enterprise managers coordinate the activities of others and make full use of resources to truly achieve organizational goals under specific circumstances. According to the research findings of CSR management concepts in recent years, the actual definitions can be divided into the following categories: First, through the integrated use and systematic planning of enterprise resources, in accordance with the standard organizational system and operation process, to effectively ensure the implementation of corporate responsibility behaviors in the three aspects of economy, society and environment; Second, enterprises should according to the internal and external environment characteristics and basic requirements, integration of internal resources, to develop responsibility target, effective performance of the economy, law, morality and their own

discretion, to control the process and result evaluation, thus ensure internal resources, responsibility ability, social expectations can be coordinated to match, finally realizes the dynamic management; Finally, the comprehensive management of ethics, society, labor value, respect for human rights and other contents is mainly based on the relationship between methods and strategies and the stakeholders of the organization. By integrating the analysis found that CSR management on the basis of considering elements, can be defined as: under fully considering the influence of internal and external environmental factors, according to the enterprise shall be liable for economic, social and environmental development and requirement management through the management functions and organizational resources to coordinate business activities, and others to achieve set goals.[6.7]

2.2 System Composition

Combined with the analysis of academic arguments shown in Table 1 below, it can be seen that, except for the three-dimensional structure, the researches on CSR management system are all descriptions of conceptual frameworks, lacking systematic reasoning and structural perspectives.

Table 1 Structure analysis of CSR management system

The author	The management structure	Management requirements
Huang Wenyan (2006)	Concept	Management attention, social responsibility standard, social responsibility management organization, social responsibility report, value chain perspective
Aurelien Acquier（2007）	Three-dimensional structure	Performance objectives; Prescriptive standard structure action objectives, action plans, and procurement required to achieve performance objectives. Programme of action; Measures; A set of management tools, including roles, expertise, planning, etc
Kai Gang Yi (2007)	Concept	Concept change, organizational change, internal and external repair, shape the environment
Li Wanxian (2007)	Concept	Cognitive management, identity management, Behavior management, Behavior reinforcement
Wang Yang (2008)	Concept	Improve the legal system, social responsibility standards, information disclosure, corporate internal governance structure, ethical management
Liu Bao (2009)	System or process concept	1. 1.); ① Responsibility vision, values and leadership commitment; ② Stakeholder participation process 2. Fusion; 1) strategy; ② human resource responsibility ③ responsibility integration management system 3. Innovation; ① Correction, innovation and learning; ② measurement systems; ③ transparency and accountability of results
Li Weiyang (2010)	The 3C + 3T model has two levels	Two levels constitute, comprehensive value, cooperation and consensus 3C ideological system, by the participation of all members, the whole process of integration and all-round coverage of the 3T implementation system
IQNet SR10	PDCA system	Plan, implement, monitor and improve
Lu Yong (2011)	Three-dimensional structure	The content and object of management, management mechanism, management path three-dimensional structure
Zhiguang Zhang (2013)	Three-dimensional structure	Three dimensions: management level, management domain and management process

Combining the above analysis, some scholars put forward in the study, will include the subject, object, function of CSR management these three elements and three dimensional together the pyramid management system structure model, can be on the basis of system structure, the deep

research management subsystems and their relations, how to build the management system design thought, final structure are shown in figure 1 below:

Figure 1 Structure diagram of CSR management system

2.3 Structural model

On the one hand, systems management theory. According to the results of current researches, system management theory includes system philosophy, system management and system analysis. From the perspective of system philosophy, as an organization or a comprehensive whole with strong purpose, the system pays more attention to the connection of all components, which is very suitable for application in the strategic hierarchical system of enterprise management system. This kind of hierarchical system will combine the system concept and integrate the organizational environment into one, so as to build an integrated research system.

On the other hand, 3D structural models. This model is an effective way to solve the problem of complex system planning and organization management. It is mainly a three-dimensional system engineering method composed of time dimension, logic dimension and knowledge dimension, and represents the structural system framework thought of systems engineering research. Among them, the time dimension represents the system activities, according to the chronological order of the whole process; Logical dimension represents the work content that needs to be carried out in different stages of time, and the thinking logic that needs to be strictly followed; Knowledge dimension represents the knowledge and skills needed to complete the above activity process, activity content and thinking procedure. It is integrated with CSR management, where the time dimension represents the standardized management process to be adopted in the implementation of management, the logical dimension represents the work content and the thinking logic to be followed, and the knowledge dimension can be regarded as the representation of the knowledge and skills mastered by managers in the management level. The overall model is shown in Figure 2 below:
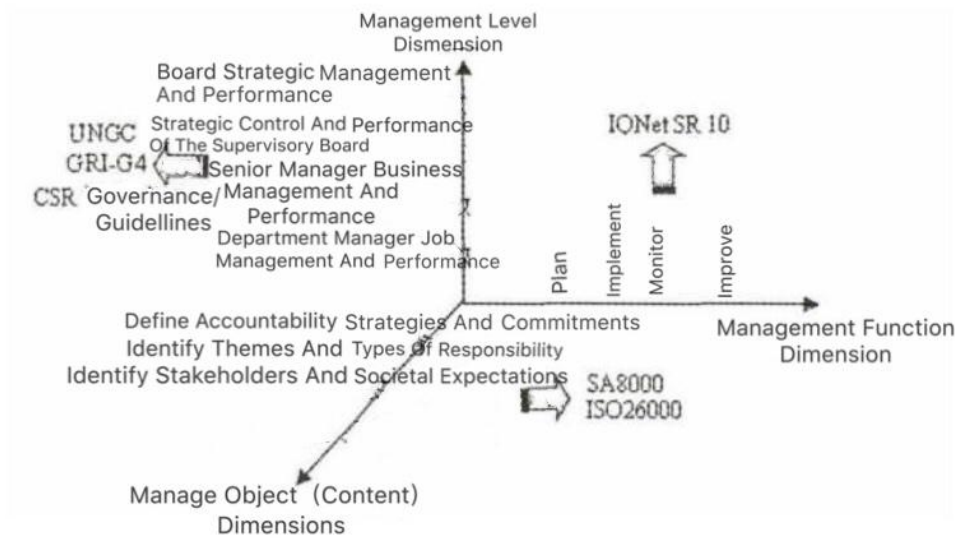
FIG. 2 Management model diagram based on 3D structure

2.4 System Elements

First, the hierarchy elements. According to the structure diagram shown in Figure 3 below, the management subject consists of four levels: board of directors, board of supervisors, senior manager and manager. Secondly, object structure elements. According to the structure diagram shown in Figure 4 below, the management topic is the management object or related content, which includes three contents: identifying stakeholders and social expectations, determining the subject and type of responsibility, clarifying rules and strategies and responsibility commitment. Finally, the process structure elements. According to the structural diagram shown in Figure 5 below, the whole management process is to coordinate the management activities between the subject and the object.[8.910]
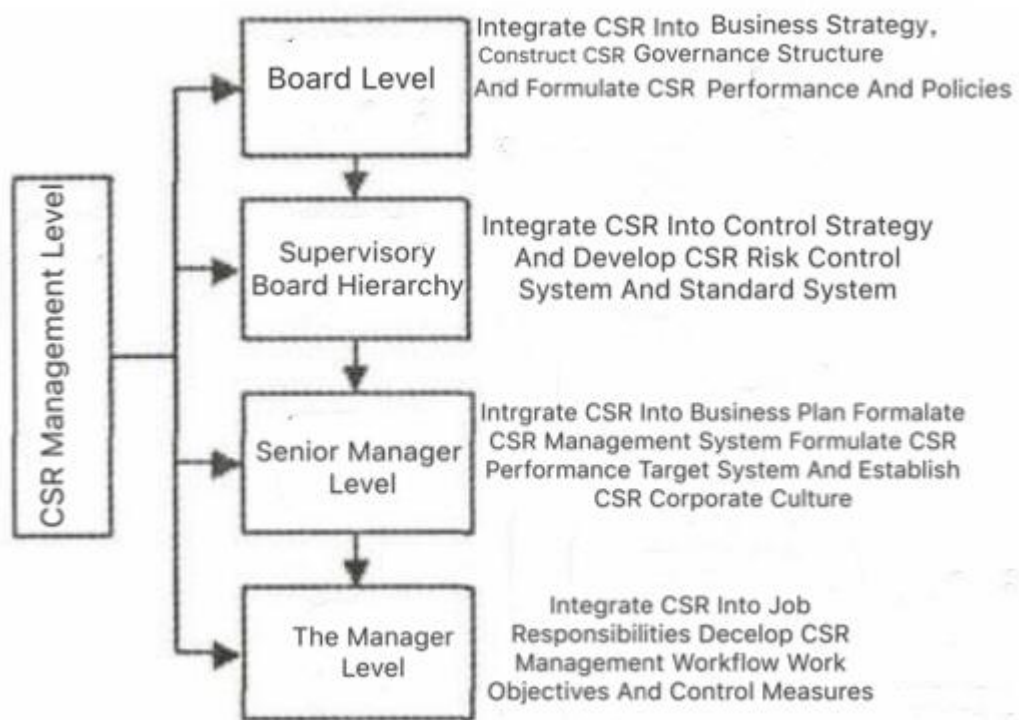

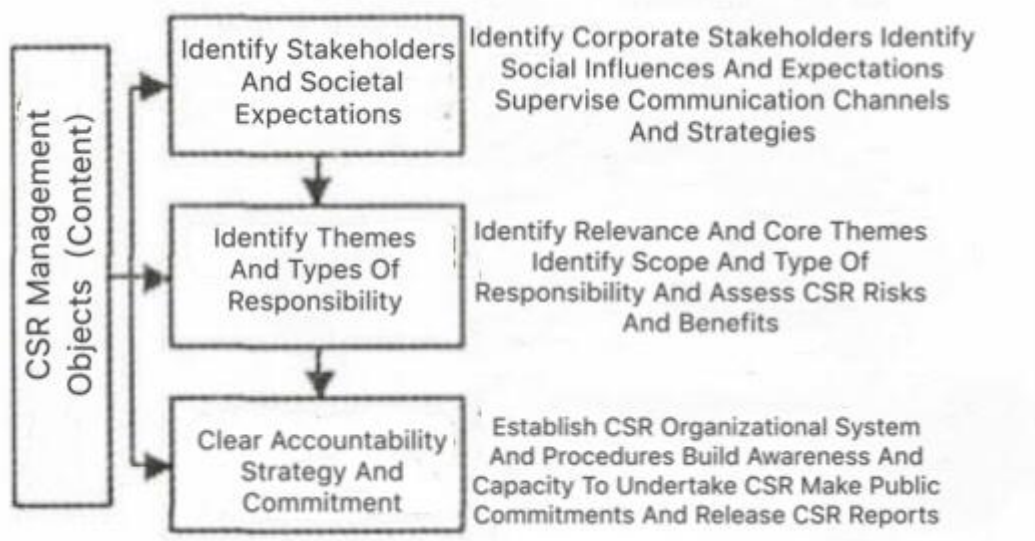Figure 3 shows the structure of the hierarchy elements

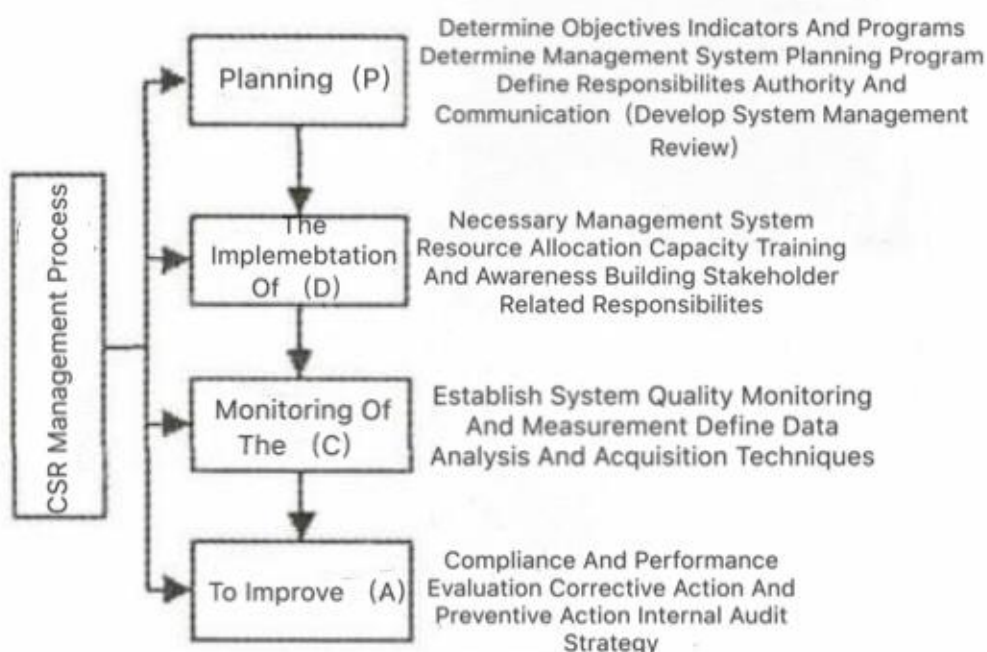Figure 4 Structure diagram of object structure elements

Figure 5 Structure diagram of process structure elements

3. Result analysis

In the steady development of social economy, the theory of big data technology innovation for the enterprise development provides different from traditional environmental ecological system of enterprise, the enterprise under the background in the era of big data to perform the social responsibility, to be responsible and bear, effectively into, new power to promote the development of itself and the social common continued, in the process of business value, create social wealth, It is necessary to demonstrate its own value by assuming more corporate social responsibility. It is necessary to face the development situation and task requirements in the era of big data, and do the following reform and innovation work: First, it is necessary to improve the CSR reform led by internal driving forces, and ensure that the internal development strategy and operation and management of enterprises can be closely linked; Secondly, the cooperative construction of

mutually-beneficial CSR operation mode, the integration of social responsibility resources of all stakeholders, the establishment of a mutually shared and symbiotic working platform, the formation of mutually-beneficial development mechanism, and the establishment of a unified value concept of social responsibility; Finally, the cross-border integrated CSR management mechanism should be built to promote the diversified development of corporate social responsibility information channels.

4. Conclusion

To sum up, under the background of the comprehensive development and application of big data technology theory, enterprises should start from the aspects of optimizing organizational structure, building corporate culture, improving staff literacy and building management mode, so as to ensure that enterprise managers pay more attention to the innovation of corporate social responsibility management mode in the new environment. Guide enterprises to fully understand and understand the impact of new technologies and theories on social and economic composition, learn to reasonably use big data technology, carry out corporate social responsibility management, and give full play to the positive role of data information in enterprise management, so as to guide enterprises toward the goal of sustainable development.

Reference

[1] Guanjun Tian, Yuan Yuan. Social responsibility compliance management of overseas investment enterprises under big data audit [J]. Finance and Accounting Monthly, 2020(9):5.

[2] Qian Lu, Jian Xiong. The implementation of corporate social responsibility from the perspective of enterprise ecosystem [J]. Decision & Information, 2020(6):8.

[3] Yuxin Jia, Shumin Cao. Research on the implementation of social responsibility of E-commerce enterprises in the era of big data [J]. Chinese and Foreign Enterprise Culture, 2020, No.606(05):43-44.

[4] Mobile big data adds "strongest brain" to Wenzhou [J]. Enterprise Civilization, 2021(2020-5):22-23.

[5] Lei Dang. Discussion on the Application of Enterprise Financial Management Information System in Big Data Environment [J]. East West North South, 2020, No.549(01):232-232.

[6] Bimi Zhang, Mingjing Yang. Research on the Way to Carry out Ideological and Political Education in Food Enterprises under the Background of Big Data -- Review of "Research on Business Model Innovation of Green Food Enterprises Based on Big Data" [J]. Journal of Food Safety and Quality Inspection, 2021, 12(23):1.

[7] Canhong Huang, Lu Lu. Lack of corporate social responsibility in the digital era and countermeasures [J]. China Famous Brand, 2022(6):2.

[8] Yanping Fu. Research on environmental information disclosure and corporate performance of corporate social responsibility [J]. Modern Business, 2021(18):3.

[9] Tingli Hao, Haibin Jiang. Research on cultivating College students' sense of social responsibility from the perspective of big data [J]. Modern Communication, 2020(9):2.

[10] Meiqing Zheng. Research on the application of enterprise financial management information system under the environment of big data [J]. Accounting Learning, 2021(17):3.