

CORPORATE SOCIAL RESPONSIBILITY IN CHINA

MASTER OF BUSINESS ADMINISTRATION

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Abstract

From the perspective of history and reality, the practice and understanding of corporate social responsibility has experienced a transformation from centralization to diversification. The early enterprise practice basically reflected the theoretical hypothesis of neoclassical economics, and insisted on the single point of view of maximizing profits as corporate social responsibility. Today, under the guidance of stakeholder theory, the corporate practice in developed countries is also developing towards a diversified concept of corporate social responsibility. Influenced by the globalization of corporate social responsibility movement, the concept of corporate social responsibility in China is changing from unitary to plural. Due to the immature development of the theory of corporate social responsibility and the deviation of understanding, there are still many problems in the practice of Chinese enterprises, and the lack of corporate social responsibility is very serious. Therefore, there is an urgent need for in-depth theoretical research. Based on the practical needs, this paper attempts to start from the implementation mechanism of corporate social responsibility.

Enterprises are the basic elements of society and the main undertakers of social production. Therefore, whether enterprises have the consciousness of fulfilling social responsibility and the situation of fulfilling social responsibility are of great significance to the construction of a harmonious society. The arrival of the "transparency era" requires companies to fulfill their social responsibilities. In order to transmit social responsibility information and establish a good corporate image, most enterprises choose to issue social responsibility reports in order to timely and accurately disclose the performance of social responsibility to the public. In order to improve the quality and credibility of social responsibility reports, external supervision and restraint are needed. Social responsibility certification is still in the stage of theoretical discussion in China. Most companies will not actively hire external certification agencies to perform social responsibility certification and

evaluation. At present, there is also a lack of certification methods for analyzing corporate social responsibility and monitoring the performance of enterprises.

Key word:Chinese enterprises; social responsibility; information certification

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1 Introduction

1.1 Research background

Information disclosure is a bridge between modern organizations and stakeholders, and an important way for organizations to communicate with stakeholders. It can be divided into financial information disclosure and non-financial information disclosure. When the traditional method of financial information disclosure can no longer meet the needs of comprehensive evaluation of corporate performance, especially the need for long-term sustainable development, the demand for non-financial information disclosure of enterprises rapidly increases. As an important part of society, all kinds of organizations must bear social responsibility. It is the most important means for organizations (enterprises) to disclose non-financial information to publish social responsibility reports (also called sustainable reports) on a regular basis (Dodd, 1932). With the development of social economy, the importance of enterprises in the market economy will be increasingly prominent, and the scope of influence of enterprises in social life will be increasingly extensive. However, there are quite a lot of problems in the operation of enterprises. For example, in recent years, “poisonous capsules” , “black heart” coal mines, and inferior edible oils have infringed upon consumers’ rights, workers’ rights, and public interests. These incidents mostly occur in enterprises that lack regulation. Limited technical strength, lack of talents and funds, extensive management ability and other factors can be the objective reasons for the problems of enterprises, but there is a more important reason is the lack of social responsibility. This also reflects the inadequacy of China's laws on the regulation of corporate social responsibility, reminding us to strengthen the legislation of corporate social responsibility so that social responsibility can be raised to the legal level and become a legal obligation that restricts the serious performance of business owners. At the same time, judicial and law enforcement cooperation is essential for reform.

1.2 Research meaning

The theoretical research results of corporate social responsibility in foreign countries are relatively rich and mature, but the western academia rarely involves the research

of corporate social responsibility. China is a socialist country with public ownership as the main body. Public ownership is the main form in enterprise development and an important pillar of the national economy. Therefore, corporate social responsibility research is more important in China. In the new Chinese social context, corporate social responsibility research can not only provide a theoretical basis for the government's work in corporate management, but also provide theoretical guidance for companies to fulfill their social responsibility obligations. To a certain extent, it deepens and enriches the theoretical connotation of corporate social responsibility research in China, and promotes the process of corporate social responsibility research in China. Strengthening research on corporate social responsibility is conducive to realizing its own social and economic value, establishing a good corporate image, comprehensively improving management level and realize corporate social responsibility, and better undertaking the historical mission entrusted by the country and the times. At the same time, it can also promote the harmonious, stable and sustainable development of the whole society, promote the healthy development of the national economy, enhance the international competitiveness, and accelerate the realization of the socialist modernization process.

1.3 Research status

From the development history of corporate social responsibility, corporate social responsibility originated in the United States in the 1930s. From Chester Barnard's "Functions of Managers" , Clark's "Corporate Social Control" and Theodore Cress's "Measurement of Corporate Social Performance" , we can see the germination of corporate social responsibility ideas. The term "corporate responsibility" first appeared in 1946, when Fortune magazine surveyed entrepreneurs (Su, 2008). Since then, the connotation of corporate social responsibility has continuously evolved with economic and social development. Since the 1980s, with the introduction of stakeholder theory, scholars represented by Freeman believe that corporate social responsibility is to improve the interests of corporate stakeholders. Enterprises must respond to the interests of their stakeholders. The long-term survival and development

of an enterprise cannot be realized without considering the reasonable interest demands of its stakeholders (Sheldon, 1923). Carroll proposed that corporate social responsibility has four connotations: economic, legal, ethical and charitable. Later, with the concept of sustainable development deeply rooted in people's hearts, people began to question whether enterprises or the whole society can achieve sustainable development. Introduce the concept of sustainable development into the corporate social responsibility report to form the corporate sustainable development report. At present, most of the corporate social responsibility reports issued by global enterprises to the society on a regular basis are Sustainability Reports, accounting for 43%, and corporate responsibility reports and corporate social responsibility reports account for 14% and 25% respectively. Therefore, the sustainable development report mentioned in this paper is the same as the corporate social responsibility report (Bowen, 1953).

With the development of China's economy, the Chinese government recognizes the importance of corporate social responsibility reporting, and promulgates corresponding standards and guidelines for corporate social responsibility reporting, which puts forward requirements for corporate social responsibility reporting. Since 1999, Chinese enterprises have released thousands of corporate social responsibility reports. A considerable number of enterprises have issued corporate social responsibility reports for many years in a row, and the number of reports has grown rapidly for many years in a row. This phenomenon shows that corporate social responsibility reporting has become a daily work of domestic enterprises or organizations. At the same time, relevant scholars have also done a lot of research on corporate social responsibility reports. Some of these studies focus on the theoretical issues of corporate social responsibility reporting, such as the nature and boundary issues of corporate social responsibility. Some scholars have conducted empirical research on corporate social responsibility, and selected the social responsibility report of Chinese enterprises as a sample. Conduct empirical analysis based on different enterprise categories (for example, the China Securities 100 Index -- the most influential large-cap companies in the Shanghai-Shenzhen A-share market,

forestry companies, oil mining companies, construction companies, etc.), and propose improvement measures. It can be seen that corporate social responsibility has been widely concerned by the Chinese government, enterprises and scholars. However, the overall quality of corporate social responsibility reports is not high, and the standards of corporate social responsibility reports referred to are different. It is necessary to compare the standards of corporate social responsibility reports at home and abroad, including standard comparison and application comparison. On this basis, study the enlightenment for Chinese enterprises (Lu, 2002).

1.4 Research method

This article mainly uses the following two research methods:

First, literature research. Before carrying out the research work of the subject, this paper collects a large number of contents of the same subject. Before carrying out the research work, this paper collected a large number of domestic and foreign research literature related to this topic. Through the summary of the previous research literature, the research ideas and methods of this paper are obtained. At the same time, it combs out the theoretical basis needed in this paper to provide theoretical guidance for the subsequent thesis writing.

Second, the case study method. The case study method refers to the research method of selecting a research object, systematically collecting data, and obtaining general law of things. This article takes New Hope Liuhe Co., Ltd. (hereinafter referred to as Liuhe company) in the food industry as the object, in-depth study of the status of corporate social responsibility information disclosure, analysis of the existing problems and reasons, and put forward targeted solutions to provide reference for Liuhe company to improve the status of corporate social responsibility information disclosure.

2 Overview of related theories

2.1 Concept of corporate social responsibility

In 1924, Oliver Sheldon first proposed the concept of corporate social responsibility (The Philosophy of Management, 2013), but it was not until the early 20th century that the industry and academia began to discuss corporate social responsibility widely. The concept of corporate social responsibility is not static, but dynamic. People's understanding of the concept of corporate social responsibility is also evolving with the development of economic society. In the past, people's understanding of corporate social responsibility was limited to economic responsibility, that is, maximizing shareholder value. In the 1970s, the emergence and popularity of stakeholder theory completely changed people's cognition of corporate social responsibility (Carroll, 1991).

Different corporate social responsibility reports have different names, such as "corporate citizenship report" and "sustainable development report". There is no widely accepted consensus on the definition of reports, and different organizations have different definitions. Some scholars believe that corporate social responsibility report refers to a way for enterprises to systematically sort out and summarize the impact of their business activities on social, economic, environmental and other fields, and explain the concept and strategy of corporate social responsibility to stakeholders. In the guide to sustainable development report, the global reporting initiative believes that sustainable development report is a tool to disclose and evaluate whether enterprises aim at sustainable development and implement relevant social responsibility practices (Zhong and Gan, 2006). Therefore, we can find that no matter what the definition of corporate social responsibility report is, it involves economic, environmental and social aspects. Therefore, this paper defines corporate social responsibility report as the report that enterprises disclose their social responsibility performance in economic, social and environmental aspects to stakeholders in a certain way (Jiang, 2008).

2.2 Form of Corporate Social Responsibility Report

The form of social responsibility report is mainly reflected in the name, disclosure method, length, preparation, feedback mechanism and so on. The name of the report reflects the company's overall value and its view of the disclosure. The preparation of reports mainly refers to the reference basis for enterprises to prepare reports, which are generally divided into international general standards, domestic standards and special standards for specific industries. The core structure and content of enterprise report are derived from the preparation. Report disclosure means that the public contacts and understands the report. At present, social responsibility reports are generally in the form of paper and Internet. Report writing also has its own specific language, generally speaking the native language. In addition to some large multinational companies, they will use the language of other countries, while using their own language to edit. The length of the report reflects the content of the corporate social responsibility report. The feedback mechanism of the report refers to the contact way between the enterprise and the stakeholders, and it is the channel for the stakeholders and the enterprise to communicate on the corporate social responsibility. The establishment of feedback mechanism can promote effective communication between enterprises and stakeholders on corporate social responsibility performance (Cui, 2016). Effective feedback mechanism can shorten the distance between enterprises and stakeholders. Enterprises can get good opinions and suggestions from the feedback of stakeholders, and promote the continuous improvement and progress of enterprises in fulfilling social responsibilities.

2.3 Content of Corporate Social Responsibility Report

The information disclosure content of social responsibility report can be divided into the following two categories. The first is the specific responsibilities that the company must perform to the relevant stakeholders. Social responsibility reports usually disclose responsibilities to stakeholders, such as shareholders, suppliers, employees, consumers, communities and the environment. The different descriptions of different stakeholders in the social responsibility report also reflect the different concerns of

enterprises to different stakeholders. The second kind of social responsibility is based on its different nature, such as economic responsibility, charitable responsibility, legal responsibility and moral responsibility. For an enterprise to become a good and responsible enterprise, it must protect the interests of shareholders, maintain stable business performance, assume financial responsibility, observe discipline and law, and actively perform charitable and moral responsibilities. This paper is based on the first kind of research on corporate social responsibility reports in China and the United States.

3 Relevance of global corporate social responsibility

3.1 Trends in the international corporate social responsibility movement

3.1.1 Standardization of corporate social responsibility

Recently, many corporate social responsibility standards have been implemented in the world. The organizations that have the greatest influence on the establishment of production regulations, supervision and certification are: the American "Fair Labor Association" (FLA), "International Social Responsibility Organization" (SAI, SA8000) and the Dutch "Clean Clothes Campaign" ("CCC"), Britain's "Ethical Trade Initiative" (ETI) and "Carpet Trademark Foundation" (Pei, 2017).

In order to meet the needs of developed countries to link international trade and social responsibility, Social Accountability 8000 (SA8000) has developed rapidly since it was launched in 1997. After the promulgation of SA8000, it has been more and more accepted by the society and enterprises, and has quickly gained wide support from the international community. Some large buyers and sellers have vigorously promoted the implementation of the standard. SGS, BVQI, DNV, ULITS and other well-known international certification bodies have applied to the International Standardization Organization Economic Priority Certification Committee CEPAA to formally develop SA8000 certification business. There are more than 200 multinational companies around the world, including Wal Mart, Carrefour, Nike, Adidas, Avon, Disney, McDonald's, Mattel toys, general electric and other companies, taking the lead in implementing the "SA8000" standard. When measuring corporate social responsibility, there are different data to evaluate corporate social performance (CSP). There are four main types of public data in the United States: one is the "wealth" reputation survey, which is a purely objective description. The other is the KLD indicator, a multi-dimensional and perceptual hybrid description of CSP; the third is the TRI (Toxic Substance Restocking List) indicator, which is mainly used by government departments and special interest groups to assess environmental issues, including water, air, and garbage dumps, etc.. such as the treatment of hazardous

waste; fourth, corporate philanthropy, the data mainly comes from the statistical data of the "Top 500 Corporate Values in Corporate Charity Directory".

3.1.2 Enterprises actively disclose social responsibility information

After entering the 21st century, the number of corporate social responsibility reports has greatly increased. In 1992, only 26 reports were published worldwide. There were 1781 reports in 2001, compared with 2387 in 2006. From 1992 to 2001, it took 10 years before the number of annual reports exceeded 1,000 (Yang, 2018). At the beginning of this century, it took only 5 years to add 1,000 reports. It can be seen that the growth of the number of reports is accelerating. In China, some large enterprises have also begun to implement corporate social responsibility disclosure. The earlier companies are State Grid Corporation of China, Lenovo, China Mobile, Bank of China, Bank of communications, PetroChina, etc. The Shenzhen Stock Exchange has also formulated the "Guidelines for the Social Responsibility of Listed Companies on the Shenzhen Stock Exchange", in which a chapter is devoted to the protection of employees' rights and interests.

3.1.3 Corporate social responsibility and international trade will be more closely linked

Labor standards have been introduced or involved in international trade for a long time. An important part of the global corporate social responsibility movement is an inevitable move to link international trade with labor standards. Although corporate social responsibility certification has not been implemented recently, developed countries and developing countries have formed two completely different views on whether the labor standards are related to international trade from their own interests, but the trend of such association is quite obvious.

From the perspective of development trends, linking labor standards to some form of international trade is an inevitable requirement and trend. The relationship between international trade and labor standards may only be a matter of time and means,

because western countries have little influence on labor standards and international trade, and labor standards and international trade have their historical origins.

3.2 Reporting framework of foreign corporate social responsibility

3.2.1 Global Reporting Initiative GRI

The Global Reporting Initiative (GRI) is an advocate of corporate sustainability. GRI advocates sustainable development through sustainable reporting. GRI was founded in 1997 and the first generation of GRI sustainability reporting guidelines was released in 2000. In 2002, the second generation GRI guideline G2 was proposed at the World Summit on sustainable development in Johannesburg, South Africa. The United Nations Environment Programme accepts GRI and invites UN member states to host. Finally, the Netherlands was chosen as the host country (Qin, et al., 2018). The G3 version of the GRI guide was launched in 2006, and more than 3000 experts from business, civil society and labor organizations participated in the development of the guide. Based on the improvement and refinement of G3, GRI issued G3.1 guide in 2011. The GRI guide provides users with guidance and training, software certification, SME entry guides, and verification of full reports. In May 2013, GRI launched the fourth generation guide G4 (Wang, et al., 2018). In G4, the disclosure of enterprise sustainable development report is divided into two parts: general standard disclosure and specific standard disclosure. The Disclosure Project of the general standard is divided into seven parts: strategy and analysis, organization overview, determined substantive aspects and boundaries, stakeholder participation, report overview, governance, business ethics and integrity. Specific standard disclosures are divided into three categories: economic, environmental and social, and social categories continue to be divided into four sub categories: labor practice and decent work, human rights, social and product responsibility. Specific disclosure standards also include management method disclosure (disclosure to management, or DMA). DMA can be used to explain the company's own management and behaviors that have a significant impact on the company in terms of economic, environmental, and social aspects. The schematic diagram of G4 disclosure framework is shown in Figure 3-1.

Compared with the previous version, the new change of G4 focuses on the disclosure of substantive issues of enterprises, through clear and standardized disclosure methods and specific indicators. Improve the transparency of sustainability reporting and the value of stakeholders. With the increasing impact of enterprises on society and environment in the process of production and operation, whether good or bad, enterprises are obliged to provide these information to the public or stakeholders.

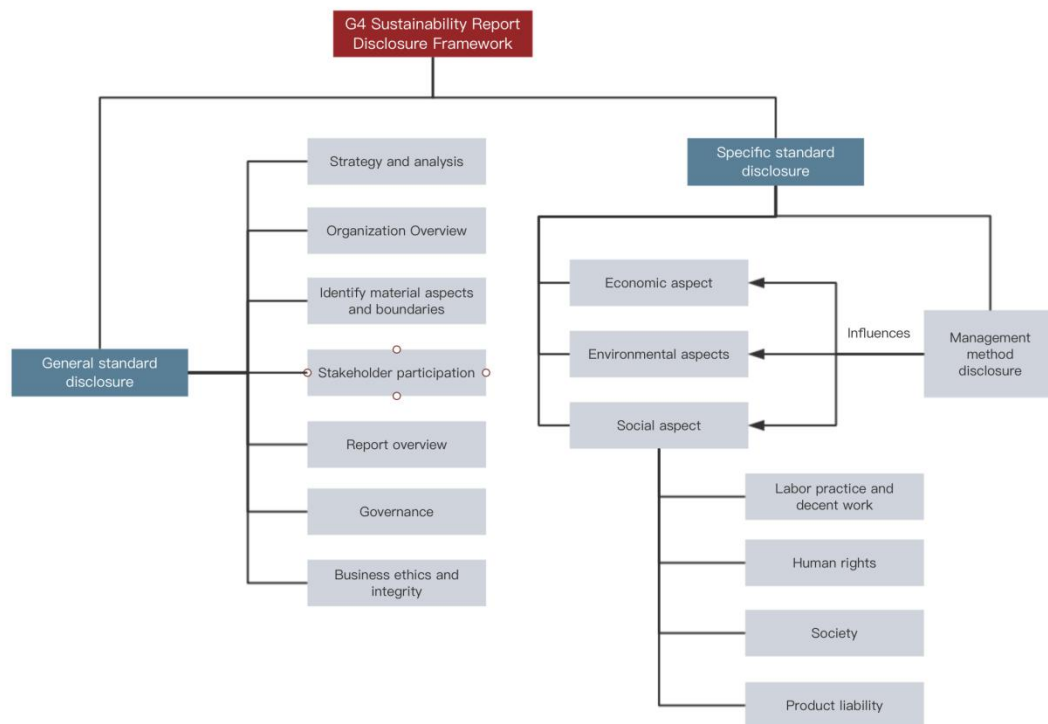


Figure 3-1 G4 disclosure framework of sustainable Report

G4 is a global standard applicable to organizations of all sizes and industries, including enterprises. In order to help companies to publish sustainability reports in different industries, GRI has developed corresponding industry guidelines, which mainly include machine tool operations, food processing, construction and real estate, media, electromechanical equipment, mining, metallurgy, behavior, organizations, non-governmental organizations, Financial services, oil and gas industry.

3.2.2 International Standards Organization ISO26000

The international standards organization (ISO) started the feasibility study and demonstration of international standards of social responsibility in 2001. In June 2004, ISO decided to develop "social responsibility" guidelines for all social organizations, including governments. ISO26000 is the latest standard system developed after ISO9000 and ISO14000, with 54 countries and 24 international organizations participating. By ISO, ISO26000 aims to promote a common global understanding of social responsibility and provide a framework. In November 2010, the international standard of ISO26000 social responsibility guide was officially released (Shan and Wang, 2018).

ISO26000 has seven principles and seven core themes, covering all areas of organizational social responsibility. The seven principles are accountability, transparency, ethical behaviour, respect for the interests of stakeholders, respect for the rule of law, respect for international codes of conduct and respect for human rights; the seven core themes are organizational management, human rights, labour practices, the environment, fair business practices, consumer issues, community participation and development. ISO26000 is an international standard applicable to voluntary social responsibility. It is a set of measures and suggestions to effectively guide enterprises or organizations to closely link their business activities with social responsibilities and put them into practice. This system is not a standardized management system, nor is it used for any certification, law, regulation or contract. GRI series standards and ISO26000 are tools for different purposes, which complement each other. There are many similarities between ISO26000 and GRI series standards. ISO26000 proposes that credible social responsibility reports should use specific indicators to reflect the detailed information of an organization's performance or output, so that different organizations can clearly compare and explain the performance changes of organizations in different periods. However, ISO26000 does not provide guidelines for specific indicators, nor does it provide a framework for comparing annual performance or performance with other comparable Institutions. On the contrary, GRI series standards provide specific economic, social and environmental indicators,

which are highly complementary. The biggest difference between GRI series standards and ISO26000 standards lies in their objectives and functions. ISO26000 tends to help the managers in the organization understand how to manage, better fulfill the social responsibility of the organization, and realize the sustainable development of the organization. The GRI series of standards focuses on enabling people (public) inside and outside the organization to understand and evaluate the performance of the organization. ISO26000 and other standards provide a basis for the third party to judge whether the enterprise has fulfilled its social responsibility. GRI series standards are more inclined to the application of accounting, and the application of accounting standards can enable internal and external stakeholders to obtain the most important information to analyze the performance of the organization, so it is particularly suitable for investors or other analysts.

3.3 Impact of international corporate social responsibility on China

3.3.1 Internationalization of industrial relations in Chinese Enterprises

The internationalization of industrial relations in Chinese enterprises is related to the background of globalization and China's export structure.

First of all, it has become a trend to link international trade with labor standards when developed countries manipulate the discourse power of international trade. The issue of labor relations in China is no longer an internal one.

First, China's exports are mainly concentrated in European and American countries, which are advocates of corporate social responsibility. This is bound to attract more attention from European and American countries to the issue of China's labor force. For example, the United States International Labor Rights Fund (ILRF) and the Global Exchange have developed a set of "Chinese business principles" for multinational companies specializing in Chinese business. Many multinational companies have signed these principles and put them into practice. In recent years, more than 8000 export processing enterprises in China have accepted the social

responsibility audit of multinational companies. Some companies were given more and better orders for good performance, while others were suspended or even disqualified as suppliers because of poor performance.

In practice, the German commodity inspection Foundation (an independent inspection institution established by the German government) published the corporate social responsibility audit report of Bentian light industry Toys Co., Ltd. in Anping Industrial Zone, Quanzhou on its website. According to a list of 29 corporate social responsibility standards, the event investigated 13 remote-controlled toy car manufacturers, and in particular released a report and an interview with the company in Fujian Province. The report expressed concern about the lack of strict quality control on the expedited factory on the deck. The report expressed concern about the lack of strict quality control for expedited orders. The preface of the report on labor protection said: "Workers work 6 days a week, 12 hours a day, and their wages are only 30 cents (in euros), which is a record. It is difficult for protective clothing and safety measures to reach Europe. Standards. Many workers have inhaled harmful gases and solvents for many years. Once there is a fire, workers are in danger of dying." It can be seen that international social responsibility is really affecting Chinese enterprises.

3.3.2 Improve the access conditions for Chinese enterprises to enter the international market

Corporate social responsibility is mainly implemented in the procurement chain of multinational companies, and the most affected are export-oriented companies. In the past, the main international trade barriers faced by Chinese export enterprises were "two prevention and one insurance" or "two prevention and two insurance" ("two prevention and one insurance" is the abbreviation of anti-dumping, anti subsidy and safeguard measures, "two anti two insurance" is the abbreviation of anti-dumping, anti subsidy, safeguard measures and special safeguard measures). But now, it also needs obstacles such as corporate social responsibility checks. Labor standard

inspection increases the cost and trade risk of enterprises. Under the framework of World Trade Organization, although "social clauses" have not yet been formed, in fact, the requirements of relevant social responsibility standards have been transmitted to many enterprises in developing countries through the supply chain and supply chain competition of goods of transnational corporations (Luan, 2018). It has the most direct impact on processing trade enterprises and export enterprises. Some companies lost orders and got into trouble because they failed social responsibility checks.

3.3.3 The awareness of corporate social responsibility in China is improving

According to the special survey report on the growth and development of Chinese business operators published by China entrepreneur survey system, a questionnaire survey was conducted among 4586 business operators. The results show that: business operators generally agree that excellent entrepreneurs must have a strong sense of social responsibility. While creating profits, enterprises also create wealth for the society and promote the development of the country; business operators recognize that it is very important for the sustainable development of enterprises to realize the social responsibility of enterprises.

In China, improving corporate social responsibility awareness is also reflected in practice: first, in 2005, China Textile Industry Association developed "CSC9000T China Textile corporate social responsibility management system". CSC9000T is 9000 Chinese social companies in the textile and clothing industries. CSC9000T is a social responsibility management system based on China's relevant laws and regulations, relevant international conventions and international practices, and China's national conditions. Secondly, in 2005, at the meetings of the China Corporate Social Responsibility Alliance and the China Corporate Social Responsibility Forum, the State Assets Supervision and Administration Commission (SASAC) took the lead in discussing and formulating the first comprehensive draft of the "China Corporate Social Responsibility Standards". The "Beijing Declaration of Chinese Corporate

Social Responsibility" has been released. We can assume that in recent years, China's corporate social responsibility awareness has continued to increase.

4 Corporate social responsibility in China

4.1 Disclosure requirements of corporate social responsibility in China

According to foreign experience, China's legal research on corporate social responsibility has developed for decades, its basic structure and legislation have been gradually improved, but there are relatively few special laws on corporate social responsibility. In the following legal practice, in order to further improve laws and regulations, we must start from the legislative system and strengthen the promotion of corporate social responsibility in the process of legalization.

Article 5 of the new "Company Law" stipulates: "Companies engaged in business activities must abide by laws, administrative regulations, social ethics, business ethics, honesty and trustworthiness, accept government and social supervision, and perform social responsibilities" (Zhang, 2005). which a regulation is the basis for our research on corporate social responsibility. In China, companies are required by law to assume social responsibility, which means the necessity and feasibility of legalization of corporate social responsibility. In the provisions of the company law, the specific system of social responsibility is further improved. For example, to further improve the system of directors and supervisors, stipulate that the supervisory board and employee representatives should not be less than one third, and strengthen the participation of employees. The total corporate rules also apply to corporate governance and legal provisions. Therefore, the standardization of corporate responsibility in the "Company Law" can ensure that the company fulfills its social responsibilities to stakeholders (Quan, et al., 2018).

With the company law as the core and foundation, compliance with relevant laws is our company's obligation to fulfill its social responsibilities. There are dozens of laws and regulations in China, including consumer rights protection, environmental protection, food safety, labor rights protection laws and other supporting laws. Some rules apply to the general terms and conditions of all enterprises, and some rules can be derived from special regulations for enterprises.

The laws and regulations of corporate social responsibility in China can be roughly divided into the following categories:

1.The company law categories represented by the "Company Law", "Partnership Law", "Product Quality Law", "Corporate Bankruptcy Law", etc., all stipulate the social responsibilities of enterprises sporadically, the main idea is to emphasize that enterprises should perform Social responsibility, which is the legal basis for strengthening the legal regulation of corporate social responsibility (Yang, et al., 2018);

2.The laws and regulations on employee participation in corporate governance and shareholding in the "Labor Law", "Labor Contract Law", "Social Security Law", "Trade Union Law" and "Company Law" belong to the category of labor rights protection. Employees are the participants of the enterprise and important productive forces, and strengthening the protection of laborers' rights and interests is also the corporate social responsibility. For companies, due to the small number of employees and the weak legal awareness of operators or workers, there are many incidents of damage to workers' rights and interests. Therefore, the protection of laborers' rights and interests is also the focus of legislation, which is widely covered in Chinese law;

3.The law on the protection of consumers' rights and interests represented by the law on the protection of consumers' rights and interests, the law on product quality and the law on food safety is an important part of the legal regulation of corporate social responsibility in China;

4.The law of environmental protection, the law of soil and water conservation, the law of prevention and control of environmental pollution and noise, the law of resources and the law of donation for public welfare are the legislative basis for studying the responsibility of enterprises to social environment and natural environment;

5. These laws and regulations are the legislative basis for studying the responsibility of enterprises to the social environment and natural environment. For example, the tax law and the detailed rules for the implementation of the Interim Regulations on enterprise income tax provide enterprises with incentives while they are regulated by law, which is an important content that cannot be ignored in the legal system.

4.2 Evidence of China's Corporate Social Responsibility Report —— take PWC China Resources Power social responsibility Report Appraisal as an Example

4.2.1 Integrate corporate social responsibility into the content of assurance

The social responsibility report is a carrier that reflects the effect of the company's performance on its responsibilities to all stakeholders. After the social responsibility report is reviewed, the appraisal subject shall issue appraisal opinions. Therefore, the content of certification should include the social responsibility of enterprises to all stakeholders. The specific content can be divided into shareholder responsibility, employee responsibility, consumer responsibility, supplier and customer responsibility, government responsibility, environmental protection and community building responsibility.

"China Resources Power's 2015 PricewaterhouseCoopers Social Responsibility Report" contains only three major pollutant discharge indicators: sulfur dioxide emissions, nitric oxide and soot emissions, and increased fuel consumption in the 2016 social responsibility report. According to the theory of stakeholders and the substantive structure of the China Resources Power Sustainable Development Report, the two indicators of the installation speed of the coal-fired power plant desulfurization device and the installation speed of the coal-fired power plant denitration device should mainly include environmental responsibility review, ensure shareholder responsibility, ensure employee responsibility, and ensure the responsibility of partners (such as suppliers and customers), Five aspects of the

verification of the public responsibility of the government and the community (Yang, et al., 2018).

(1) Environmental protection responsibility information

China Resources power is a seriously polluted industry, accounting for 85% of coal-fired power generation. Installed power plants and other industries are common across the country. As the users of natural resources, their production and business activities will have a direct negative impact on the environment, such as: excessive development of resources, pollutant emissions, etc. According to the relevant provisions of the "Guidelines for Environmental Publicity of Listed Companies" issued by the Shanghai Stock Exchange, companies in heavily polluting industries should indicate in the corporate social responsibility report whether pollutant emissions comply with standards, whether the debugging and operation are environmentally friendly, and what measures are taken to prevent and control Occupational diseases, the impact and consequences of major environmental accidents, response measures and improvement measures taken. China Resources Power announced in the Social Responsibility Report shows the company's performance indicators and specific indicators in terms of energy-saving transformation, pollutant discharge, waste management, etc., as well as the results of commissioning costs and the construction of environmental civilization. This is what should be included in the environmental responsibility review.

(2) Shareholder liability information

The investment of shareholders is the capital source of the daily work of the enterprise. The main goal of the company is to obtain economic benefits and financial surplus, so as to protect the interests of shareholders, so that the company can continue to work and perform other social responsibilities. The company must disclose important matters to its shareholders. "China Resources Power Social Responsibility Report" reveals the company's business performance, including total assets, net profit, power production, raw coal production and other indicators: the report also reveals the

company's innovation and transformation, new energy construction efforts to achieve results, assets Protect and improve management results. Providing information about shareholder responsibilities can enable the company to gain the support and trust of shareholders and investors.

(3) Employee responsibility information

Employees are the driving force and guarantee of enterprise development. The relationship with the company is inseparable. Workers depend on the enterprise for a living. Enterprises rely on workers to develop and grow. In view of the specific situation of the production environment of the energy company, special attention must be paid to the production and operation activities of China Resources Power Company. We should carry out the work conscientiously, pay attention to protecting the safety and health of employees, pay special attention to training the professional skills, professional culture and other qualities of employees, and provide good working conditions for employees. And ensure proper wages and benefits. In the social responsibility report, the information about employee responsibility disclosed by China Resources Power includes the number and composition of employees, salary and welfare of employees, training and assistance for employees, investment in safety production, safety management system and accidents, etc.

(4) Partner responsibility information

Sincere cooperation with partners is the inherent requirement of enterprise development. In the process of realizing product value, China Resources Power is integrated with suppliers and customers in terms of economic and social benefits. It requires coordination and integration of government, social institutions and other stakeholders. China Resources Power actively cooperates with the government, enterprises, professional institutions and research institutions to conduct fair bidding when selecting suppliers, provide sincere customer service and strengthen social connections.

(5) Public responsibility information

The public responsibility information disclosed by CR power includes government responsibility, public welfare responsibility and community service responsibility. The government is the management company, and the responsibility of the government is the main social responsibility of the enterprise, including fulfilling the tax obligation and implementing the national policy of increasing employment. Charity and community construction are voluntary disclosure. China Resources Power revealed the company's positive achievements in education, poverty alleviation, population mobility, joint construction, voluntary service, etc. This is also one of the materials that experts should pay attention to.

4.2.2 Focus on the content of social responsibility authentication

When the assurance institution carries out the assurance work of social responsibility report, it can identify the assurance focus of all aspects according to the identified assurance content, namely, environmental responsibility, shareholder responsibility, employee responsibility, partner responsibility and public responsibility, so that the follow-up work Targeted implementation of verification procedures in various fields.

(1) The focus of environmental protection responsibility

When reviewing the environmental protection responsibility of China Resources Power Company, the following aspects should be paid attention to:

Whether the environmental protection funds are reasonably used, whether the funds are saved, whether the expenditure of the funds is directly related to the environmental protection projects, and whether the special funds are misappropriated.

Pay attention to whether China Resources Power abides by and implements national environmental laws and policies, whether there is any violation of national laws and regulations, and whether there is any lawsuit related to environmental protection.

Pay close attention to whether the treatment of sewage, smoke, sulfur dioxide, nitrogen oxide and carbon dioxide mentioned in the corporate social responsibility Report of China Resources Power is true, and whether the environmental protection equipment operates normally.

It is mentioned in the report whether the pollutant emission index is true and reliable, whether the CEMS system (Continuous monitoring system for flue gas emissions) of each power plant has effective monitoring data, and whether the index meets the national and industrial standards.

Pay attention to the environmental violations of China Resources Power; pay attention to the treatment rate of pollutants and the impact of pollution accidents; record the number and cumulative impact of environmental accidents caused by China Resources Power during the reporting period.

Compliance of financial treatment related to environmental protection. The continuous environmental protection expenditure of China Resources Power Co., Ltd. is reflected in the financial statements, and the environmental protection achievements listed in its environmental resource maintenance expenditure and social responsibility report are the key areas of social responsibility verification.

(2) Focus on shareholder responsibility

In the social responsibility report, the shareholder's responsibility is mainly reflected in the economic performance of the enterprise, and these data generally come from the company's financial statements, so the confirmation of the shareholder's responsibility can refer to the CPA's audit of the financial statements. When verifying the shareholders' responsibilities of China Resources Power Company, we need to pay attention to:

Whether the total assets, turnover, net profit and other economic performance data in the social responsibility report are consistent with the audited financial statement data.

Does the company refer to the opinions of shareholders in business transformation decision-making, business model innovation, management system formulation, project construction, etc.

(3) Employee responsibility concerns

The following points should be paid attention to in the employee responsibility audit of Cr power company:

When hiring employees, whether there is discrimination, whether labor contracts are signed with employees, whether employees are paid on time, whether social security is paid on time, etc.

Whether to safeguard the employees' right to rest and vacation, whether to strictly implement the "Occupational Disease Prevention Law" and the local regulations on the prevention and treatment of occupational diseases, and organize employees to conduct physical examinations.

Whether the safety production input is in place; whether the company has established the occupational health and safety production system and can effectively implement it; whether the safety indicators meet the standards.

Whether there are hidden and unreported safety accidents, the number of employees who have occupational disease or safety injury accidents, whether the compensation for employees is in place, and whether the expenditure to ensure the health and safety of employees is true.

Whether to pay attention to the career development of employees, whether to establish the training and promotion mechanism of employees, and whether the training expenditure data is true.

Whether there is any error in the expenditure data of helping the employees in need and whether the funds are actually delivered to the employees.

(4) Focus on partner responsibility

The partner responsibilities disclosed by China Resources Power are mainly the responsibilities of suppliers and customers.

No matter from product quality, service level, performance ability, labor human rights, occupational health and safety, environmental protection and other dimensions, select and regularly evaluate to select high-quality suppliers. Pay attention to the certification rate of the three major indicators of quality management system certification, environmental management system certification, and occupational health and safety management system certification.

China Resources Power's business is mainly to provide power, heat and coal. Attention should be paid to the quality level, safety level and reasonable pricing of products.

Whether there are collusive bidding, predatory pricing, channel resource monopoly, unfair cross subsidies and other unfair means of competition with competitors in the same industry.

(5) Public responsibility concerns

Social performance mainly describes the commitment and contribution of enterprises to social responsibility. The focus of China Resources Power's public responsibility verification includes:

Whether it complies with laws, regulations and regulatory provisions, timely and accurately pays taxes payable in accordance with tax laws, and whether there is tax evasion or tax evasion.

Whether the expenditure data on education, poverty alleviation and disaster relief donations disclosed by China Resources Power are true and whether the funds are in place; whether the accounting treatment listed in the financial report is accurate and compliant.

Whether the company actively participates in community construction, whether the company's plant complies with community planning, whether the production of the plant affects the community environment, and whether there are conflicts and disputes with the community.

5 Example of corporate social responsibility report of Chinese enterprises

5.1 Company profile and selection basis

5.1.1 Company profile

Liuhe Company was listed on Shenzhen Stock Exchange in 1998. Based on the agriculture and animal husbandry industry, Liuhe company has developed into a comprehensive agricultural and sideline food enterprise integrating feed, breeding, slaughtering and meat processing. In recent years, the annual operating revenue of Liuhe company has exceeded 60 billion yuan. In 2017, the company ranked 126th among the top 500 enterprises in China in terms of operating revenue and was one of the leading enterprises in China's food industry. The specific main business of Liuhe Company and the revenue share of each business are shown in Table 5-1. So far, the company has won the national key leading enterprise in agricultural industrialization, the national food safety enterprise, is the largest animal husbandry and feed industry enterprise in China, with a credit rating of AAA, and was awarded the food safety credit of Chinese meat enterprises System construction demonstration project, 2017 "Forbes" Global 2000 and other honorary titles. Today, the business of Liuhe company covers more than 20 countries, including Vietnam, Philippines, Bangladesh, Indonesia, Cambodia, Sri Lanka, Singapore, Myanmar, Egypt, Turkey, South Africa, Poland, Nigeria and the United States.

Table 5-1 Operating income of Liuhe company in 2017

Project name	2018 Annual operating revenue (10000 yuan)	% of operating revenue
Feed	4570184.41	59.78
Meat products	2191698.13	28.67
Poultry breeding	576187.11	7.54
Animal husbandry	306721.36	4.01

The company establishes departments and functions according to the business scope and business positioning. The organizational structure of the company is shown in Figure 5-1.1. The board of directors shall be responsible for the general meeting of shareholders and exercises the operational decision-making power according to law. The board of directors has set up five professional committees, i.e. strategic development committee, audit committee, nomination committee, remuneration and evaluation committee and risk control committee, in order to improve the operation efficiency of the board of directors. Under the board of directors is the management, which consists of human resources department, finance department and other departments.

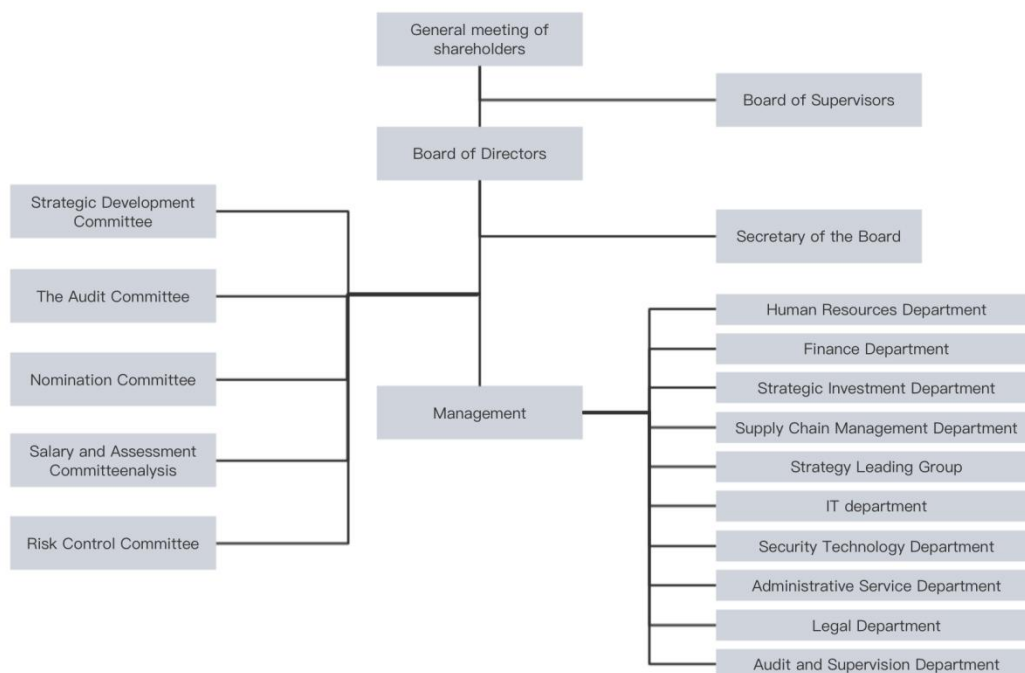


Figure 5-1.1 Organization chart of Liuhe company

Liuhe company adheres to the corporate philosophy of "seeking common development with employees, sharing success with customers and making progress with society", and adheres to the corporate tenet of "creating value for customers, creating opportunities for employees, creating returns for shareholders and accumulating wealth for society". Adhere to "zero tolerance" food safety, abide by

laws and regulations, corporate ethics, social norms and codes of conduct for operating in good faith. The establishment of a fair and competitive business environment has won the welcome and respect of customers, shareholders, employees, partners, society and other stakeholders (Zhang, et al., 2019).

5.1.2 Case selection basis

First of all, Liuhe, as one of the representatives of the food industry, disclosed the responsibilities of stakeholders in an independent social responsibility report, which is the first time since 2008 to issue a corporate social responsibility report. It has been published for ten years in a row and has a longer disclosure period.

Secondly, in 2012, events related to product quality and safety occurred in Liuhe, and the subsequent disclosure of corporate social responsibility information is worth exploring.

Finally, as the leading enterprise of food industry and agricultural industrialization, Liuhe is responsible for the radiation and development of industry. Studying the publicly available social responsibility information of Liuhe is of practical significance for Liuhe to fulfill its social responsibilities more fully and promote the development of China's food industry and agricultural industrialization.

5.2 Company's corporate social responsibility information disclosure process

As a leading enterprise in China's food industry, Liuhe company, with the mission of "for the interests of farmers and for the interests of consumers", is determined to become the designer, organizer and contributor of human diet life, and should have a responsible attitude. Development of agriculture and food industry. Pay attention to the performance and disclosure of social responsibility, adhere to the "healthy symbiosis" as the starting point, Mingde is responsible, people-oriented, respect the rights and interests of shareholders, creditors, employees and other stakeholders,

perform their duties, repay the society, and pursue the healthy, harmonious and sustainable development of the company. Since the first social responsibility report was released in 2008, it has been disclosed with a positive attitude. Not only separate social responsibility reports, but also promote social responsibility and disclosure of social responsibility information on the company's official website. It has been published for ten consecutive years. It is one of the pioneers in the independent disclosure of corporate social responsibility information. Liuhe company has been using stakeholder model to disclose social responsibility information. At the beginning of publication, the content of the report has changed from simple to rich. The basis of preparation also changed from blank to reference, and changed with the change of Standard Version, constantly adjusted and updated. To sum up, we can see that Liuhe company has been following the company's business objectives, and the awareness of social responsibility has been enhanced. Since the disclosure of corporate social responsibility information, Liuhe company has continuously implemented a number of major measures to better assume social responsibility. See table 5-2 for specific measures.

Table 5-2 List of major initiatives of Liuhe Company's social responsibility information disclosure

Particular year	Significant contribution
2008	<ol style="list-style-type: none"> 1. Set up investor service hotline. 2. Establish a leading group for work safety. 3. Formulate the system of “Prohibiting the Sale of Clenbuterol Pigs, Water-injected Pigs, and Epidemic Pigs”, and issue the “Living Pig Quality and Safety Commitment” and “Live Pig Quality Control Measures”. 4. Production packaging recycling.
2009	<ol style="list-style-type: none"> 1. It has formulated the "Trial Measures for

	<p>Estimating Annual Income and Formulating Management of Employee Salary Adjustment", "2009 Training Focus and Rewards and Penalties", "Modern Channel Accounts Receivable Management Regulations", etc.</p> <p>2. A "Special Implementation Team for Milk Source Safety" was established.</p>
2010	<p>1. Formulate the "Accountability System for Major Errors in Information Disclosure in Annual Reports" and "Administrative System for the Registration and Filing of Inside Information and Insiders".</p> <p>2. Examined and approved the employee welfare and incentive mechanisms such as "LH Dairy Co., Ltd. Collective Contract", "Wage Calculation and Issuance Procedures", "Remuneration Management Guidance Opinions".</p>
2011	<p>1. The company has completed major asset restructuring.</p> <p>2. Formulate "2011 Performance Evaluation Plan", "Production Safety Emergency Plan", "Food Safety Emergency Plan" and "Customer Satisfaction Measurement Method".</p> <p>3. Set up a team to solve difficult problems and screen out excellent suppliers.</p>
2012	<p>1. A strict evaluation system for raw material suppliers has been established.</p> <p>2. Comprehensively promote paperless office.</p>

2013	<ol style="list-style-type: none"> 1. Build a salary system consisting of four modules: salary, benefits, short-term incentives and long-term incentives. 2. Implement the "Fuda plan". 3. Start a new sales model -- e-commerce. 4. Build the "cloud system" of the laboratory.
2014	<ol style="list-style-type: none"> 1. Realize the traceability of the whole product process. 2. Start the "Three British Project" for talent training. 3. A "beautiful Mutual Aid Association" was established.
2015	<ol style="list-style-type: none"> 1. Establish a safety, health and environmental protection department (SHE). 2. Internet transformation strategy and major innovation of Fuda plan.
2016	<ol style="list-style-type: none"> 1. Shouguang Tianhui purchased LED fluorescent tubes to replace the original fluorescent lamps, saving 47% of the electric energy. 2. Linyi LH coal-fired boiler was transformed into gas-fired boiler to reduce the annual discharge of waste slag by 150 tons and the annual discharge of waste water by 300 cubic meters. 3. Set up "children's food safety education fund".
2017	<ol style="list-style-type: none"> 1. Beijing Qianxihe "Renovation of Low Nitrogen Combustion".

	<p>2. The refrigeration room of the workshop in Jinshan, Dezhou was transformed from liquid ammonia to freon.</p> <p>3. Jiahe Yipin invested 2.961 million yuan to upgrade the boiler.</p>
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Source: 2013-2017 corporate social responsibility report of Liuhe company

5.3 Corporate social responsibility information disclosure status of the company

5.3.1 Length and form of the report

Make a classified statistics on the length and form of corporate social responsibility reports issued by Liuhe company from 2013 to 2017. See table 5-3 for details.

Table 5-3 Statistics of the length and form of 2013-2017 corporate social responsibility report of Liuhe company

Particular year	2013	2014	2015	2016	2017
Length (page)	58	54	68	63	47
% change in length	0.26	-0.07	0.26	-0.07	-0.25
Publishing media	Electronic version, paper version	Electronic version, paper version	Electronic version, paper version	Electronic version, paper version	Electronic version, paper version
Language version	Chinese	Chinese	Chinese	Chinese	Chinese
Cover	Yes	Yes	Yes	Yes	Yes
Catalog	Yes	Yes	Yes	Yes	Yes
Executive signature	Yes	Yes	Yes	Nothing	Nothing
Color	Color	Color	Color	Color	Color

Number of words	24738	19821	26292	23869	18176
Chart	19	15	21	17	10
Cases	1	9	5	8	4

Source: the author collated it by hand

As can be seen in Table 5-3, the Liuhe Corporate Social Responsibility Report has produced the following changes in length, form, appearance and number of charts, as well as the presence or absence of covers and catalogs:

1) Length of the report: in terms of length, the corporate social responsibility report of Liuhe company showed a fluctuating growth from 2013 to 2015, with 58 pages, 54 pages and 68 pages respectively. The length decreased after 2015, 63 pages in 2016 and 47 pages in 2017. The biggest decline in five years was in 2017, down 0.25 percentage points from 2016.

2) Report format: from 2013 to 2017, Liuhe company's corporate social responsibility report is divided into electronic version and paper version. The language version of the report is Chinese only. In appearance, the annual report is attached with a cover and catalogue. The combination of graphics and text makes the report clear and intuitive, but the text description in the report takes up a relatively large space. In contrast, the reports from 2013 to 2016 are richer in terms of charts and cases, but the appearance and layout of the report in 2017 are significantly different from that of the previous year. There has been a significant reduction in the number of charts and cases, and some graphs are similar to the 2016 annual report. In addition, the 2016 and 2017 reports were not signed by executives.

5.3.2 Preparation basis and release time limit of the report

1) Preparation basis: see table 5-4 for the statistics of preparation basis disclosed in the corporate social responsibility report of Liuhe company from 2013 to 2017.

Table 5-4 Statistical table of basis for preparation of corporate social responsibility report of Liuhe company from 2013 to 2017

	Reference guide	Guide release year	Guide issuing authority
2013	Guidelines for Sustainability Reporting (G3.1)	2011	Global Reporting Initiative (GRI)
	"China Corporate Social Responsibility Report Preparation Guide (CASS-CSR1.0)"	2009	Chinese Academy of Social Sciences
2014	Guidelines for Sustainability Reporting (G3.1)	2012	Global Reporting Initiative (GRI)
2015-2017	Guidelines for Sustainability Reporting (G3.1)	2012	
	"Guide to Sustainability Reporting (G4)" (Partial Reference)	2014	Chinese Academy of Social Sciences
	"China Corporate Social Responsibility Report Compilation Guide (CASS-CSR3.0)"	2014	

As can be seen from table 5-4, with the introduction of new international and domestic corporate social responsibility information disclosure standards in recent years, Liuhe company has been constantly updating its choices and always takes the latest version as the basis for corporate social responsibility reports. In addition, like most listed companies in the Chinese food industry, the guidance of the corporate social responsibility report of Liuhe Company is mainly based on the "International Global Initiative" published by the Chinese Academy of Social Sciences (CASS) in conjunction with the Sustainability Reporting Guidelines.

2) Timeliness of release: The timeliness of the corporate social responsibility report is measured from two aspects: the frequency of release and the time of release. See Table 5-5 for the release time of Liuhe Company's 2013-2017 corporate social responsibility report.

Table 5-5 Release schedule of 2013-2017 corporate social responsibility report of Liuhe company

Particular year	2013	2014	2015	2016	2017
Release time	2014/04/18	2015/04/30	2016/04/28	2017/04/28	2018/04/28

Data source: the author collated it by hand

Since the first social responsibility report was released in 2008, Liuhe company has maintained the frequency of annual release, and has released 10 social responsibility reports so far. It is the listed company with the largest number of social responsibility reports and the best continuity in the agricultural and sideline food processing industry. As can be seen from table 5-5, the social responsibility report of Liuhe company from 2013 to 2017 was disclosed within the specified time.

5.3.3 Structure and content of report preparation

1) Compilation structure: Since its publication, the Liuhe Social Responsibility Report has been compiled in accordance with the structure of stakeholders. The

changes in the compilation structure of the corporate social responsibility report are mainly divided into three stages, and a statistical analysis of the compilation structure of each stage of the corporate social responsibility report since its release. See Table 5-6.

Table 5-6 Changes in the structure of preparation of corporate social responsibility report of Liuhe company from 2008 to 2017

Stage	Particular year	Compilation structure
The first stage	2008~2011	The first part: major issues and progress. The second part: other situations. The third part: existing problems and rectification plan.
The second stage	2012~2013	The first part: foreword and corporate governance. The second part: The first level directory: various stakeholders; The second level directory: concerns, responses and prospects.
The third stage	2014~2017	The first part: foreword and corporate governance. The second part: The first level directory: various stakeholders; The second level directory: key issues.

Source: according to the 2008-2017 corporate social responsibility report of Liuhe company

Although the compilation basis for corporate social responsibility disclosure is different at home and abroad, it is recommended that each responsible subject be the object of this structure, and the key issues of each responsible subject should be used

as the starting point for information disclosure. Table 5-6 shows that the structure of Liuhe development corporate social responsibility report can be divided into three stages: the first stage is from 2008 to 2011, and the structure of corporate social responsibility report does not meet the standard requirements. The second stage is from 2012 to 2013, and the third stage is from 2014 to 2017. The second and third phases begin to compile according to the structural requirements of the compilation standard. Among them, from 2012 to 2013, the report was prepared based on two main parts. The first part: introduction and leadership of the company, including company profile, chairman's speech, social responsibility management and stakeholder management; The second part: disclosure of the responsibilities of stakeholders based on the differences in several minor guidelines. The overall structure of the report has not changed much since 2013, and it is still prepared according to two main times. Reporting guide 3.0 (hereinafter referred to as guide 3.0) mode is turned off. Among them, the main change is the information disclosure model of stakeholders in the second part. According to the requirements of Standard 3.0, changes should be made from the issues of various stakeholders. Social responsibility reports for the next few years are based on this model (Song and Ding, 2019). The structure of the compilation of the corporate social responsibility report of Liuhe Company gradually improved from the initial failure to follow the standard to move closer to the standard.

2) Preparation content: Statistics of contents covered in the corporate social responsibility report of Liuhe company from 2013 to 2017, see table 5-7 for details.

Table 5-7 Content distribution of Liuhe Company's Corporate Social Responsibility report from 2013 to 2017

		2013	2014	2015	2016	2017
Preface to the report		▲	▲	▲	▲	▲
Report	Social	▲	▲	▲	▲	▲

subject	responsibility management					
	Investor	▲	▲	▲	▲	▲
	Cooperative partner	▲	▲	▲	▲	▲
	Staff	▲	▲	▲	▲	▲
	Government		▲	▲		
	Environment	▲	▲	▲	▲	▲
	Society	▲	▲	▲	▲	▲
	Food Safety	▲	▲	▲	▲	▲
	Social recognition	▲	▲	▲	▲	▲

Source: according to the corporate social responsibility report of Liuhe company in 2013, 2017

According to table 5-7, six and the company's five-year corporate social responsibility report, the main contents are as follows:

(1) Generally speaking, the five social responsibility reports issued by Liuhe company from 2013 to 2017 are basically disclosed from three parts: preface, subject and social awareness. The main themes of the report include social responsibility management, investors, partners, employees, government, environment, society and food safety and corporate honor. Social recognition includes all honors obtained by enterprises. Over the past five years, there has been no significant change in the main framework of the overall content of the report, except for a slight increase or decrease in some aspects in different years. For example, in the dimension of social responsibility management, it was public from 2013 to 2016, but not in 2017. The government dimension was only disclosed in 2014 and 2015, but not in the other three years.

(2) Some dimensions in corporate social responsibility reports are not clearly defined, and the position of disclosure is often adjusted. For example, the disclosure content of

customers and suppliers in the partner dimension is confusing; the content of the food safety dimension is disclosed every year, but the investor dimension was disclosed in 2013, the partner dimension was disclosed in 2014-2015, and the social dimension was disclosed in 2016-2017.

(3) The report of Liuhe Company is mainly based on textual description, accounting for two-thirds of the entire report. Only some dimensions have quantitative data, mainly focusing on investors, employees, partners, government and society. The main quantitative data disclosed in Liuhe company's report are shown in table 5-8.

Table 5-8 List of quantitative data of corporate social responsibility report of Liuhe company from 2013 to 2017

Category	Specific classification	2013	2014	2015	2016	2017
Investor	Operating revenue (100 million yuan)	693.95	700.12	615.2	608.8	625.67
	Annual net profit (100 million yuan)	24.91	—	—	31.3	—
Partner	Contract performance rate%	100	100	100	100	100
	Customer satisfaction%	100	100	100	100	100
Staff	Total number of employees	66739	63444	53118	60602	61318
	Labor contract signing rate%	—	100	100	100	100

	Employee satisfaction%	—	92.95	96.43	100	100
	Social security coverage%	—	—	—	—	100
	Staff training	951 times	25 million yuan 100000 person times	3175 people	26 million yuan	53289 person times
government	Number of employed persons in this year	4230	27260	12314	16000	18000
Society	Total amount of social public welfare donation (million)	3	—	0.41	—	—

Source: 2013-2017 corporate social responsibility report of Liuhe company

It can be seen from table 5-8 that the disclosure of quantitative indicators in the report has the following phenomena: first, some key indicators concerned by stakeholders are not disclosed, such as total employee compensation, consumer satisfaction, total tax payment of the year, etc.; second, some quantitative indicators are not disclosed continuously. For example, annual net profit was disclosed in 2013 and 2016, not in other years. Third, although there are some indicators for quantitative disclosure every year, the measurement units are not unified, such as employee training. The number of annual training was disclosed in 2013, the annual training cost was disclosed in 2016, and the annual training number was disclosed in 2017.

5.4 Evaluation and analysis of corporate social responsibility information disclosure

5.4.1 Horizontal comparative analysis of corporate social responsibility information disclosure

According to the evaluation index system and scoring standards, 33 corporate social responsibility reports published by the food industry in 2017 were scored, and the advantages and disadvantages of Liuhe company and enterprises in the same industry were compared and analyzed.

1) Overall score comparison of the report: see table 5-9 for the ranking results of 33 corporate social responsibility reports disclosed by the food industry in 2017.

Table 5-9 Ranking table of total scores of 2017 corporate social responsibility report of Liuhe company

Ranking	Enterprise	Score	Ranking	Enterprise	Score	Ranking	Enterprise	Score
1	Yili shares	88	12	Haida Group	43	23	Haixin Food	29
2	Sanyuan shares	84	13	Zhongju High-tech	39	24	Shed Wine	29
3	Tsing Tao beer	56	14	Jinfeng Wine	38	25	Gujing Gongjiu	29
4	Wuliangye	55	15	Gold emblem wine	37	26	Huiquan beer	29
5	Bright Dairy	52	16	Guangze shares	36	27	Guannong shares	28
6	Yanghe	51	17	COFCO	35	28	Jin	26

	shares			Sugar			Xinnong	
7	Yunnan Energy Investment	50	18	Changyu A	32	29	Bowling	26
8	Yanjing Beer	48	19	Kuaiji Mountain	32	30	Mogao Shares	24
9	Liuhe Company	47	20	Ancient Yuelong Mountain	31	31	Plum Blossom	21
10	SDIC Zhonglu	47	21	ELITE	31	32	Dabeinong	20
11	Shuanghui Development	45	22	Angel Yeast	30	33	Huzhou Laojiao	16

Data source: the author collated it by hand

As can be seen from table 5-9, the highest score of 33 corporate social responsibility reports in the food industry is 88 points, and the lowest is 16 points. Six of them scored 47 points, ranking ninth. See table 5-10 for the comparison of industry score and enterprise conversion percentage.

Table 5-10 Descriptive statistics of total score of 2017 corporate social responsibility report of Liuhe company

	Full mark	Industry maximum score	Industry minimum score	Industry average score	Liuhe company score	Passing grade
Actual score	126	88	16	38.89	47	——
Conversion	100	69.84	12.7	30.87	37.360	60

to percentile						
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As can be seen from Tables 5-10, after converting to a percentile system, the highest score in the industry is 69.84 points, the lowest score is 12.7 points, and the average score is 30.87 points. It can be seen that the level of corporate social responsibility information disclosure in the food industry in 2017 is generally low. The highest score of 69.84 points is Yili shares.

In addition, the score of Sanyuan shares was 66.66. Only these two companies of food enterprises have reached the passing level. The score of Liuhe company is 37.3, which is slightly higher than the average score of the industry, but there was a big gap compared with the scores of enterprises such as Yili and Sanyuan.

2) Comparison of indicator disclosure rate: This paper calculates the number of indicators with scores greater than zero in each corporate social responsibility report, calculates the indicator disclosure rate 1, and summarizes the ranking. See table 5-11 for details.

Table 5-11 statistics of indicators disclosure rate of 2017 corporate social responsibility report of Liuhe company

Ranking	Enterprise	Disclosure rate%	Ranking	Enterprise	Disclosure rate%	Ranking	Enterprise	Disclosure rate%
1	Yili shares	84.21	12	Liuhe Company	40.35	23	Huiquan beer	35.09
2	Sanyuan shares	73.68	13	Guangze shares	40.35	24	ELITE	33.33
3	Tsing Tao beer	59.65	14	COFCO Sugar	40.35	25	Mogao	33.33

4	Wuliangye	56.14	15	Jinfeng Wine	40.35	26	Jin Xinnong	33.33
5	Yanjing Beer	56.14	16	Kuaiji Mountain	40.35	27	Haixin Food	31.58
6	Bright Dairy	52.63	17	Changyu A	38.60	28	Bowling	28.07
7	Yunnan Energy Investment	52.63	18	Angel Yeast	38.60	29	Shed Wine	28.07
8	Shuanghuizi Development	50.88	19	Haida Group	38.60	30	Guannong shares	28.07
9	SDIC Zhonglu	50.88	20	Ancient Yuelong Mountain	38.60	31	Dabeinong	28.07
10	Yanghe shares	49.12	21	Zhongju High-tech	36.84	32	Plum Blossom	21.05
11	Gold emblem wine	43.86	22	Gujing Gongjiu	25.09	33	Huzhou Laojiao	19.30

Table 5-11 shows that the disclosure rate of Liuhe company's 2017 corporate social responsibility report index is 40.35%, the disclosure rate of Yili stock index is 84.21%, and the disclosure rate between the two is 50%. In terms of ranking, Yili shares ranked first in the food industry, and Liuhe Company ranked twelfth. Although ranking in the same industry enterprises is relatively high, but compared with Yili shares of the same scale, the ranking gap is relatively large.

3) A comparative analysis of the scores of the Liuhe Corporate Social Responsibility Report Index: There are few large-scale listed companies in the food industry in my country, and Yili is the only listed company with the same size as the Liuhe Company (Wang, et al., 2019). It is proved that the level of corporate social responsibility information disclosure is positively related to the size of the enterprise. According to the above point of view, the level of corporate social responsibility reporting of Liuhe Company should be similar to that of Yili. Compared with most food companies, Liuhe Company should analyze the highest level in this industry. Therefore, this part combines the industry average score and the industry highest score to analyze the advantages and disadvantages of the corporate social responsibility report published by Liuhe Company.

Through the above comparative analysis, Liuhe company's 2017 corporate social responsibility report has certain advantages, but compared with the high scores in the industry, the shortcomings are more obvious. The main features of the report are as follows:

a. The advantages of Liuhe company's corporate social responsibility information disclosure

(1) There are various forms of report layout. Compared with the layout report of Liuhe Company, most industry enterprises have rich and colorful features. On the basis of text description, the cover, template, chart, picture, case, etc. are added to present the corporate social responsibility vividly and increase the readability, clarity and viewing of the report.

(2) The disclosure of some indicators is at a relatively high level in the industry. According to the indicator disclosure, there are 23 indicators in the 2017 report of Liuhe company, 11 of which are the highest in the industry and 10 are full marks. Nearly 50% of the scoring indicators are supported by detailed description and

quantitative data when they are disclosed, which is a relatively high level in the industry and worthy of reference by other enterprises.

b. The disadvantages of Liuhe company's corporate social responsibility information disclosure

(1) There is a big gap between the overall level of the report and the report of enterprises of the same scale. According to the value distribution rules of the "index method" in this chapter, the score results of the index evaluation system reflect the completeness of the content of the index publicity and, to a certain extent, the level of publicity of the social responsibility report. According to the sample report ranking, the scale of Liuhe and Yili is far ahead in the industry rankings, and some companies smaller than Liuhe also have rankings, such as: Sanyuan, Bright Dairy, Yanghe, and so on. As you can see, the level of Liuhe's corporate social responsibility report is very different from that of small-scale enterprises..

(2) Many indicators are missing from the report. Judging from the disclosure rate of the report index, the corporate social responsibility report of Liuhe Company is far from the ranking of Yili and Sanyuan reports. Among the 57 indicators selected by the index system in this article, Yili shares publicize 48 indicators, Sanyuan shares publicizes 42 indicators, and Liuhe Company publicizes only 23 indicators. In comparison, Liuhe has more indicators missing in its corporate social responsibility report..

(3) The disclosure statement is relatively simple, with less quantitative indicators. Among the 23 scoring indexes in Liuhe report, 12 are lower than the highest score in the industry, and 3 are even lower than the average score of the industry. From the above analysis, we can see that the gap is mainly reflected in the text description of the company's reporting indicators disclosure is relatively simple or there is no quantitative data description. Especially when publicizing individual indicators, only a few sentences are mentioned.

5.4.2 Vertical comparative analysis of corporate social responsibility information disclosure

Taking the corporate social responsibility reports issued by Liuhe company from 2013 to 2017 as the sample, this paper analyzes the characteristics of the corporate social responsibility reports of Liuhe company in the past five years compared with other companies.

1) Result analysis

a. Report the overall score. See table 5-12 for details.

Table 5-12 Statistics of disclosure rate of corporate social responsibility report of Liuhe company from 2013 to 2017

Dimension	Full mark	2013	2014	2015	2016	2017	Average score
Preface to the report	17	10	12	12	11	10	11
Report subject	82	36	32	42	40	31	36.2
Postscript to the report	6	0	0	0	0	0	0
Industry characteristics	14	1	3	4	4	0	2.4
Enterprise characteristics	6	2	2	4	56	42	2
Total score	125	49	49	62	11	10	51.6

Source: the author collated it by hand

It can be seen from table 5-12 that the overall score of corporate social responsibility Report of the company in recent 5 years is not high. The average score of the report in the past five years is 51.6 points, and the conversion percentage system is 41.28 points, which is in the failure level. From 2013 to 2014, Liuhe company's reported

score remained stable at 49 points. From 2014 to 2015, the score increased from 49 to 62. In 2016, the score dropped to 56. Judging from the scores of all dimensions, the scores in the foreword of the report are basically unchanged. The postscript of the report has not scored for five consecutive years, and the score of the main body of the report has been low, especially in 2017.

b. Index disclosure rate: statistics are made on the scoring indicators of Liuhe company's report from 2013 to 2017, and the annual index disclosure rate is calculated. See table 5-13 for details.

Table 5-13 Statistics of disclosure rate of corporate social responsibility report of Liuhe company from 2013 to 2017

	2013	2014	2015	2016	2017
Number of disclosure indicators	29	29	32	29	22
Total indicators	57	57	57	57	57
Indicator disclosure rate%	50.88	50.88	56.14	50.88	38.60

Source: the author collated it by hand

From table 5-13, it can be seen that in the past five years, the disclosure rate of various indicators of the corporate social responsibility report of Liuhe Company has not been high. From 2013 to 2016, the disclosure rate of indicators in 2015 was 56.14%, and that in the rest years was 50.88%. In 2017, the disclosure rate of the reported indicators was the lowest, only 38.6%. The low index indicates that there are missing indicators in the company's report every year. In 2017, the lack of indicators

was more serious than in previous years. Among them, 18 indicators were missing for 5 consecutive years, including 8 characteristic indicators for the food industry and 4 later reports. In addition, in the 2017 report, all indicators of the characteristics of the food industry are missing.

c. Indicator scores

In the 2013-2017 report scoring indicators, the projects with high scores and little annual change are concentrated in the "report specification", "company profile" and "annual progress" indicators in the preamble of the report. In the report, indicators such as "Protection of Shareholders' Rights and Interests", "Caring for the Life of Employees", and "Public Welfare Donations" are basically full marks in the annual report. In addition to the above indicators, the scores of other indicators are not high every year, and there is no trend of improvement. Judging from the 22 indicators obtained in the 2017 Liuhe Company Report, compared with the 2015 and 2016 reports, only one has improved the score, which is the "other investor equity" indicator. For the first time since 2013, there are 7 indicators with lower scores than before, and the comparison found that the decrease in scores is basically due to simpler text or lack of quantitative data. For example, the "annual progress" indicator scored 4 points in the 2016 report, which disclosed the annual social responsibility major work progress and key performance data, including total assets, operating income and net assets, and also disclosed three stages of data; the 2017 annual report scored 3 points, only part of the key performance data were disclosed, only the increase and decrease were disclosed. In the 2016 report, the "cooperation and win-win" indicator scored 3 points, which disclosed the implementation plan, specific measures and results of cooperation between Liuhe Company and its suppliers, and disclosed the specific number and quantity; In 2017, the report scored 1 point; not only did it not continuously disclose the follow-up feedback on the implementation of the "Fuda plan", but also there was no change in the text description and chart compared with the previous year, and there was no quantitative data, only simply disclosed the contract implementation rate of 100%; In addition, the "employee

training and development" indicator scored 2 points in both 2015 and 2016 reports, in which the detailed information of employee promotion mechanism and training plan, as well as the number of trainees and training costs were disclosed; only 1 point was obtained in 2017, just a brief description of the training. There is no description of the number of trainees and the cost. "Environmental protection" indicator, the scores of 2015 and 2016 reports are 2 points, in which discloses the implementation of the ISO14001 environmental management system, the implementation of the GAP good agricultural standard management system and specific measures for environmental protection and public welfare (such as the provision of sponsorship materials) Employees participate in energy saving and environmental protection promotion;In 2017, it obtained 1 point and only disclosed the establishment of ISO14001 environmental management system and GAP good agricultural standard management system information.

According to the above comparative analysis, Liuhe company's 2017 corporate social responsibility report mainly has the following characteristics:

- a. The reporting level has declined significantly: In terms of changes in the overall indicators of the Liuhe Corporate Social Responsibility Report in the past five years, the 2017 reporting indicators was the lowest in five years, and the level of disclosure has dropped significantly.
- b. The details of the report content are reduced, and the indicators are seriously missing: It can be seen from comparison that some indicators in 2017 are simpler than the disclosure in previous years, and the lack of data is more obvious. In addition, in the past five years, especially in 2017, the "Liuhe Social Responsibility Report" has been lacking indicators. Disclosure indicators have dropped significantly. This shows that the content of the 2017 report has decreased in detail and the lack of indicators has become more serious.

c. Various phenomena have exacerbated the bias of information disclosure of each person in charge: from the perspective of the evaluation report, the preamble of the report has consistently scored high points in the past five years. The scores of other indicators are always low, which reflects the fact that the "Liuhe Corporate Social Responsibility Report" always expresses different preferences for each person in charge. Especially in 2107, the evaluation in the introduction to the report did not change much, and the evaluation of the main part dropped significantly, especially in 2017, the performance index of the food industry dropped to 38.6. It can be seen that in 2017, the emphasis on different responsibilities Significant changes have taken place.

Conclusion

In the sense of economics, the essence of enterprises is to pursue the maximization of interests. In the pursuit of high profits, enterprises neglect their own social responsibility, which causes serious social problems, especially some social problems with special characteristics. The current social issues are closely related to social development and people's lives, such as food safety, drug safety, and environmental pollution, which indicate a lack of corporate social responsibility awareness and related legislation on social issues. This requires scientific management of corporate social responsibility, and this should be extended to the legal level. The law requires enterprises to have a sense of responsibility when carrying out production activities and to be responsible to stakeholders. With the seriousness of the problem, this kind of responsibility has risen from a simple moral restraint to a problem that must be regulated by law. It is not only necessary but also feasible to transform the social responsibility of enterprises into legal obligation. This article focuses on the main issues of legalization of corporate social responsibility, discusses on the basis of legislative guides and legal case studies of various departments, provides ideas for analyzing and solving problems, and then puts forward related improvement suggestions. The scope of corporate social responsibility includes all entities and stakeholders related to daily production activities. For companies, it can be divided into: the company's responsibility to employees, the responsibility to consumer groups and customers, and the responsibility to the environment and resources. Economic development and social responsibility have a wide range, blurred boundaries, and complicated content. Therefore, in view of the wide variety of social responsibilities, we have set a minimum standard at the legal level. And control the enterprise to undertake reasonable social responsibility by legal means. The combination of legal compulsion and moral consciousness will not only improve the legal system, but also contribute to social justice.

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