Existing Problems and Countermeasures Research of the Fulfillment of China's Internet Corporate Social Responsibility

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Abstract. Internet enterprises have infiltrated into all walks of life in various forms of informatization and digitization currently, influencing people's life subtly. However, the Internet industry has frequently exposed some problems of lack of social responsibility, such as the leakage of citizens' personal information, data fraud, bidding ranking, etc., and brought some harm, so it is urgent to solve and standardize. To solve these problems, internet enterprises should enhance their awareness of social responsibility by cultivating a corporate responsibility culture, establishing a third-party evaluation system, and encouraging public supervision.

Introduction

Recently, network security incidents have occurred frequently, especially the adverse impact caused by user privacy leakage. The occurrence of these incidents makes the public pay more and more attention to the performance of social responsibility of Internet companies. The Internet has the characteristics of fast propagation speed and wide propagation range. This makes that the negative information will have a very serious impact once it appears. Therefore, compared with traditional enterprises, Internet enterprises have more obligations to better perform their social responsibilities.

Analysis of the Connotation of Internet Corporate Social Responsibility

The essence of Internet corporate social responsibility is that while undertaking legal responsibilities to shareholders, Internet enterprises create maximized profits for shareholders. Moreover, they should also assume the responsibility for employees, consumers, communities and the environment. This requires Internet enterprises to change the traditional idea that profit is the only goal, and start to emphasize the contribution of Internet enterprises to the environment, consumers and society, and emphasize that companies pay attention to the value of people. As an emerging enterprise, Internet enterprises should not only bear traditional corporate social responsibility, but also bear new corporate social responsibility according to their own characteristics, like the responsibility of maintaining network information security. Network technology can be said to be a double-edged sword. In the process of application, we need to master the ways and methods. On the one hand, network technology can benefit people and provide them with a more convenient life; on the other hand, it may be used by criminals to lead to the loss of people's property. Now, Internet enterprises not only require to maintain network information security and the operation of important information systems, but also require to maintain state secrets and citizen privacy to ensure that citizens can enjoy the convenience of the Internet while reducing or eliminating the negative impact of network technology on people's lives.

The Implementation of Social Responsibility of Chinese Internet Enterprises

From the research data of Blue Book of Corporate Social Responsibility (2017), generally
speaking, China's CSR development index has been continuously increasing. In 2017, 43.3% of the top 300 Chinese enterprises' CSR performance was only rated as one star, and they were in the "on the sidelines" stage. In terms of industry horizontal comparison, among the 16 key industries, only 40% and 6.9% of the reports were released by the Internet industry and Internet financial platforms, so the overall situation is not optimistic.

An analysis of 57 reports released by Internet companies in the decade from 2007 to 2017 found that most still tend to take on more financial, legal and autonomous responsibilities. The published information includes investors' profits and returns, how employees are trained and developed, to provide customers with products and services, corporate charitable donations, community and social development, and positive materials that can shape the corporate image.

In addition to the Internet companies that have issued CSR reports mentioned above, there are countless small and medium-sized Internet companies still in their infancy and development stage, and they are seriously lack of awareness of issuing CSR reports. Even some small Internet companies do not have the capability to issue corporate social responsibility reports, and most Internet companies lack the sense of responsibility in the ethical responsibility of network information governance, public opinion guidance, cultural development, prevention of Internet addiction, especially the responsibility of network environment in special industries. Relevant Internet companies have not realized the importance of fulfilling responsibilities in these aspects, but only focus on short-term interests and the company's current development. Therefore, the overall social responsibility awareness level of the Internet industry requires to be improved.

Analysis of Problems Existing in the Implementation of Chinese Internet Enterprises' Social Responsibility

It is Difficult to Protect the Security of Citizens' Personal Information

For Internet companies, collecting information about their users is a path to get to know them. In addition to collecting basic information, Internet enterprises may also collect bank card, Alipay, WeChat payment and other online payment information, and even collect users' online time distribution, user preferences or habits. Internet companies may collect information to provide better services to users through their preferences and habits. However, as Internet companies may have improper storage problems in the process of operation, hackers steal information through Internet corporate databases through illegal means. Or internal staff of Internet companies intentionally leak information driven by interests, and these users' private information will often be provided to fraud groups, causing fraud, harassment and other incidents of Internet users, and serious personal property interests will also suffer losses.

Negative Internet Resources Poison the Minds of Young People

As teenagers are young and in the growing stage, they are curious about new things, so some of them have insufficient self-control and are especially attracted by various pornographic, terrorist and violent information. Meanwhile, due to the huge number of teenagers, some Internet enterprises begin to only pursue the attention and click rate of the website, neglect the supervision on the release of network resources, and publish some illegal contents that teenagers are interested in. Moreover, some Internet enterprises have developed a variety of social and entertainment applications to meet the needs of young people of different ages and genders, including animations, novels, online games, etc., many of which are yellow and unhealthy. In the long run, teenagers' outlook on life, world view and values will be greatly affected.

Internet Platform Data Fraud

As the Internet platform of the emerging industry is developing rapidly, more and more enterprises join the industry, and the industry competition naturally starts to intensify. Some Internet platforms, in order to compete for and attract user groups, do not hesitate to go astray. Not only did it fail to fulfill its regulatory obligation to check the gatekeeper and website platform, but it
even chose to "know the law and break the law" to obtain a larger market by means of data fraud, so that they could not only gain the interests of users but also get more capital attention.

**Internet Infringement**

Internet enterprises realize the rapid sharing of resources through the convenience of Internet technology. This has greatly reduced transaction costs, but it is also the reason why infringement is becoming more serious now. Many Internet portals spread others' works without authorization in pursuit of clicks. This kind of behavior that directly publishes his own works without the consent of the author, and makes profits through the clicks or accumulated traffic on the website, seriously harms the interests of the original author.

**The Credibility of "Internet + Public Welfare" is Low**

The advent of the Internet era has opened up a new way of thinking for the development of many traditional industries, among which the public welfare industry is one. By linking traditional public welfare with Internet platforms, this method has greatly improved the disadvantages of the traditional public welfare model, such as the single way of donation and the slow dissemination of information. And it enables more caring people to participate in the public welfare. However, the lack of scrutiny and supervision of donors' information and the frequent occurrence of fraud and fake charity scandals have greatly reduced the trust of people willing to participate in charity on the Internet.

**Countermeasures and Suggestions to Strengthen the Social Responsibility Performance of Chinese Internet Enterprises**

**We Will Improve Laws and Regulations and Establish Oversight Mechanisms**

In order to ensure the sound and orderly development of the Internet industry, better govern and improve the cyberspace environment, and safeguard the vital interests of the people, legal guidance and norms are essential.

The state should also speed up the introduction of relevant laws and regulations to fill the gap caused by the imperfect single legal system. The law can provide law-based solutions to Internet problems, provide legal weapons for Internet victims. The laws are used to effectively regulate network behavior, clearly distinguish the rights and obligations of Internet enterprises, which is also conducive to improve the legal awareness and responsibility awareness of Internet enterprises. In the process of legislation, we should also pay attention to the establishment of scientific supervision and management mechanism and relevant supporting laws and regulations, so as to make certain the smooth implementation of the work after the legislation.

**Establish Corporate Responsibility Culture and Strengthen Industry Self-discipline**

Corporate culture is the source of enterprise development. Cultivating and building a corporate responsibility culture of the Internet can aid the Internet industry form a healthy and orderly atmosphere. The core of the construction of network corporate responsibility culture is how to better serve the society, which is reflected in the protection of national interests and social public interests as well as the improvement of bad network public events. To cultivate an excellent corporate culture, we need to insist on spreading good corporate values. At the same time, it is necessary to shape the leading culture of the enterprise, strengthen the construction of enterprise system, and pay attention to improve the professional quality of employees. For example, we regard the protection of privacy data of Internet enterprise users as the company's key cultivation goal, and reach a consensus with employees to protect customer privacy. The company trains employees who have direct access to customer privacy. It also needs to establish a supervision and reward mechanism, improve employees' awareness of the value of user privacy protection, and improve the internal control system of the company.

Not only can we constrain companies through ethics and culture, but we can also promote self-discipline within the industry. The so-called industry self-discipline refers to the regulation of
industry behaviors and the maintenance of fair and healthy development of the industry by relying on self-discipline and self-responsibility of Internet enterprises. It is also necessary to give full play to the leading role of Internet industry associations and large Internet enterprises, and establish the value system and ideological consensus of the whole industry to guide the benign development of the industry.

Accelerate the Formulation of Responsibility Standards and Establish an Evaluation Mechanism for Third-party Platforms

Since Alibaba released its first CSR report in 2007, the number of Internet companies that regularly issue CSR reports has been growing slowly. In terms of the quality of the reports that have been published so far, there are some problems, such as single report content, untimely information disclosure and non-standard, etc. This is due to the lack of uniformity in the formulation and quantification of the social responsibility evaluation index system framework. In addition, among Chinese Internet enterprises, it is relatively late to insist on issuing corporate social responsibility reports regularly and voluntarily. Based on the actual situation of the development of the Internet industry in China, competent government departments can speed up the research of the Internet industry and formulate unified standards for social responsibility. Then, the authoritative third-party assessment agencies release assessment reports regularly and report the behaviors violating social responsibility. Internet companies are urged by public opinion to constantly enhance their sense of social responsibility and perform their due obligations.

Encourage Supervision by Public Opinion, Establish Social Supervision Mechanism

We can also encourage internet users to supervise Internet companies by public opinion, and use the power of the public to urge Internet companies to fulfill their social responsibilities. As a sign of social civilization and progress, network public opinion supervision is the most basic method for Chinese netizens to exercise their democratic supervision rights. The top priority is to set up a social monitoring mechanism so that netizens have access to feedback or reports. For example, the report function launched by QQ allows netizens to report fake news and false advertisements they browse. The online platform will check the contents of netizens' reports and complaints. If the information is true, it will be immediately blocked.

The Internet has completely penetrated into people's lives, and its influence on people's lives has become greater and greater. This puts forward higher requirements for Internet enterprises to fulfill their social responsibilities. While pursuing the maximization of profits, Internet enterprises should fully fulfill their social responsibilities. The establishment and enhancement of corporate social responsibility consciousness is the necessary competitiveness of enterprises in the long-term development process. It lets ethics, order system and supervision of public opinion escort them, lets the Internet better serve the society, and strives to build a clear, easy and smooth network ecological order.

References


