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- 1.“on CSR of Chinese SOE” published in Enterprise Economy Journal in the issue 12,2007
- 2.“on CSR of Construction Trade in China” published in Jiangxi Construction and Materials Journal in issue 4,2007
- 3.“Jiangxi People-Oriented Economy Development with Case Study of Zixi County” published in Enterprise Economy Journal in issue 11,2005

Marxist Vision of Sustainable Development and Corporate Social Responsibility

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Abstract: Enterprises' undertaking social responsibility and taking the road of sustainable development is conducive to improving the ability to open up new markets, business opportunities for their new development, promoting enterprise innovation, achieving the transformation of the economic growth mode, improving interaction relations between enterprises with the government, society and gaining favorable external environment for sustainable development. the concept of Corporate social responsibility of people-centered and focus on the relationship between business and nature, people and enterprises, enterprises and society aligns covertly with Marxist philosophy that always adheres to the theoretical purpose, namely, the concern of the people and understanding reunification of human with the nature on the basis of practice.

Key words: Marxist sustainable development corporate social responsibility Corporate Sustainability

1. The proposal of a problem

After 20 years of continued economic growth, China has become a "world factory", but it also became one of countries with the most serious depletion of natural resources in the world. According to reports, China's GDP unit energy consumption is seven times higher than Japan's, six times than the United States', 2.8 times than India's. Unit pollution of GDP is more than 10 times the amount of the average level of developed countries. Calculating on the existing pollution levels, quadrupling in our total economy 15 years will quadruple pollution load. The development mode to sacrifice resources and environment has come to an end - if we ruined the foundation for the future development, is our nation deemed to be faced with a predicament? If we destroyed the mother land of the Chinese civilization, where could the more than 1 billion population find their lost homes?

2. Corporate Sustainability

The aim of Corporate sustainability is development. Development refers to growth from small to large, from simple to complex and from low level to high level sports, not only to the expanding of "quantity" but also to the improvement of the "quality" of. Corporate sustainability refers not only to the increase in business resources, including addition in assets value, the increase in sales and employees, improved profitability; but also to reasonable change of the nature of business resources, the effective re-structure of configuration, to enhancing innovation capability, upgrading the ability to adapt to the environment and to the rise in the total enterprise value, etc. Sustainability is the core of

corporate sustainability Sustainability refers that various internal factor supporting development can be replaced, that is, huge potential and sufficient stamina.

Precondition for corporate sustainability is to maintain competition advantage Competition advantage includes pursuit of balance among social benefits, reasonable use of resources and social responsibility of reunification.

3. The corporate sustainability and corporate social responsibility

In the process of economic globalization, corporate social responsibility is important path to corporate sustainability and promoting common development of business and economy, society, resources and environment

Corporate social responsibility brings new development opportunities for enterprises

An increasing number of business practice and many research results show a positive correlation relationship between corporate social responsibility and economic performance. Corporate social responsibility may bring good sale and the loyal customer group, thereby enhance financial performance and gain increasing market share.

Enterprises to fulfill their social responsibilities are conducive to open up new market

Freeman and Gilbert (Gilbert, Daniel, R. Jr.) states that "The secret of outstanding enterprises lies in the implementation of human values and ethics, how to bring their integration into the company strategy. ", " revolution of the outstanding basic ethics is to respect human beings, which is concerned about enterprise customers, concerned about the quality of the underlying fundamental reason for the incredible understanding of good corporate responsibility and performance of the key. "

Fulfilling social responsibilities helps establish a corporate image and enhance competitiveness.

Undertaking social responsibilities may affect the operating costs in the short term , but will undoubtedly help establish the image of the enterprise. Fulfilling their social responsibilities are addressed first and foremost the responsibility of staff within the enterprise, reflecting the concern of the staff. Working on the improvement of the environment as well as protecting the interests of employees can increase the long-term loyalty of employees, which embody the "people-oriented" management principles, and give full play to their initiative and creativity, thus greatly improving productivity.

Fulfilling social responsibilities promotes enterprise innovation, and achieves the transformation of economic growth mode

In a competitive market, at the expense of the quality of products, labour interests or the interests of the community can not guarantee long-term competitiveness.

Fulfilling social responsibilities promote a benign interaction between the enterprise, the Government and the community, so as to win a favorable external environment for the sustainable development of enterprises

4. Marxism and Sustainable Development

It is the concern of people throughout the Marxist philosophy has always been the theoretical purpose. According to Engels's view, Marxist philosophy is the "actual people and its historical development" philosophy. Enterprise is a corporate social contract relationships. there is a complex contract among stakeholders and fulfilling stakeholders contractual obligations is the social responsibility of enterprises. " Enterprise management and customer relationship with the social contract (or contract) reflects that 'seller must be concerned about the buyer's attitude," losing the trust of the public and investors is harmful, and maintaining and strengthening public confidence in the enterprise is a way of ethical conduct, that is to say, the behaviour of investment and enterprise customers concerned about the issue, i.e. respect for human rights, people-oriented corporate social responsibility is the core idea. The Marxist philosophy on the basis of practice understands relationship between man and nature, between people. The realization of Marxist philosophy of "practice" has its own specific understanding. The Marxist philosophy of the relationship between people and the world is the ideal of building communism. Marx and Engels's scientific world outlook reveals the pattern of development of human society, and use of this specific analysis of the capitalist world shows the reality of social relations Therefore, mankind can approaching the goal of sustainable development as well as of communism.

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