关爱社会，企业为何？

张子乔：
不是施舍，而是价值观

企业对社会的责任，只是赚钱？问题

企业的确定应该赚取利润，但要正面正
确，错了也要正直无害。这句歌词似
乎在说，企业有责任，但未必能够全
面地回答企业如何履行社会责任的问
题。

总有些企业认为，做企业就是“造车
工场”，要制造出符合市场需求的产品。

有几位企业家告诉我，他们认为，企业
应该像慈善机构一样，为社会做贡献。

曾志标：
成长“配套”一部分

有两句话很著名。一句是“成功的人
是成功的方法”，另一句是“失败的人
是失败的方法”。这两句话都是正确的，
但企业社会责任是企业成长的“配套”。

企业有责任，但未必能够全
面地回答企业如何履行社会责任的问
题。
Whether there is true altruism in businesses doing charity, SMU's Associate Professor Raj Komaran said that the answer is both yes and no. It is natural that businesses expect some sort of returns when they give to charity, even if it is just earning respect from the community. The other extreme is in expecting more customers and businesses. Even this is not an unreasonable expectation as businesses are ultimately not charitable bodies and they survive on profits.

Giving back to society is a common practice in ancient Asia such as in China and India. The fundamental principle in Corporate Social Responsibility is to shift the attention from stockholders to stakeholders. The latter includes managers, employees, government, consumers, business partners and activists.

The ideal model for CSR covers these three key areas: finance, society and environment. Finance represents the profitability and governance of a company. Society looks at whether the company looks after its employees and customers and extending this to the wider community to help the weak and poor, reward current staff and promote gender equality. Environment concerns the management and usage of natural resources and to reduce pollution. For heavy industries, this is the greatest challenge yet it is the most important bottomline.

Singapore businesses have performed well in CSR but this has been limited to monetary donation. This aside, companies should do more to invest in time such as declaring a day off to let employees engage in community service.

In the professional area, businesses can also donate raw materials for the construction of roads, rebuilding of green spaces such as in the tsunami-hit areas in India.

The business community is inter-dependent on the larger society in a mutual back-scratching sort of way. Businesses need consumers and at the same time, businesses market their products, create employment and generate wealth. They cannot function without consumers.

What is also important is to promote CSR. I often raise the example of The Body Shop during my classes as an illustration. Consumers believe in what the cosmetics company promotes which is anti animal testing, helping the less fortunate and allowing African farmers to join world trade. Hence, they are willing to pay more for their products.

CSR can also transform into Consumer Social Responsibility. Consumers can lobby against businesses which are not complying with CSR and devalue their products. On a personal level, we should practise recycling.