

How to improve corporate social responsibility in the era of artificial intelligence?

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Abstract. Corporate social responsibility is one of the most important competitiveness in the sustainable development of a company. In recent years, various issues of the company, such as Facebook's influence on people's emotions through controlling information flow, and Google's self-driving cars causing personal injuries, have caused concern on the issue of corporate social responsibility in the era of artificial intelligence. Based on this, it has become very necessary to explore how to improve corporate social responsibility in artificial intelligence. Corporate social responsibility have a duty to manage conflicts of interest, including current and long-term interests, local interests and overall interests, anthropocentrism and sustainable development, etc. We propose to strengthen the construction of corporate social responsibility in the era of artificial intelligence from several perspectives, such as enhancing public awareness of social responsibility, transcending the dimension of time and space, thinking about corporate social responsibility, focusing on sustainable development, and rethinking corporate behavior standards.

1. Introduction

Sociology believes that the essence of man lies in the social nature of man. The organization is the same. The company is legally a legal person. As a legal person, a company is profitable and has corresponding social responsibilities. Because it lives in social relations, its production and development are inseparable from others, such as consumers, suppliers, shareholders, employees, and other stakeholders. It also lives in the ecosystem and cannot be separated from the ecosystem. Since March of 2018, Facebook has been in crisis due to a user data disclosure scandal and has become a subject of global concern and criticism. Since the scandal was exposed, Facebook's share price has fallen sharply. The scandal involved companies accused of illegally collecting and misusing the personal information of tens of millions of Facebook users. This has aroused the anger of the majority of users, they launched the "Delete Facebook" campaign; regulators around the world are investigating the company's handling of sensitive personal information. If an organization only cares for its own interests and does not consider other people, it will not be recognized and helped by the society. In the era of artificial intelligence, companies often overlook these facts and place too much emphasis on the interests of individuals and the interests of organizations, and on the interests of the whole group. Only focus on the importance of economic interests is not enough. An enterprise has both economic and legal responsibilities as well as social and moral responsibilities. The larger companies become the bigger social and moral responsibilities they have towards the society. Only companies actively undertake social responsibility will they gain the most competitive and vital enterprises.



2. Background

The term corporate social responsibility first appeared in the 1950s and 1960s[1]. At this stage, the company's understanding in this regard is responsible and obligatory solutions to social problems. Following a deepening recognition of the relationship between enterprises and society, how companies implement social responsibilities, academics and practitioners have more in-depth discussions and reflections on this. Companies realize that fulfilling their social responsibilities can improve their reputation and thus promote their market share. At the same time, the new generation of consumers, employees, partners, shareholders, and other stakeholders are constantly increasing their sense of social responsibility and are closely watching the behavior of the company. Social responsibility plays an important role in the differentiation of the company. It means that corporate social responsibility and corporate image are equally important. ISO 26000 defines social responsibility as "the willingness of an organization to include social and environmental considerations in its decisions and to assume responsibility for the social and environmental impact of its decisions and activities"[2].

3. Influencing factors

3.1. Current interests and long-term interests

How to deal with the relationship between current interests and long-term interests? Traditionally, whether or not there is good faith is a criterion for moral evaluation, regardless of the consequences of the behavior. If your motives are pure, you are good. Regardless of happiness, pain, concern, etc., to eliminate the need for all emotions, and to obey orders of rationality. This oversimplified theory has its own limitations, because the so-called benefits focus on the short term and are immediately visible. That's still a long-term indirect result. Kant judges moral behavior as moral. If the motive is impure, the result of its behavior cannot be a good one. In other words, even if the actor acts in good faith, his behavior results in a bad result, and the actor does not need to be responsible for it. In the era of artificial intelligence, there is essentially not enough justice. This internal self-reinforcing power leads to excessive production and consumption. The technical success further enhances this dangerous force. The so-called technical success refers to the scientific and technological civilization. With the benefit of human health and the explosion in population explosion, high-tech products have double-edged swords. They have both positive and dangerous sides. These not only impact the metabolic balance of ecological civilization, but the speed of increase often cannot be slowed down voluntarily. It may affect economic growth.

3.2. Local interests and overall interests

Whether companies take social responsibility violates the principle of maximizing profits, but if companies fulfill their social responsibilities they will be appreciated. Therefore, the current theoretical basis does not seem to explain this non-obligatory super-compulsory behavior. It does not seem that companies need to consider the global conditions of human life and the long-term future, even the survival of ethnic groups. As an individual or business, it is not completely selfish. At the beginning, it may pursue money and fame for survival. However, after self-development, he may become interested in the work itself or want to give back to the society. The morality of individuals, groups and society does not conflict, and individual morality can be changed into social morality. After the change, social morality is personal morality. Only when individual morality is consistent with social morality can the process of personal and social relations be harmonious, and personal behaviors and corporate behaviors can be transformed from self-interested motives to public welfare and professionalism. Justice and profit are highly unified because of the social component, so the immediate starting point of its behavior must also be altruistic to be able to take into account the sustainable development of the company, society, the well-being of individuals and groups, and emphasize the corporate behavior of mutual benefit. The result is not only beneficial to the society, but also beneficial to themselves and their rights. The premise of responsibility and responsibility is that

each one exists. Responsibility comes from the right of another person. Once the rights of others are determined, then one's relative responsibility towards him/her also arises, requiring the existing person to sacrifice his/her own enjoyment or to remove the lasting survival of future generations. To answer such a question, the future what does it have to do with me? Will it respect my rights? But every living body has a requirement to live. Perhaps it should be respected. If it does not exist yet, it has not made such a request, it cannot sacrifice the rights of others, because if they exist, they may have this requirement, but they have no way to have such rights, because they have not yet existed, and this pure requirement is based on existence. Enterprises cannot sacrifice the overall interests for local interests.

3.3. Anthropocentrism and sustainable development

When we face problems, we generally use humanity as a starting point. However, human beings are not the source of all values. Nature is subjective. Its value is not given by human beings. It is itself the highest value and ultimate goal of the existence of an organism. Things themselves have their own value. Whether or not value is not the creation of mankind, everything is not necessarily based on human beings. Life itself is value. Of course, not all values and consciousness of life are the same. People of advanced animals can use such rationality as imagination, thinking, and moral responsibility. The ability to make them have rational actions, but it also brings new risks such as anxiety, guilt, and desperation. Not only humans, but all lives, there are needs for existence, there is a sense of life, so there is freedom of the will, but the freedom of different living bodies needs different forms of expression, and all lives have value because of existence. Heidegger believes in the relationship between man and nature that nature is the foundation of all things. It treats people and animals and plants equally. Although human beings are different from other things, such differences should not make humans become the supremacy of everything on earth[3]. It is impossible for mankind to leave the world and live alone. Man and the world are inseparable. The reason why man is man is that he can survive. We can deal with all things and we cannot deny the fact that human power is stronger than other species in the natural world. Therefore, in the special role played by nature as a whole, human beings should be more to themselves, to all existing and non-existent people, There is an unshirkable responsibility for nature.

4. Strengthen corporate social responsibility construction

4.1. Enhance and strengthen people's awareness of social responsibility

Although everyone has realized the importance of corporate social responsibility, why are there so many companies that have negative news? In the past, companies were pursuing profits, neglecting the feelings of stakeholders, causing plots of hatred for the people, and thinking that they were not rich. Through the fulfillment of due social responsibility by enterprises, this problem can be alleviated to some extent. In recent years, discussion of corporate responsibilities has tended to be an antagonism, that is, when certain factors conflict and conflict in a certain context, how policy makers make trade-offs between advantages and disadvantages, and push corporate social responsibilities to the opposite of business management, companies in the pursuit of economic interests without harming other stakeholders, this type of code of conduct has in fact exceeded the law.

There are several explanations for corporate social responsibility motives. First, companies use the gratitude of society for the relief of the outside world and use it for society and promote social harmony. In addition to the economic transaction relationship between enterprises and consumers, they should also treat each other with a fair and reasonable attitude in order to avoid market externalization. Second, corporate social responsibility can be applied to internal organizational relations, emphasizing the maintenance of the internal organization. Harmony and order, the pursuit of profit is no longer the only business goal of the company, but also must have the concept of sustainable development, attach importance to the concept and behavior of corporate social responsibility, and more conducive to corporate success. We must let people know that corporate social responsibility itself is already included in the enterprise and is an unavoidable issue in business

activities. Second, it cultivates people's sensitivity to social responsibility, which has awareness of social responsibility issues, and can detect the problem lies in improving its ability to distinguish right from wrong and analyze problems. At the same time, corporate management needs to demonstrate the courage to assume social responsibility in the process of implementing the decision. Develop social responsibility from different levels. The first is on the cognitive level, such as the extension and connotation of social responsibility, followed by the practical level of social responsibility, the relevance of social responsibility and modern society, and finally, the value level of social responsibility. This is value judgment. The interests of enterprises are also personal choices, especially the choice of the main leaders of the company. Only by strengthening the construction of the first two floors can we achieve the third floor. Enterprises can't carry out their social responsibility actions merely in response to external pressure. They should be internalized into a corporate culture. Through value-added social responsibility management activities, they can gain an opportunity for their own competitive advantages. When there is not enough pressure on the outside world, and take social responsibility as its power, companies can achieve a win-win situation with the society in the market competition.

4.2. Transcend the dimension of time and space to build corporate social responsibility

In the era of artificial intelligence, corporate social responsibility construction is a journey that transcends time and space. It requires that our responsible objects not only include the people around us, but also the respect and responsibility of the entire human race, especially the future human being. Everyone is part of the historical social context. A lifetime is in a specific network of relationships. Enterprises are made up of individuals. At the same time, the establishment of a company is also in a specific network of relationships. Companies have the obligation to abide by the agreement. Responsibilities and obligations are a special kind of recognition and public life. The relationship, which constitutes the reason why the company is a business, is not only for certain important interest groups such as shareholders and customers, but also for the society it participates in, and the groups that we can identify the sense of destiny creates a sense of community that is recognized by the community and establishes a sense of belonging and mutual belonging to the communities in which they live. It also has the ability to analyze and perceive their own actions and choices, and actively contributes to the community they belong to. The ideas and wishes of other citizens to create public interest. The interdependent relationship derives from the responsibility that our actions are based on the actions of others. People have assumed other people's actions as conditions for their actions. To a certain extent, our actions depend on the assumption that others are doing something, so we have related moral obligations and responsibilities to others. So this means that we rely on others to achieve our goals, but it also means that we have general knowledge of the institutional consequences and impacts of predicting and expecting other people's actions. Mainstream justice theory often falls into the legal responsibility model, and most of the responsibility for correcting injustice is attributed to the government. In this way, it is equivalent to exempting organizations such as corporations from their responsibilities and possible positive roles.

4.3. Building corporate social responsibility with sustainable development as the core

In the era of artificial intelligence, the moral dilemma of human beings is not the main problem that corporate social responsibility emphasizes, but the responsibility that people should bear under the threat of technological rule, the survival and development of human beings and the extent of our care for the earth and its future. This means that we need to develop new dimensions and new values. If companies want to achieve sustainable development, they need to focus not only on the economic level, but also on the three dimensions of environment and society. They should include the three principles of fairness, sustainability, and commonality, and they must be fair on the social level. To meet the basic needs of the contemporary and the next generation; on the economic level, sustainable development based on the protection of the ecosystem; on the natural level, the harmony between the enterprise and nature. Because many consumers will be transformed into social behaviors such as

corporate ethics and ethics, and resist some irresponsible companies. Doing good is not the whole of corporate social responsibility. The key is to give full play to the influence of society and enhance the positive energy of society.

Sustainable development of an enterprise is an action, not just an ideal. To be a company that responds to the sustainability needs and challenges of a large environment, it is not a question that should or should not be done, but how it should be done. In-depth understanding of the company's own characteristics and core competencies, identifying issues that can be invested, investing in good faith, and mastering the competitive advantages of the environment and sustainability, achieving economic sustainability, environmental sustainability, social sustainability, and cultural sustainability. This leads to permanent sustainability.

4.4. Revisit corporate behavior standards

In the era of artificial intelligence, companies use big data to invade users' personal information and other issues, indicating that companies still need to be strengthened in terms of social responsibility[4]. The key is what companies are responsible for, that is, what are the criteria for measuring the consequences of corporate actions. In the past few decades, the concept of corporate product sales has shifted from product-oriented to consumer-oriented. Now it has entered a value orientation. The goal is to make the world a better place, and to balance the pursuit of profit with social responsibility. In modern society, the standard of corporate behavior is that the consequences of behavior must be compatible with the permanence of real human life. Considering the future of the entire human race, we cannot sacrifice the survival of future generations for the sake of a better life. We must not take the risk. There is no such right. Our responsibility stems from the fact that other people are part of a cooperative and competitive process system that is interdependent and pursues the realization of plans. Only when there are many actors in different positions in the social structure, When we work together to intervene in the social structure to try to create other outcomes, these processes may be changed, they can only perform their duties through collective actions. Companies also have to share responsibility for reversing these processes in order to reduce and eliminate the injustice it generates.

Of course, solving the problem does not only strengthen the moral awareness of corporate social responsibility, but more importantly, it allows the responsible bearer, that is, the company to determine the action policy on its own, and at the same time, it introduces a third-party monitoring mechanism because the distribution of responsibilities is inevitably controversial[5]. Responsible behavior should be careful consideration of the outcome of the action before the operation. What kind of negative effects can it have and what adverse impact on others? Then choose to choose the most beneficial action for all affected people.

5. Summary

In the era of artificial intelligence, corporate social responsibility can not be denied, there is no inevitable answer, and the results can not be measured through the answer, because the responsibility is a measure of self, self-evaluation, that is, to understand their own responsibilities. Corporate social responsibility is built on corporate and interests. On the basis of related party relations. In the company's business activities, companies should understand their responsibilities and be a responsible company. Stakeholders should learn how to look at responsibilities and grasp the boundaries of responsibilities. Not only the company have the expertise to produce qualified products, but it should also have a sense of mission, stakeholders can recognize their role as a citizen of the enterprise, and thus, on the emotional level, identify with the community they belong to and understand what they are doing. The responsibilities to be assumed include not only the formal provisions of the law, but also the strong sense of recognition of the company's perception of the relationship between the group and oneself, so that we know how good or bad our own behavior is. We are closely related to the overall progress of the society, and are willing to do our utmost. Every effort is made to promote the civilization of the living society and take care of the future well-being of the future generation.

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