

Chinese Report:
Being Responsible In East Asia
CSR Practices of Global Compact
Members in China

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General Information of Selected Companies

- **Baidu**

- The biggest Chinese search engine and the second biggest search engine in the world
- Joined UNGC in 2008(10 Most Environmentally-friendly Brands in consumers' minds awarded by WPP Group in 2008)

- **China Minmentals**

- A large global enterprise group with exploration and development, production, trading and integrated services of metals and mineral
- Joined in UNGC in 2009
- won the Golden Bee Award for corporate leaders with the excellent CSR report” by WTO Economic Journal of the Ministry of Commerce, in 2009

General Information of Selected Companies

- **COSCO**
 - A multinational enterprise that focuses its business mainly on international shipping and logistics on bulk terminals as well as vessel building and repairing
 - Joined UNGC in 2004
 - Appraised as notable report by UNGC for four consecutive years (2006–2009)
- **Esquel**
 - A multifunctional global scale textile and apparel manufacturer as well as a leading producer of premium cotton shirts
 - Joined UNGC in 2000

General Information of Selected Companies

- **Lenovo**
 - A global leading PC manufacturer
 - Joined the UNGC in 2007
 - Won the Best CSR Award 2009 by Annual Meeting of the Competitiveness of Chinese Enterprises
- **SGCC(The State Grid Corporate of China)**
 - A state-owned enterprise that ran all the grid and power plants in the country
 - Joined UNGC in 2006
 - Won China Charity Award by the Ministry of Civil Affairs for three times, namely, 2006, 2008 and 2009

Discussion and Conclusions

- ***Supply Chain Management***
 - An important part in fulfilling corporate social responsibility
 - As part of risk management
 - Regulating supplier selection processes
 - For instance, Baidu purchases only energy efficient servers, although more expensive, which coincides with its green strategy.
 - But hardly influence their suppliers to become more socially responsible.

Discussion and Conclusions

- ***Stakeholder Dialogue***
 - Every enterprise, especially state-owned enterprises carefully handle their relationship with governments
 - The aim of the Chinese labor unions is to help management maintain harmonious relationship among employees as well as between employees and management

Discussion and Conclusions

- ***Gender Issues***

- The male and female ratio is 7:1 in the top management
- Gender issue is not a general concern in Chinese enterprises as required by the “PRC Law of Women Protection”
 - Female employees can't be laid off during period of pregnancy, 90 days maternity leave
 - Women should be paid equally as men for the same job position
 - No gender discrimination in promotion.
 - Designing and offering more training programs for women employees

Discussion and Conclusions

- Overseas Practice
 - The Chinese companies selected in this study do little in their CSR practice in Korea and Japan
 - The selected companies do not have much business in two countries
 - Most of these companies still need time to extend their CSR practices to their overseas operations
 - Most of these companies do not integrate them strategy with CSR practices

Thank You

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