DISCUSSION AND RESEARCH ON FACTORS AFFECTING THE IMPLEMENTATION OF CSR IN ENTERPRISES

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Abstract - Since the establishment of World Business Council for Sustainable Development (WBCSD) in 1995, numerous organizations around the world have been actively researched and discussed proposals and strategies helpful to the improvement of corporate social responsibility (CSR). Developed to today, CSR issue has not only become the basic principle of corporate operation for enterprises, but also a core value, making enterprises also attach importance to human rights, safety and health, community participation and environmental protection in addition to their own business interests. However, in traditional economy the main purpose of an enterprise is to create profits, so what are the factors that make enterprises throw themselves into the wave of CSR? In this paper, the authors discussed the factors affecting the implementation of CSR by means of literature exploration and field interviews with enterprises, and compiled the findings into four main dimensions and the contained 15 sub dimension factors, and then conducted the discussions and analysis on the weights among various influencing factors through using Analytic Hierarchy Process (AHP). From the research results found that “leader’s intention” has the highest degree of influence, followed sequentially by the other three main dimension factors “corporate resources”, “industrial environment”, and “public motivation”.

Keywords - Corporate social responsibility (CSR), leader’s intention, corporate resources, industrial environment, public motivation, Analytic Hierarchy Process (AHP)