

From Corporate Social Responsibility to Corporate Citizenship – Three Decades of Business Ethics

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從企業社會責任到企業公民
—三十年商業倫理的回顧與反思

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World of Commerce in era of Globalization

- Technology-aided and Trade-driven global commerce.
- Increasingly interconnected global economy.
- Transnationals have significant impact on states and the environment.
- Global warming, resource depletion, loss of plant and animal species, pollution of all kinds are directly and indirectly related to corporate activities.

Corporate Conduct in the Globalized Commerce

- The global market forces corporations to drive down costs.
- The “race to the bottom” phenomena created abuses.
- massive layoffs and unemployment as a result of plant relocation.

Responses to Corporate Abuses by Civil Society, State and Business

- Abuses exposed by NGOs, acted to pressurize corporations to make changes.
- Enlightened consumers and citizen groups
- The state
- Enlightened companies
- Concerned Business Associations

Global Norms and Standards

- The Sullivan Principles (investment in South Africa)
- The CEREs Principles (1989 The Coalition for Environmentally Responsible Economies)
- The Caux Roundtable Business Principles
- Other UN, ILO initiated norms and codes of conducts

Paradigm Shifts in Basic Values

Critical Concerns of Corporate Citizenship

- The environment
- Human rights in the workplace
- Fair trade
- Ethical investment: sanctioning arms trade, tobacco, animal exploitation etc
- Education

Environmental Audit: e.g. ISO14000

To measure a company's activities against regulations

To measure a company's activities against the company's policies

To monitor the effectiveness of a company's environmental management system
To lessen a company's environmental impact through continuous improvement

Social Audit

To measure how employees and other stakeholders perceive the company
To assess how the company is fulfilling its aims
To find out how the company is working with its own values

Ethical Audit

To identify a company's values and their sources
To determine whether the values are consistent with a company's policies and operations
To assess whether they conform with the values of the people working in the company

Conclusion

- Corporate SR and CC is beyond corporate philanthropy, shaped by evolving business-society relationship, sharing the common values and virtues.
- Business as a moral community: it has its rights and responsibilities, constantly redefined as society and its values and norms evolve.
- Corporate citizenship reflects the emergence of new social contract between business, society and the environment, which includes a renegotiated balance of power, rights and responsibilities, as well as values and norms.