

Internet Corporate Social Responsibility in the Context of Digital Transformation

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1. INTRODUCTION



The rapid development of the Internet economy has become a link between many interest groups and thus an important fulcrum of China's economic growth, which inevitably requires Internet corporations to assume more corporate social responsibility in order to achieve sustainable development of Internet enterprises.



Corporate social responsibility (CSR) is the responsibility of enterprises to voluntarily undertake responsibilities that are conducive to sustainable economic and social development, in addition to the basic responsibilities stipulated by law. CSR is not a burden or cost, but a proactive strategic brand behavior.



As an trading platform, the Internet has media attributes, social attributes and commodity trading attributes. These social attributes require internet companies to undertake more social responsibilities. In addition to assuming the social responsibilities of traditional corporations, the social responsibilities of Internet companies should also actively assume the responsibility of business civilization innovation, spread the positive energy of society and maintain national information security and information security of netizen.

2. RESEARCH METHOD

2.1 Literature Research

2.2 Case Analysis

3. RESEARCH FINDINGS

3.1 Reform of The Responsible Subject

3.2 The Motivation to Fulfill Responsibility Has Changed

3.3 Social Responsibility Model Reform



4. DISCUSSION

4.1 Internet Enterprises Establish the Concept of Cooperation and Sharing to Fulfill Social Responsibility

4.2 Internet CSR Disclosure Methods Tend to Be Open and Transparent

4.3 CSR Strategy Promotes the Harmonious Development of Enterprise and Society

CONCLUSION



Internet corporations are important economic organizations in the digital transformation. The subject of CSR fulfillment, the motivation of fulfillment, the way of fulfillment, and the management of responsibility fulfillment have all undergone unprecedented reforms. Internet corporations should strengthen the establishment of corporate social responsibility awareness, consciously raise CSR to the level of corporate strategy, take the solution of social problems as the driving force, make full use of their advantages to innovate CSR fulfillment methods, take the initiative to undertake their own obligations, achieve sustainable development of corporations , and realize the common development of enterprises and society.