

Research on the Government's Countermeasures to Promote State-owned Air Cargo Enterprises to Fulfill Social Responsibility

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Abstract: With the rapid development of the air cargo industry, its high efficiency, convenience and relatively low initial investment make air cargo a representative industry of modern logistics. Relevant research shows that the fulfilment of corporate social responsibility can not only enhance the overall strength of enterprises, but also promote the sustainable and stable development of society. For this reason, how the government promotes the fulfilment of social responsibilities in the fast-growing state-owned air cargo enterprises, so as to further promote the rapid development of the entire industry has become a problem worthy of attention. This paper analyzes the problems existing in the current government's promotion of state-owned air cargo enterprises to fulfill their social responsibilities, and puts forward countermeasures and suggestions to improve the government's promotion of social responsibility fulfillment by state-owned aviation freight enterprises. It aims to promote the transformation of the government's "visible hand" and encourage state-owned aviation freight enterprises to better fulfill their social responsibilities.

1. Introduction

At the 19th National Congress, national leaders proposed the strategic concept of developing a "transportation power", marking my country's transformation from a "transportation power" to a "transportation power". Civil air cargo enterprises, especially state-owned civil air cargo enterprises based on the public economy, play a decisive role in this strategy, seize strategic development opportunities at the national level, and fulfill the social responsibilities of state-owned civil air cargo enterprises [1,2]. What kind of basic concepts and awareness should the government uphold, and how to strengthen construction in terms of institutional design, regulatory system, law enforcement innovation, supervision and guidance, etc., so as to maximize the benefits of social responsibilities performed by state-owned civil air cargo enterprises, are what we need to care about and solve the problem.

At present, the factors that have a greater impact on the sustainable development of enterprises are product safety, professional ethics, environmental protection and other social responsibility issues, which are often ignored by enterprises in the production and operation in order to pursue the maximum benefit [3]. It has a hindering effect on the further harmony of society. Therefore, the issue of corporate social responsibility has attracted much attention. More and more scholars have conducted extensive research on this issue, and have achieved phased results in many fields in recent years. However, most of the research on corporate social responsibility in my country is taking the enterprise itself as the research object, from the perspective of management principles and economic principles, it is necessary to study and explore the fulfillment of social responsibilities of relevant enterprises. The issue of responsibility cannot be separated from the economy owned by the whole people, the road to socialism, and the guidance of the government. Traditional research perspectives have not mentioned it. This paper summarizes the feasible experience and puts forward reasonable countermeasures by combing and analyzing the status quo of the government's promotion of state-owned air cargo enterprises to fulfill their social responsibilities, using policy tools to improve government support and guide civil aviation cargo enterprises to fulfill their social responsibilities, and staged evaluation of support effects. State-owned air freight companies are actively expanding the path to realize social responsibility and building a theoretical framework for state-owned enterprises to fulfill their social responsibilities.

2. Related concepts

2.1 State-owned air cargo enterprise

State-owned enterprises refer to solely state-owned enterprises, state-owned capital-controlled enterprises and state-owned capital-controlled enterprises that are performed by the State Council and local people's governments on behalf of the state, including enterprises at the same level that are regulated by the central and local state-owned assets supervision and management agencies and other departments[4]. Air cargo enterprises refer to enterprises that provide customers with transportation, processing and transit of goods, mail, luggage, etc. by air through various air transportation methods. Combining with the definition of state-owned air cargo enterprises, state-owned air cargo enterprises refer to enterprises funded and established by the State Council and local people's governments to provide customers with transportation, processing and transit services of goods, mail and luggage in the form of air transportation. State-owned aviation enterprises refer to wholly state-owned enterprises funded by the State Council that use aviation aircraft as a means of transportation to carry personnel. Comparing the difference between the concepts of state-owned air cargo enterprises and state-owned aviation enterprises, state-owned air cargo enterprises mainly transport goods, while state-owned aviation enterprises mainly transport passengers.

2.2 Social Responsibility of State-owned Air Cargo Corporate

At present, my country's three major state-owned air cargo companies have all completed the mixed ownership reform, while state-owned assets still dominate, which shows that state-owned air cargo companies have dual attributes of "state-owned" and "enterprise" [5]. First of all, for state-owned enterprises, social responsibility is not only the value of the enterprise itself, but also the special significance of its existence after it has national attributes. As the most advanced productivity in the modern logistics industry, air cargo has its own unique characteristics: secondly, providing air cargo transportation services is the value of air cargo companies. For the employees of

air cargo enterprises, the dangers posed by air flights are incomparable to those of other modes of logistics and transport. For the employees of air cargo enterprises, the dangers posed by air flights are incomparable to those of other modes of logistics and transport. Finally, air cargo enterprises consume more energy in their development process, which is prone to cause pollution to nature and society. To this end, it is also the social responsibility of air cargo companies to strengthen the prevention and control of atmospheric noise pollution, achieve comprehensive carbon goals, and achieve sustainable development of resources and environment. In short, state-owned air cargo enterprises are both public welfare and economic, and should be jointly managed to maximize economic benefits and social responsibilities. To this end, the social responsibility of state-owned air cargo companies refers to, on the basis of achieving economic benefits, having public welfare attributes and fulfilling social responsibilities in many aspects such as employee development, green environmental protection, safety and stability, stable employment, and public welfare activities.

3. Analysis of current situation

3.1 The effectiveness of government promotion

At present, the government mainly focuses on three aspects: policy formulation, supervision and management, and guidance and incentives, and adopts financial subsidies, technical support and other measures to promote state-owned air cargo enterprises to fulfill their social responsibilities.

3.1.1 Policy formulation aspects

The "Decision of the Central Committee of the Communist Party of China on Several Major Issues Concerning Comprehensively Deepening Reform" passed by the Third Plenary Session of the 18th CPC Central Committee marks that my country's reform and opening up has developed to a deeper level. Since the reform and opening up, our country has completely realized the separation of government and enterprises. Based on the market failure theory, the traditional view is that relying solely on the market to allocate resources can easily lead to failure, so the government needs to use administrative means to intervene. The "Civil Aviation Law of the People's Republic of China", as the most effective law in the field of civil aviation, stipulates provisions related to the performance of social responsibilities in Article 67; Articles 59 and 60 of the administrative regulations "Civil Airport Management Regulations" also have environmental protection regulations. The responsibility for protection has been detailed and clarified; the General Aviation Flight Control Regulations stipulates that the approval time needs to be shortened when performing social responsibility tasks such as emergency rescue, rescue and disaster relief.

The State-owned Assets Supervision and Administration Commission of the State Council established the Social Responsibility Bureau in 2022. Its key tasks are to focus on promoting "double carbon" work, safety and environmental protection work, and practicing ESG concepts. It is closely connected with ecological and environmental protection work. It consists of the General Department, the Social Responsibility Department, Safety and Emergency Department, Environmental Protection and Low-Carbon Department and Assistance Work Department. From this, it can be seen that the state pays more and more attention to the fulfillment of social responsibilities of central enterprises (including state-owned air cargo enterprises), and the social responsibility goals of central enterprises are becoming more and more clear.

3.1.2 Supervision and management

In practice, it is not difficult to see that the effectiveness of state-owned air cargo companies in fulfilling their social responsibilities depends on government supervision. First of all, in order to

ensure that state-owned air cargo companies fulfill their flight safety responsibilities, the government has raised aviation safety to a very high level, carried out "safety inspections" and "safety rectification" in a timely manner, and adopted a "zero tolerance" attitude towards safety accidents. Ensure the absolute safety of aviation. Secondly, in order to improve the ability of state-owned air cargo companies to protect consumer rights and interests, the Civil Aviation Administration of China has opened a Chinese civil aviation service quality supervision hotline (12326), which has effectively eliminated stubborn problems such as cargo loss and prohibited logistics, and ensured that the rights and interests of customers and consumers are protected. . Thirdly, in order to enhance the ability of enterprises to fulfill their social responsibilities for green environmental protection, the government has formulated mandatory policies to promote state-owned air cargo enterprises to accelerate the green development process and establish a corresponding evaluation system [6].

3.1.3 Guidance and incentives

Guidance and incentive measures are very important in promoting enterprises to fulfill their social responsibilities. The government can take multiple measures to guide and encourage state-owned air cargo enterprises to fulfill their social responsibilities through technological improvement, normative formulation, and financial support. First, the government continues to promote the realization of air cargo companies' social responsibility for environmental protection through the optimization of professional policies. For example, in the "Guiding Opinions of the Civil Aviation Administration on Accelerating Energy Conservation and Emission Reduction in the Industry", it is required to focus on strengthening energy conservation and emission reduction in the main business of airlines, by optimizing the route network and capacity allocation, improving the fleet structure, and strengthening alliances and cooperation. Second, the government formulates a sustainable development plan for the air cargo industry. In order for an enterprise to continuously and effectively fulfill its social responsibilities, the premise is that the enterprise itself can develop benignly and sustainably. Therefore, the government must formulate a series of measures to promote the sustainable development of enterprises. Third, the government requires state-owned air cargo companies to improve their information disclosure capabilities, complete CSR reports with quality and quantity, and release them to the public.

3.2 The existing problems and reason analysis

Over the years, the government has made great efforts to promote state-owned air cargo companies to fulfill their corporate social responsibilities, and has achieved many results in improving flight safety, improving employee rights and interests, customer responsibility, environmental protection, and fulfilling social welfare responsibilities. However, there are still many problems, such as the lack of clear boundaries of the main body of policy formulation, the lack of a policy formulation effect evaluation mechanism; the supervision and governance mechanism is not perfect, and the supervision and management methods are relatively simple; there is a lack of extensive guidance on social responsibility cognition, and the government lacks positive incentives. These problems have, to a certain extent, restricted the government's efforts to promote state-owned air cargo enterprises to fulfill their social responsibilities and develop to a higher level.

3.2.1 Shortcomings in policy formulation

The boundaries of responsibilities of policy-making entities are not clear enough. At present, although the Social Responsibility Bureau established by the State-owned Assets Supervision and Administration Commission is conducive to promoting the fulfillment of social responsibilities by state-owned air freight companies, the Social Responsibility Bureau currently has departments based on the type of social responsibility, and has not been subdivided according to industry

characteristics. For example, in the promotion of energy conservation and emission reduction, SASAC, as the competent department of central enterprises, and CAAC, as the competent department of aviation enterprises, issued the "Notice on Further Strengthening Energy Conservation and Emission Reduction of Central Enterprises" and "Civil Aviation "Guiding Opinions on Energy Conservation and Emission Reduction", in the management of energy conservation and emission reduction, there will be multi-management, which will cause enterprises to deal with the pressure and burden of different management departments, and easily lead to the situation that enterprises are too tired to deal with it and do things hastily. In the field of state-owned air cargo, there are still many cases of multi-management of such policy-making entities. Now that the Social Responsibility Bureau has been established, the boundaries of policy-making entities should be clarified, and professional branches in various industries should be strengthened on the basis of existing institutions.

3.2.2 Inadequacies in supervision and management

The regulatory governance mechanism is not sound. As far as the current supervision situation is concerned, the government has a "one size fits all" problem with the social responsibilities that all enterprises need to undertake. It has not determined more specific evaluation standards based on the size of various enterprises, profitability, etc., and lacks quantitative supervision. Specifically, the Civil Aviation Administration is the competent administrative organ of state-owned air cargo companies. It formulates relevant development plans and annual target plans, and organizes implementation and supervision and inspection. The means and methods of supervision are relatively simple. For example, the Civil Aviation Administration issued "Several Policies and Measures on Controlling the Total Operational Volume, Adjusting the Flight Structure and Improving the Punctuality Rate of Flights". Only by adjusting the route structure, adjusting freighter aircraft types and other measures can we maximize the use of existing time resources to meet the needs of the air cargo market. From the appearance point of view, the lower total flight production is good for ensuring the normal production and operation, and it can also force the state-owned air freight companies to replace larger models to meet market demand. However, this customary repressive means will increase the operating costs of enterprises, and may cause a decline in service capabilities, thereby affecting the experience of cargo owners, which is not conducive to the fulfillment of social responsibilities by state-owned air cargo enterprises. It can be seen that the Civil Aviation Administration usually restricts the behavior of state-owned air cargo companies by formulating and issuing mandatory policies. Some aspects are detrimental to the high-quality development of air cargo.

3.2.3 Shortcomings in guidance and motivation

There is a lack of extensive guidance on social responsibility awareness. Judging from the existing implementation norms, the government has very few normative documents for fulfilling social responsibilities, and there are only large-scale framework types, lacking a guiding mechanism for enterprises to fulfill their social responsibilities. For example, the current state-owned air cargo enterprise training system usually includes "Dangerous Goods Transportation Training", "Cargo Transportation Training", "Safety Regulations Training", etc.

However, there is no specialized and systematic training on corporate social responsibility. At most, a small part of the social responsibility that the company has fulfilled is mentioned in the corporate culture training, which is not conducive to enhancing the awareness of corporate employees in fulfilling social responsibility. It can be seen that for state-owned air freight companies, there is a lack of systematic training and learning on corporate social responsibility related content from top to bottom. In daily learning, companies usually organize training related to business knowledge instead of The incorporation of corporate social responsibility-related knowledge into the training system will lead to insufficient understanding of the connotation and

extension of corporate social responsibility for most employees.

The government lacks positive incentives. At present, the overall social responsibility evaluation system has not yet been formed, and the government's own understanding of social responsibility is still not comprehensive, especially in terms of positive incentive measures. For example, at present, the competent government departments usually have an award mechanism for business aspects such as enterprise safety and service, but there are not many incentives for employee welfare, labor environment, ecological environment, etc., which will reduce the enthusiasm of enterprises to fulfill their social responsibilities in this area. The "award mechanism" and "spiritual incentives" play an important role in the government's promotion of state-owned air cargo enterprises to fulfill their social responsibilities, indicating that state-owned air cargo enterprises are very much looking forward to positive incentives from relevant government departments for their social responsibility work. If the incentive measures can be positively publicized through the media, it will have a better role in promoting the fulfillment of social responsibilities.

4. Suggestion

In terms of policy formulation, it mainly encourages enterprises to fulfill their social responsibilities by setting up sub-organizations with industry characteristics on the basis of existing policy-making agencies and formulating more effective economic preferential policies; in terms of supervision and management, it mainly establishes targeted Social supervision standards, strengthening the participation of multiple subjects in supervision, and promoting enterprises to establish a self-supervision mechanism; in terms of guidance and incentives, the government mainly guides enterprises to establish positive values, and combines spiritual and material incentives.

4.1 Improve policy

The government should establish subordinate agencies with industry characteristics based on existing policy-making agencies. On the one hand, due to the change of government administrative functions and supporting institutional reforms and functional adjustments, there are some parts of the government's functional agencies that have unclear division of responsibilities and overlap with each other. This has resulted in many problems such as multiple branches of government and different standards of law enforcement. Although the State-owned Assets Supervision and Administration Commission of the State Council has established a Social Responsibility Bureau, the Social Responsibility Bureau currently has departments based on the type of social responsibility, without subdividing it according to industry characteristics. Most of the policies formulated are aimed at all state-owned enterprises, lacking professionalism and pertinence. In order to better promote the performance of CSR by enterprises in the civil aviation field, a lower-level management organization with industry characteristics should be established under the Bureau of Social Responsibility. This makes the social responsibility-related policies formulated by the Social Responsibility Bureau more targeted and professional, and strengthens the government's ability to promote enterprises to fulfill their social responsibilities.

On the other hand, the government's promotion of state-owned air cargo enterprises to fulfill their social responsibilities cannot be separated from the support of efficient and responsible management teams. Due to the unique operation and development model of state-owned air cargo enterprises, they are closely related to supporting resources such as emergency response, public security, fire protection, electric power and other industries. Therefore, in the process of promoting state-owned air cargo enterprises to fulfill their social responsibilities, the government should strengthen the introduction and training of professionals and the assessment of cadres, do a good job of promoting state-owned air cargo enterprises to fulfill their corporate social responsibilities under the current conditions, and smooth the administrative management. Coordinate and communicate between departments, simplify policy response procedures, and improve work efficiency.

4.2 Strengthen management

Supervision of the performance of social responsibilities mainly includes the government's supervision and enforcement based on laws and regulations, but also includes public opinion and third-party institutions' supervision of enterprises' performance of social responsibilities. At the same time, the establishment of a self-supervision mechanism by state-owned air cargo enterprises is also a way for them to fulfill their social responsibilities.

The government should establish targeted social supervision standards. The current social supervision of state-owned air cargo companies' implementation of corporate social responsibilities is mainly based on news media's supervision of state-owned air cargo companies' implementation of social responsibilities based on breaking news or in-depth investigations. On the one hand, because this kind of supervision starts after negative news is produced, the state-owned air cargo enterprises under supervision cannot fully bear it psychologically. On the other hand, due to the rapid development of self-media, the supervision of corporate social responsibilities is also in full swing, presenting a situation where information sources conflict with each other and it is difficult to distinguish true from false. To this end, establishing a set of social supervision standards for enterprises to perform social responsibilities that are consistent with laws and regulations, such as establishing a corporate responsibility blacklist system and regularly disclosing the situation, setting up a hotline for supervision and complaint of air cargo enterprises performing social responsibilities, etc., can also play an effective role. It can guide the clarification of the social supervision subject, method, responsibility and legal consequences of the implementation of corporate social responsibility, as well as the issues that need attention.

Relevant government departments strengthen the participation of multiple subjects in supervision. At present, the main subjects of social supervision of enterprises' performance of social responsibilities are journalists and ordinary people. Since state-owned air cargo enterprises are highly professional in their operations, ordinary journalists and ordinary people cannot better discover the hidden social responsibilities. The shortcomings in the performance of responsibilities, and put forward suggestions for improvement. Therefore, it is necessary to expand the scale of the subject of social supervision for enterprises to implement social responsibilities, and introduce multiple supervision mechanisms. For example, inviting independent third-party audit institutions that have nothing to do with the government or enterprises to participate in auditing and supervising the performance of corporate social responsibilities by state-owned air cargo companies in accordance with established requirements can strengthen public opinion supervision while improving the performance of state-owned air cargo companies in fulfilling their social responsibilities.

4.3 Guiding excitation

The government guides enterprises to establish positive values. The main constraint factor for the government to promote enterprises to fulfill their social responsibilities is the awareness of corporate responsibility and the concept of leadership, so it is particularly important to guide enterprises to establish positive values. With the awareness of "the whole country is a chess game", under the current socialist market economy conditions, the government must first establish positive values to promote state-owned air cargo enterprises to fulfill their social responsibilities. First, to promote the fulfillment of social responsibilities by state-owned air freight companies, the government needs to establish a sense of the overall situation and establish a national movement. The second is brand-oriented awareness. The government can make state-owned air cargo companies aware of their own importance through reward mechanisms and publicity of positive examples, and can make the corporate brand deeply rooted in the hearts of the people, enhance the corporate image, and not only be spiritually satisfied, can obtain more economic benefits, and promote a win-win situation for the government, enterprises and society. The third is to establish the

awareness of "talents develop enterprises". The key to promoting the performance of CSR by state-owned air freight companies lies in people. Therefore, among state-owned air cargo enterprises, senior managers are the key minority for enterprises to fulfill their social responsibilities. They promote state-owned cargo enterprises to fulfill their social responsibilities from the aspects of policy constraints, moral guidance, and institutional constraints. At the same time, my country's air transport industry is in a period of rapid development. The rapid development of state-owned air cargo enterprises will inevitably require a large number of professional talents. Strengthening social responsibility and moral education in the talent introduction stage will be an important part of the basic unit of the enterprise.

5. Conclusion

As an industry at the intersection of modern logistics and modern air transportation, state-owned air cargo enterprises play a decisive role in measuring the level of transportation construction in a country. Therefore, while achieving economic development, the extent to which state-owned air cargo enterprises fulfill their social responsibilities has also become an important indicator for the public to measure whether the industry can provide general benefits to society. This article proposes to improve the Chinese government's countermeasures to promote state-owned air cargo enterprises to fulfill their social responsibilities from three aspects: policy formulation, supervision and management, and guidance and incentives. These recommendations need to be tested in practice. To this end, the government plays the role of regulator, supervisor, and promoter to promote state-owned air cargo enterprises to perform their social responsibilities. This can provide reference for the government to promote the systems and methods of state-owned enterprises to perform social responsibilities and promote enterprises to perform social responsibilities, and then promote A virtuous cycle of economic and social development to achieve sustainable development.

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