

Performing platform corporate social responsibilities under the background of COVID-19——takes Co. A as an example

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Abstract: Based on the unique dual characteristics of platform enterprises, this paper studies the social responsibility performance of enterprises with Company A based on the COVID-19 epidemic as the background. And the importance level model and economic responsibility, legal responsibility, moral responsibility, charity responsibility embedded in the "concentric circle" model for discussion. The study found that even though the COVID-19 epidemic has had a certain impact on the economic development of the world, it also contributes to the economic transformation and the development of the digital economy. In addition, in the process of fighting against the epidemic, platform enterprises can actively fulfill their social responsibilities based on their big data system and cloud computing system, which can actively fulfill their social responsibilities and help in the fight against the epidemic and economic recovery.

1. Introduction

Since December 2019, due to the sudden outbreak of COVID-19, it has had a significant impact on all over the world and aroused wide attention from all walks of society. With the development of the epidemic, the macro economies of other countries in the world have shown negative development trends. However, some new economic development models different from the traditional real economy, such as the emergence of the digital economy, have played a huge role in completing the economic transformation and the fight against the epidemic. For platform enterprises, they have unique dual characteristics, which is the focus of the digital economy, the main feature of the digital economy organization mode, and also an important starting point for China to build a digital development model [1]. As an important market participant to promote economic development and an important organizational carrier to promote the improvement of the national governance system, platform enterprises should give full play to their dual nature, fulfill their social responsibilities, and contribute to the epidemic prevention and control in the face of major public emergencies [2].

As a leading enterprise, Company A has actively participated in the innovation and research and development of new products in the epidemic prevention and control to promote economic recovery. During the epidemic period, with many offline retailers moving to online, the marketing was promoted to consumers based on Internet platforms through 'live streaming with goods'. According to its financial report for the financial year ended March 2021, its digital economy total commodity transactions (GMV) exceeded \$1.2 trillion, core business revenue rose 42% year on year, and cloud computing revenue rose 50% year on year.

Company A is able to actively fulfill its social responsibilities and constantly optimize during the epidemic period. By the fiscal year of March 2020, it had invested more than 3.3 billion yuan and other resources to support China and the global fight against the epidemic. At the same time, Company A integrates the power of digital economy, goes all out to help economic recovery and development, and provides corresponding support for small and medium-sized enterprises. The plan launched in April 2020 is committed to help small and medium-sized enterprises in digital transformation and upgrading and meet the challenges brought by the epidemic. This plan includes five aspects, 16 support measures, through foreign trade upgrading online break through, help foreign trade to explore domestic sales, build a digital industrial belt, smart network to help agriculture and agriculture, financial support to

help small and medium-sized enterprises to overcome difficulties. In addition, Company A strictly examines the identity information and business license of the platform merchants according to law to ensure the regularity of the commodities provided, so as to protect the rights and interests of consumers. In addition, it has actively fulfilled its charitable obligations, and it has donated more than 200 million medical supplies to more than 150 countries and regions.

Combined with the above analysis, this paper will discuss the performance of platform enterprises based on the unique dual characteristics of platform enterprises and the "concentric circle" model, and put forward a plan on governance and optimization. Therefore, the platform will help platform enterprises determine their social responsibilities from a clearer perspective, promote the modernization of the national governance system, and provide other countries in the world with Chinese solutions and experience to deal with major public emergencies.

2. Literature review

The economic impact of COVID-19 on China and the world and the economic development after the normalization are the topics of concern for current scholars. Some scholars pointed out that the impact of COVID-19 on China's economy is divided into two stages: the first impact of the spread of the epidemic in China on the Chinese economy, and the second impact on the Chinese economy after the spread of the epidemic around the world [3]. No matter which impact, it has brought a certain negative impact on China's macroeconomic development, industrial development and financial market development.

From a macroeconomic perspective, on the supply side, due to the shutdown and stagnant transportation and logistics systems, enterprises may face the risk of cash flow fracture [3]; on the demand side, consumption, investment and export decline in the short term, especially for the entertainment industry, the film and entertainment industry in 2020 [4].

From the perspective of industrial development, Affected by the epidemic, There are traffic blocking and closed management in some areas, large trading markets are closed. Accordingly, the normal production of the breeding industry and the manufacturing industry is affected, lead to a significant decline in its income; Because employees can not resume work on time, investment, development and construction can not be completed on time, Sales in the real estate industry have basically stopped; With the General Office of the Communist Party of China, the General Office of the State Council issued the Notice on Ensuring the People's Local New Year Services, some railways and flights will be suspended or grounded, The transportation industry shows a negative state [3].

From the perspective of financial market, the emphasis is on the stock market, bond market and currency market, the cost pressure for the failure to resume work on time to repay the debt on time; and with the global outbreak, import and export trade, travel industry and study abroad were affected to different degrees, lowering the RMB exchange rate [4].

Therefore, in the short term, the external impact of COVID-19 has exerted some downward pressure on the economy; but in the long term, the epidemic has created opportunities for China's economic transformation and promoted the development of the digital economy[5]. The COVID-19 epidemic has accelerated the transformation of the retail business model, prompted more offline businesses to move to online sales, and helped to the development of economic transformation [6]. As an important part of the digital economy, platform-based enterprises promote the continuous optimization of governance subjects, governance process and governance means and tools based on the business ecosystem, and finally promote the modernization of the national governance system and governance capacity [7].

For the performance of corporate social responsibility, scholars mainly discuss the relationship between corporate social responsibility and financial performance. As an important participant in the market, the enterprise only considers the interests of shareholders and ignores the interests of other stakeholders, which leads to the social interests cannot be satisfied, and will certainly hinder the development of the enterprise [8]. Therefore, enterprises should attach importance to their social responsibility and take their social responsibility into strategic decisions [9]. Because the social responsibility of enterprises is closely related to people's lives, whether and whether will affect the interests of the public, corporate social responsibility is an important condition to establish a

harmonious society and improve the quality of people's life. The higher the importance the enterprise attaches to the stability and protection of the overall society, the higher the public support won, the consumers will actively buy the products or services of the enterprise, and improve the performance of the enterprise [10]. As the majority of stakeholders, they expect enterprises to actively fulfill their social responsibilities and assume more social responsibilities when the economic benefits are good [11]. Therefore, corporate social responsibility can help enterprises to create a good business environment, establish good public relations, improve corporate image, enhance corporate reputation, so as to attract more talents for enterprises, and help enterprises to establish long-term competitive advantages [9].

Since October 2016, when the chairman of the board of A proposed the concept of "new retail", the physical retail industry has been gradually transformed and made great contributions to China's economic development [12]. As a leading enterprise in the commercial market, Company A was able to actively exert its influence and fulfill its social responsibilities during the epidemic. Based on its strong ability of big data and cloud computing, it has continuously strengthened cooperation with government departments, updated authoritative epidemic information through various software, and provided key services such as online consultation and medical critical material information contribution [2].

Based on the above literature, this paper conducts a corresponding study on the social responsibility of platform enterprises with Company A combined with the background of COVID-19 epidemic. At present, the academic circle has done little research on such theories, so this paper will further enrich the current research content, which will help the academic circle to better understand the particularity of platform-based corporate social responsibility, and clarify the role of platform-based enterprises in participating in public governance, especially major public emergencies.

3. Theoretical analysis

The concept of corporate social responsibility has gradually developed since the late 18th century, when the scale of enterprises was generally small, social influence is limited, and entrepreneurs are more frugal. But some entrepreneurs also voluntarily donate money or materials to schools, churches, or poorer residents. Since entering the 19th century, the scale of enterprises has begun to gradually expand, which can affect the local economic, political and cultural development to a certain extent. But in the 19th century, a series of social responsibilities, such as community building, education building, and charitable donations, were mainly undertaken by entrepreneurs, rather than enterprises. Due to the popular concept of "survival of the jungle and the fittest" widely recognized by the society, enterprises have a negative attitude towards social responsibility, and the academic circle does not pay attention to this theoretical research [13]. After entering the 20th century, due to the great development of industry and caused a lot of negative impact on the society and the environment, scholars began to gradually realize the importance of corporate social responsibility. By the mid-20th century, the accelerated industrial production activities had caused great changes to the society, and the public thought it was due to fulfill its responsibility. Therefore, enterprises began to widely fulfill their social responsibilities, and the concept of corporate social responsibility has also been widely supported by the academic circles. After the 1980s, the scope of social responsibilities undertaken by enterprises was continuously expanded, and enterprises began to implement social welfare projects on a large scale, such as public health, environmental protection, resource protection and so on. After the 1990s, the public measure of enterprise standards also changed from a single economic development index to a comprehensive corporate social performance index, and corporate social responsibility began to become more and more important. According to Donaldson and Wan Jianhua, the enterprise social responsibility can be divided into four types: economic responsibility, legal responsibility, moral responsibility and charity responsibility. For the public, its first attention is economic responsibility, followed by legal responsibility, once again is moral responsibility, and finally for charity responsibility, and the importance of enterprises to these four responsibilities is gradually reduced.

With the strengthening of academic attention to corporate social responsibility, some scholars [14] have divided corporate social responsibility into three hierarchical models, including basic corporate

social responsibility, intermediate corporate social responsibility, and senior corporate social responsibility. It is also put forward that enterprises need to gradually fulfill their social responsibilities according to this level. The basic social responsibility is the primary condition to judge whether the enterprise has the corporate social responsibility, while the intermediate corporate social responsibility is the fundamental to ensure that the enterprise can survive in the market, and the senior social responsibility is the greater contribution undertaken by the enterprise. Therefore, this paper considers that the hierarchical model can be corresponding to the CSR classification. The basic social responsibility of an enterprise is economic responsibility, the intermediate social responsibility is legal responsibility and moral responsibility, and the senior social responsibility of the enterprise is charitable responsibility.

The concentric circle model (The Concentric Zone Model) is the American sociologist Burgess (E.W. Burgess) proposed the theory of urban structure and regional structure in 1923. The model successfully analyzes the city from a dynamic perspective and proposes new ideas for the urban structure. With the continuous development of interdisciplinary research, scholars from various fields have begun to exchange their research models, and their application in the field of management has helped scholars to achieve better research results and bring more contributions to the academic community and society.

Therefore, based on the principle of the "concentric circle" model with the "center as the core content, spreading outward by hierarchy", this paper classifies corporate social responsibility, according to economic responsibility, legal responsibility, moral responsibility, and charity responsibility, and integrates the importance level model into the "concentric circle" model for discussion (Figure 1).

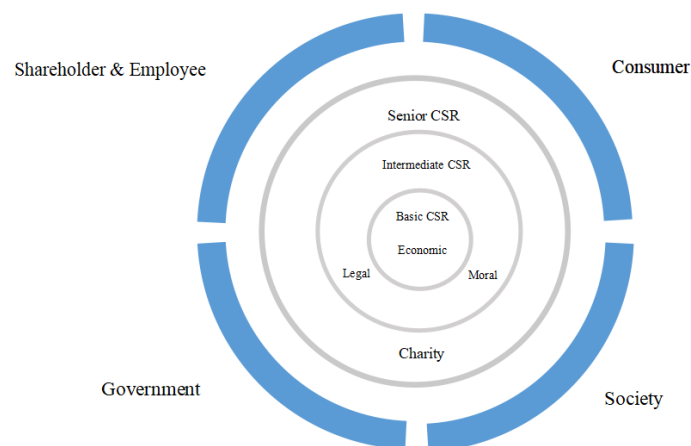


Figure 1. Concentric circle model about CSR

4. Case analysis

Founded in 1999, Company A operates a wide variety of businesses, including life service platform, online retail platform, electronic payment platform, online office platform, etc. In the process of its e-commerce development, a unique e-commerce ecosystem has been gradually formed. And use big data and cloud computing technology to collect massive customer information mass, so as to provide customers with more personalized services. In recent years, all the business of Company A has achieved rapid development, and the total revenue and the total retail commodity transactions (GMV) in the Chinese market have been steadily increasing year by year. The following figure reflects the year-by-year change and year-on-year growth trend of total revenue since fiscal year 2016 (Figure 2) and the change and year-on-year growth trend (GMV) in China market since fiscal year 2016 (Figure 3).

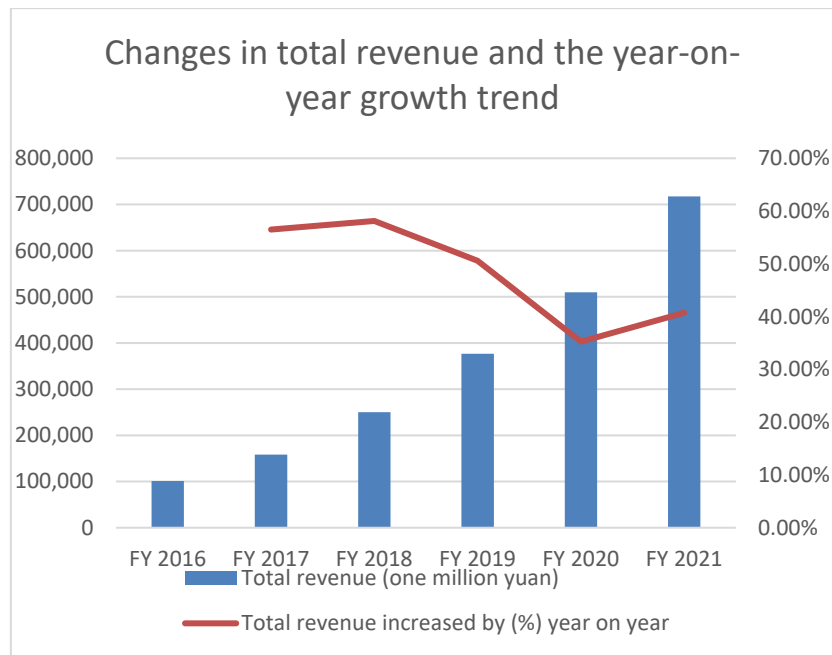


Figure 2. Changes in total revenue and the year-on-year growth trend

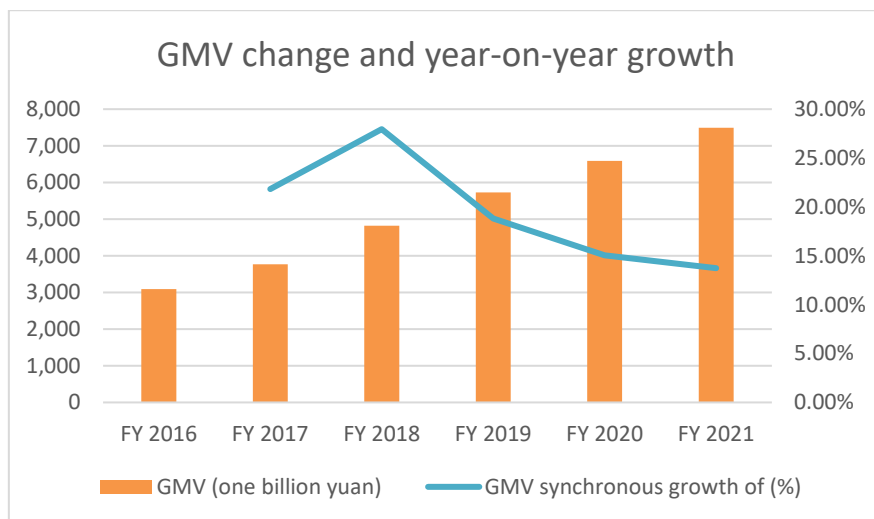


Figure 3. GMV change and year-on-year growth

However, due to the COVID-19 outbreak, economic activity has begun to decrease significantly since January 2020. The analysis of Company A's financial report for the first quarter of 2020 shows that although some of Company A's businesses decreased in total goods transactions (GMV) due to the COVID-19 epidemic, the total goods transactions (GMV) of some businesses showed the upward trend. For its local life service platform, its total transaction volume fell by 8% year on year due to the partial regional control and the restricted flow of people during the epidemic period. Due to the limited flow of people in public places, most consumers switch from offline shopping to online shopping, stimulating the development of online retail industry. Moreover, due to the rapid development and popularization of the form of "live broadcast with goods", it has also contributed to the improvement of the total commodity transaction volume. The number of active users of the online retail platform of Company A increased by 88% year on year, and the total transaction volume increased by 10% year on year. During the epidemic period, some companies and schools used home-based working and online classes to ensure normal operation, so the public's demand for cloud services grew rapidly. Enterprise office efficiency software founded by Company A in 2014 had 155 million daily active users. Later, as the closure measures gradually relaxed and various businesses began to gradually recover, the total corporate commodity transactions began to show a strong recovery in April 2020, and continued to improve in May.

According to the research of corporate social responsibility by former scholars, this paper divides corporate social responsibility into four aspects: economic responsibility, legal responsibility, moral responsibility and charity responsibility (Figure 4).

First, the economic responsibility represents the due duty of the person responsible and the negligence of the due responsibility. Putting economic responsibility in the context of COVID-19 epidemic and discussing it with the situation of Company A, we can find that Company A continuously innovates and upgraded products and services during the epidemic, bringing maximum convenience to people's lives. During the epidemic period, Company A has continuously improved its cloud services, providing a good online office platform for residents working at home and attending online classes affected by the epidemic to improve its work and learning efficiency. In addition, it is committed to ensuring price stability and ensuring consumer rights and interests. Strict control and merchants of small and medium-sized enterprises in their business ecosystem to ensure that their products are qualified and reasonable. By the establishment of platform reputation certification system, negative list system, user evaluation system and other systems to effectively avoid the violation of economic responsibility, to protect the rights and interests of consumers to the greatest extent.

Secondly, legal liability refers to the adverse consequences caused by the actor's violation of the legal obligations or contractual obligations, or the improper driving of the legal power. The enterprise should actively fulfill its legal responsibilities to ensure the legal operation and the rights and interests of employees and consumers. Therefore, as a platform enterprise taking Company A as an example, it needs to assume its due supervision obligations, and use its big data, cloud computing and other technologies to resolutely crack down on the occurrence of illegal and criminal acts of merchants, and to help the relevant law enforcement organs to determine and break the source of the crime. In addition, it must ensure that the epidemic prevention and control information published is authoritative and effective, and implement strict supervision over its video platform and public communication platform to prevent the bad situation of walking rumors. Cooperate with relevant agencies to deal with the rumor publishers, and resolutely fulfill their legal responsibilities.

Thirdly, for the moral responsibility, the responsibility of the administrative subject involving the interests of the state, the government and the people in the administrative activities. Large platform enterprises taking Company A as an example should strictly fulfill their moral responsibilities, operate in good faith during the epidemic prevention and control period, and refuse to interfere with the improper profit behavior of the prevention and control work. Therefore, it should carry out real-time supervision over the merchants on the platform to avoid bad merchants selling inferior and fake medical supplies and seeking profits. In addition, once such businesses are found, the platform must be correspondingly deprived of its business license, and submit it to the relevant departments in time for disposal. And for large platform enterprises similar to Company A, they have unique digital technology capabilities, and based on this, it can make greater contributions to social governance. During the epidemic period, Company A newly developed 100 million computing resources to provide computing power and big data analysis support for the government in vaccine research and development with external drug development enterprises and research institutions to improve the efficiency of vaccine research and development.

Finally, the responsibility of charity aims to require enterprises to have the consciousness to repay the society, that is, to play the role of exemplary models for social construction and spiritual construction, popularize charity education, spread charity culture, and increase the public awareness of charity. During the epidemic period, Company A launched online public charity donations and live broadcast of the epidemic to help countries or regions severely affected by the epidemic tide over the difficulties. In April 2020, Company A launched plans to help small and medium-sized enterprises overcome the epidemic and tide over the difficulties. Including, through the corresponding platform, Help small and medium-sized foreign trade enterprises to go to sea; Through resource support, reduce freight rates, green channels and other measures, Help a number of small and medium-sized foreign trade enterprises to transform and expand the domestic market; in addition, It has quickly created a number of digital "super origin business cards", It has built 10 digital industrial belt clusters with an output value of over 10 billion yuan nationwide, Help 1,000 factories with online direct sales and

achieve an output value of more than 100 million yuan; And based on its big data and cloud computing capabilities, Promote farmers and help farmers in a digital way, Build 1,000 digital agricultural bases of A companies in China; And by providing a "0-account period" service, Linkage with hundreds of banks to provide contactless loan services for tens of millions of small and micro enterprises, Help more SMEs out of financial difficulties.

Corporate Social Responsible	Main functional modules	Related modules	Fundamental purpose	Benefit group
Economic responsibility	Enterprise project management	Cloud service and online office platform	Improve home office and learning efficiency	Home office staff, online class staff
	Task collaboration			
	Knowledge sharing			
	Medical resource procurement	Online related platform, global sourcing platform for epidemic prevention direct purchase, big data system	Crack down on business driving up prices	Government and consumers
Legal responsibility	Medical resource procurement	Online related platform, global sourcing platform for epidemic prevention direct purchase, big data system	To assist the government crack down on businesses selling fake and shoddy medical supplies	Government and consumers
	Information statistics	Electronic payment applet, big data system, cloud computing system	Release authoritative epidemic prevention and control information and crack down on rumor spreading personnel	Government and public
	Epidemic prevention			
	Epidemic control report			
Moral responsibility	Assist in vaccine research and development	Billion computing power, big data system, cloud computing system	Improve the efficiency of vaccine research and development	Government, vaccine R&D institutions and public
Charitable responsibility	Helping small and medium sized enterprises	Online retail platform, big data system, cloud computing system	Help small and medium sized enterprises transform and develop and get rid of difficulties	Government and small and medium sized enterprises

Figure 4. Summary of CSR about company A

Based on the above analysis, we can see that Company A can maximize its own advantages to help government departments update the dynamic information of the epidemic and fight bad vendors; help consumers achieve multiple services centered on "no contact"; help countries and regions severely affected by the epidemic; and help small and micro enterprises solve financial problems. Accordingly, it can be affirmed that Company A can earnestly fulfill its social responsibilities and set an example for other enterprises in the market.

5. Summary and Suggestions

In view of the impact of COVID-19 epidemic on the Chinese and even the world economy, this paper takes Company A as an example to study the performance of platform corporate social responsibility. The study found that even though the COVID-19 epidemic has had a certain impact on the economic development of the world, it also contributes to the economic transformation and the development of the digital economy. In addition, in the process of fighting against the epidemic, platform enterprises can actively fulfill their social responsibilities based on their big data system and cloud computing system, which can actively fulfill their social responsibilities and help in the fight

against the epidemic and economic recovery. Therefore, the theoretical and practical contributions of this article mainly lie in: theoretical contribution, combining the performance of platform corporate social responsibility with the prevention and control of COVID-19 prevention and control, enriching the research perspective on corporate social responsibility, and then clearly expressing the role and function of platform enterprises in COVID-19 prevention and control and governance. The practical contribution will help the platform enterprises to more clearly confirm the relevant process of their corporate social responsibility governance, and clarify their responsibilities in major public events. In addition, with platform enterprises as the starting point, we will encourage other types of enterprises to give full play to their strengths, actively fulfill their social responsibilities and fight the epidemic, so as to provide Chinese solutions and Chinese experience for other countries to respond to major public events.

Therefore, the relevant policy suggestions in this paper are as follows: First, take platform enterprises as an example, we should give full play to the process of fighting the epidemic, use their huge big data and cloud computing system to develop new applications with practical value, assist government organs to release authoritative epidemic dynamic information in real time, and actively serve the public. Second, for the performance of social responsibility, enterprises should transform the passive performance pressure into the power to actively perform, connect the corporate social responsibility with related business activities through appropriate ways, and bring greater brand reputation to the enterprise through the active performance of social responsibility. Third, the government should actively guide the performance of corporate social responsibilities, and encourage, in major public events, platform enterprises to make full use of their resources to fulfill their social responsibilities, and promote the modernization and development of public governance.

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