

An Analysis on Domestic Energy Safety Issues from the Perspective of Corporate Social Responsibility

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Abstract: In recent years, many energy processing enterprises weigh their economic interests, ignoring their social responsibility and has cause very bad safety incidents with adverse effects. These incidents seriously endanger the health and safety of our residents, undermine the market economic order. Therefore, to strengthen the notion of responsibility for energy safety and the concept of corporate social responsibility becomes very important. On basis of the research in home and abroad, this paper analyzes energy safety issues. And also analyzes the reason behind safety issues as well as deficiency of corporate social responsibility. By identification of internal and external causes, this paper provides ideas of enterprise energy safety management on basis of social responsibility in order to strengthen the enterprise awareness.

1. Introduction

Corporate social responsibility (CSR) refers to the enterprise to create profits for shareholders, bear legal liability and also bear on employees, customers, community and environmental responsibility. CSR must emphasize in contribution to the environment, consumers and society. Most domestic energy enterprises are still in the development stage of a quick success. The ignorance and deficiency of corporate social responsibility are the root cause of safety incidents occurring repeatedly. These safety incidents are not accidental, nor are the behavior of individual enterprises, but the deficiency of corporate social responsibility.

Corporate social responsibility is the unity of moral responsibility and liability of business. We must use both moral and legal responsibility to strengthen energy enterprise social sense of responsibility so that enterprises bear more social responsibility in the pursuit of profit maximization. Therefore, energy safety research from the perspective of corporate social responsibility is important to strengthen the notion of responsibility for energy safety and the concept of corporate social responsibility.

2. Literature Review

2.1 Corporate Social Responsibility Implication

The concept of corporate social responsibility was first made by a British scholar Oliver Sheldon in the 20th century. Enterprises should comply with the direction of social development. Meanwhile, a professor in University of Georgia's (1979) presented the CSR classification, economic and legal responsibility, ethics and charity responsibility. Although scholars have different definitions, in general corporate social responsibility philosophy is: business must be accountable to all stakeholders. For energy enterprises, the corporate social responsibility can have two implications: First, all stakeholders can live in harmony. Second, energy enterprises establish good cooperative relationships with consumers and assume obligations. Modern humans are more receptive to CSR

propose by American scholar Archie Carroll, the basic corporate responsibility is to satisfy the interests of consumers, employees, shareholders, business partners, enterprises, society and nation.

2.2 Basic Theory of Enterprise Management

Enterprise management is a general term for a series of functions such as planning, organizing, commanding, coordinating and controlling the production and operation activities of an enterprise. Enterprise management has greatly enhanced the operational efficiency of enterprises; given enterprises a clear direction of development; made every employee give full play to their potential; made enterprises' financial clarity, reasonable capital structure, appropriate investment and financing; provided satisfied products and services to customers; established enterprise image, and made more practical contributions to society.

3. Domestic Enterprise energy Safety Management Status and Issues

3.1 Domestic Enterprise Energy Safety Status

In Major problem in domestic energy safety management is from the supply areas. There are still a large number of substandard products that are distributed into the market. Following are major points: (1) Off-site supervision is difficult and punishment is weak. The same brand of energy can be repetitively backed on the black list because management of off-shelf energy is not in place. (2)Some management is cross-functional while others have gaps. These wastes resources and have low efficiency of supervision. (3)Many businesses take risks because punishment cost for illegal activities is low. In the meantime, consumers are reluctant to take matters seriously because defense cost of consumer rights is high. (4)It is difficult to supervise the small workshops. (5)Energy control is not in line with markets. It has not yet established a comprehensive system for energy safety laws.

3.2 Internal and External Reason for Deficiency of Energy Corporate Social Responsibility

Internal reasons: (1) Business moral standard failure. Business people focus on interests of individuals and ignore corporate social responsibility. (2)Energy CSR concept is not strong. Some enterprises take illegal means and ignore their obligations for their own interests. (3)Large to medium enterprises do not take enough responsibilities. Medium to small enterprises cannot afford.

External reasons: (1) National regulatory system is not well established yet and execution power is not sufficient. (2)Energy CSR information disclosure system is not well established. Information disclosure ignores description of pollution. (3)Our domestic energy safety law system is not well established. Some law definitions are too vague to have real usage. Some penalties are obscure. (4)Public media guidance needs to be improved. It needs to strengthen consumer right awareness. With the development of the times, people's lives are closely related with the media. If the media guidance deviation occurs, consumers will be subject to appropriate harm. (5)Our social responsibility standard system is not well established. Different regions have different standards according to their own local development needs. It is lack of a unified evaluation system.

3.3 Domestic Energy Safety Management Issues

From corporate social responsibility point of view, reasons for the energy safety management issues are as follows: (1) Business philosophy is behind. The sense of responsibility is weak. With the profit-driven, many unlawful enterprises counterfeit trademarks as green products to seek for high profit. (2)Enterprises are short on energy safety management agencies and personnel. Some small workshops with "Three non-compliance" are difficult to be regulated and are lack of self-discipline. (3)Responsibilities and duties of our domestic supervision management are vague. Supervision departments are lack of coordination and single-method management style. In addition, local protectionism endangers energy safety supervision. Because different regions have different rules and regulations, energy safety becomes fictionalized. (4)Relevant laws are not established while the law executions are not in place. Although China's "Company Law" and other laws define some regulations regarding to corporate social responsibility, they are lack of systemic provisions.

(5)Government supervision is not effective. Some government departments are lack of sense of responsibility and take a chance. When energy safety issues occur, they often delay or conceal the issues. It makes problems worse.

4. Strategies and Recommendation

4.1 Strategies of Domestic Energy Corporation Social Responsibility

Strengthen enterprise internal system construction: (1) Right business concepts must be instituted. The business responsibility must be emphasized. Energy enterprises must consider pollution and legitimate rights as the most important part of the enterprise development. Energy enterprises must increase awareness of social responsibility to their internal stuffs with full consideration of social development as a whole. (2) Energy safety management capability needs to be improved. Enterprise professional quality needs to be strengthened. On the one hand, enterprises should have self-discipline. They need to set up special quality supervision departments and develop the effective accountability mechanisms. They need to establish leadership accountability mechanism and staff position system. The problems should be resolved in time once it occurs. On the other hand, enterprises should advocate corporate ethics and promote spirits of "customer-centric and serve the community". (3) Small workshops liability needs to be increased. In this regard, training should be carried out. It should improve their technology and their production environment. (4) Small to medium enterprises can leverage insurance company for small liability insurance against risks.

Optimize the external environment: (1) First, the government should strengthen supervision, which is the voice of people to maintain energy safety. Secondly, the level improvement of supervision from government departments will help ensure energy safety. Finally, we need to learn from the information disclosure system abroad. (2) Energy safety legal system and standards are improving. In a transparent and open manner, it improves our use of pollution and related testing standards. (3) Public supervision and media guidance should be in play. News media should encourage the whole society to participate and timely release relevant national energy safety polices. Media should invite energy safety authorities to provide positive view for the issues and to answer questions.

4.2 Domestic Enterprise Energy Safety System Construction and Protection Measures

Energy enterprises legal construction: Emphasis on business conduct by law cannot be completed only by entrepreneurs themselves and must be supervised by a corresponding legal system. First, a reasonable and effective regulations need to be developed. Secondly, supervision needs to be strengthened. The different categories of energy should be supervised in different regulations. Any substandard products should be cleared.

Energy business discipline system construction: Starting with the enterprise management department or production staffs, a common goal can be set according to certain rules. Energy enterprises strengthen self-discipline and improve corporate interests through internal self-supervision. Our domestic energy enterprises self-supervision organizations help communications among enterprises and curb unfair competition. The implementation of self-supervision measures should include followings: Develop certain rules and regulations. Good work to work permit approval and certification rights. Daily management helps to improve social welfare.

5. Conclusion

Energy safety issues are common problems to humanity. Our domestic energy safety issues are serious. We must realize that the domestic energy enterprises have corporate social responsibility. Entire energy enterprises need to improve the sense of responsibility and safety awareness. The economic and legal responsibility is what enterprises must bear as the most basic social responsibility. In the status of domestic energy safety, deficiency of corporate social responsibility in

energy supply and marketing enterprises is the major cause of many energy safety incidents. The law is the basis for problem resolutions. Corporate social responsibility is the key factor to improve the competitiveness of enterprises.

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