

Corporate Social Responsibilities With The Sustainable Development Of Enterprises

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Abstract

Currently, facing the shortcomings of society, government agencies, investors, and consumers are not only interested in the size/ scale of the operation, revenue, or profit of the enterprise, but also pay attention to corporate social responsibility (CSR). Corporate social responsibility is also considered as one of the important business strategies to help enterprises move towards sustainable development. The article provides definitions commonly used in research on social responsibility and explores the relationship between “corporate sustainable development” and “corporate social responsibility”.

Keywords: *corporate social responsibilities, environment, enterprises, sustainable development.*

1. Introduction

In the past, to evaluate a business, we often only look at the financial indicators related to revenue and profit; in recent years, corporate social responsibility is also considered as one of the important indicators to evaluate. However, at present, enterprises are still quite vague about the concept of corporate social responsibility (CSR).

Many enterprises believe that corporate social responsibility is reflected through charitable activities, donations, or environmental fees... but that is not enough. Sustainable development is becoming the top criteria of the business, the basis for enterprises to move fast and further on the way to conquer the market. In the trend of integration, the competitive environment is increasingly fierce, with increasingly strict social requirements;

understanding and implementing social responsibility helps enterprises to have appropriate and effective business policies and strategies in order to move towards sustainable development is essential.

It is forecasted that in the next 10 years, sustainable development will continue to be a global trend, associated with the "Agenda for sustainable development to 2030" of the United Nations. As a member of the United Nations Committee, Viet Nam is working hard to implement sustainable development policies, while building resources effectively to achieve sustainable development goals. Vietnamese enterprises are facing challenges as well as having opportunities in the process of transition and international integration. In that context, sustainable development is a requirement of the times, so enterprises play a great role in socio-economic development. Enterprises

implementing social responsibility will affirm their brands in society. Therefore, accompanying the common development of the country is not only a responsibility but also benefits for enterprises, thereby creating human values, corporate culture, as well as increasing their competitiveness in the context of deep integration into the world economy.

2. Corporate Social Responsibilities and the relationship with sustainable development

2.1. Corporate Social Responsibilities (CSR)

The concept of Corporate Social Responsibility (CSR) was formed in the world since the mid - 50s of the 20th century. Through many years of development, up to now, there are many definitions of CSR, but there is still no widely accepted definition; each definition has its meaning and approach.

Table 1. CSR definitions are commonly used in studies

References	Definition
Elbing (1970)	Social Responsibilities of Businessmen. Describes the social responsibility framework (businessman has a responsibility more important than profit maximization), opposed to the economic framework (businessman has one singular responsibility to maximize profits of its owners)
Davis (1973)	Social Responsibility. Firm's consideration of, and response to, issues beyond narrow economic, technical, and legal requirements (p. 312)
Hay and Gray (1974)	Social Responsibility of Business Managers. Responsibilities that extend beyond the traditional economic realm of profit maximization or merely balancing the competing demands of the sundry contributors and pressure groups (p. 137).
Purcell (1974)	Corporate Social Responsibility. A willingness on the part of the corporate manager (acting not only as an individual but as a decision-maker implicating his or her firm) actively and with moral concern to confront certain social problems, he or she deems urgent and to bend the influence of his or her company toward the solution of those problems insofar as the firm is able to do so. Such responsibility requires that the manager intelligently balance the needs of the many groups affected by the firm so as to best to achieve both profitable production and the common good, especially in situations in which he or she is not required to do so by law or by external pressures that the company cannot easily resist (p. 437).
Gavin and Maynard (1975)	Corporate Social Responsibility. Refers to Luthans and Hodgetts (1972), encompassing such concerns as world poverty, consumerism, ecology, civil rights, as well as the physical and psychological well-being of workers. Also refers to Davis and Blomstrom (1971) that the substance of CSR arises from the

	institution's ethical obligation to evaluate the effects of its decisions and actions on the whole social system (p. 377).
Mears and Smith (1977)	Social Responsibility. Responsibility of the firm to the public, employee, and consumer and responsibility of the employee to the firm.
Crawford and Gram (1978)	Social Responsibility. The outcome of transactions between firms and social interest organizations (p. 883).
Zenisek (1979)	Social Responsibility. A model with four phases: 1. Owner–manager type; 2. Organizational–participant type; 3. Task–environment type; 4. Societal type.
Aupperle, Carroll, and Hatfield (1985); Carroll (1979); Tuzzolino and Armandi (1981)	Social Responsibility. It must embody the economic, legal, ethical, and discretionary categories of business performance because of the need to address the entire range of obligations business has to society.
Boal and Peery (1985)	Corporate Social Responsibility. A three-dimensional construct: 1. Economic, non-economic, human outcomes; 2. Ethical considerations; 3. Consequences for relevant interest groups. Describes four CSR outcomes for each Zenisek four-celled partition of social responsibility: 1. Organizational owner-manager (promotes economic interests of business, maintains high levels of productivity, promotes long-range survival of a business, and promotes interests of stockholders); 2. Employees-organizational participants (safe working conditions, jobs that allow employees to use valued skills and abilities, promotes employee rights, job security for employees); 3. Task environment consumers (produces products desired by customers, prices products fairly, maintains high quality of products and services, produces safe products); 4. Societal (company obeys the law, promotes social justice, supports social and cultural activities, does not degrade the environment)
McGee (1998)	Corporate Social Responsibility. It states the ambiguity of the CSR concept, sometimes defined in purely economic profit-making terms or as socially oriented in a proactive social responsiveness view.
McWilliams and Siegel (2001)	Corporate Social Responsibility. Actions that appear to further some social good, beyond the interests of the firm and that which is required by law (CSR is beyond obeying the law) (p. 117).
Maignan and	Corporate Social Responsibility. Conceptualized as motivating principles (driven by values, stakeholders, performance); processes (programs and activities aimed at

Ralston (2002)	implementing CSR principles and/or addressing specific stakeholder issues, including philanthropic, sponsorships, volunteer, code of ethics, quality, health and safety, and managing environmental impacts); and stakeholder issues (community, customer, employee, shareholders, suppliers).
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(Source: Ivan Montiel, 2008)

Table 1 above lists the definitions of CSR commonly used in research. There have been many definitions of different scholars on Corporate Social Responsibility (CSR). For example, since 1973, Keith Davis gave a rather broad concept: "CSR is the concern and response of enterprises to issues beyond satisfying legal, economic and technological requirements". Meanwhile, Archie Carroll (1979) also said that CSR has a broader scope: "CRS encompasses the society's expectations on economics, law, ethics and philanthropy towards organizations at a given time". Matten and Moon (2004) stated that: "CSR is a cluster concept, covering many different concepts, such as business ethics, corporate philanthropy, corporate citizenship, sustainability and environmental responsibility. It is a dynamic concept that is always challenged in each particular economic, political and social context" [1]

Meanwhile, according to the World Business Council for Sustainable Development, "CRS is the commitment to behave ethically and contribute to economic development while improving the quality of life for the workforce and their families, as well as that of the local community and society in general". Or recently, according to the World Bank's Private Economic Development Group (WB), "CRS is the enterprise's commitment to contribute to sustainable economic development, through activities to improve the quality of life of workers and their family members, for the community and the whole society, in a way that benefits both the enterprise and the general development of the society" ... [5]

A review of some of the above definitions shows that, although the expressions and forms of expressions are different, the reflection contents of CSR all have in common, *besides the individual development benefits of each enterprise in accordance with the current law, they must be linked to the common development benefits of the social community.* Therefore, in our opinion, perhaps the definition of the World Bank's Private Economic Development Group on CSR is most complete, clear and easy to understand, because it mentioned that corporate social responsibility must be associated with the issue of sustainable development - an objective, urgent, global requirement of current development.

Although CSR is expressed in many different ways, the reflection content of CSR basically has in common: besides the individual development benefits of each enterprise in accordance with the current law, they must be linked to the common development benefits of the society and community. The connotation of CSR covers many aspects related to the business's conduct towards the subjects and objects involved in the operation of the business. Firstly, enterprises must ensure that their activities do not cause harm to the ecological environment, that is, they must show their friendliness with the environment in their production and business activities. Second, enterprises must pay attention to their employees not only physically but also mentally. Third, enterprises must respect the equal rights of men and women, not discriminate in terms of gender in labor recruitment and salary payment, but must be based on the fairness of each person's capacity. Fourth, enterprises are not allowed to

discriminate in terms of ethnicity, do not discriminate between ordinary people and people with physical impairments or their past. Fifth, enterprises must provide products with good quality, without harming the health of consumers. Sixth, enterprises must know to share a portion of their profits to contribute to community support activities, because enterprises always exist in the heart of a certain community, so they cannot only know themselves. Seventh, enterprises must participate in creating peace, safety and security of the country and the world.

Reality shows that, enterprises that perform well in CSR often achieve significant benefits, including cost reduction, increased revenue, increased brand value, reducing employee severance rates, increasing productivity and adding opportunities to access new markets.

CSR is a new concept introduced to Vietnam over the past decade, but in recent years, there have been many Vietnamese enterprises that have established a sustainable and bright brand thanks to implementing the good CSR.

Therefore, the implementation of CSR is more and more aware by Vietnamese enterprises and businessmen and considered it an inevitable and objective requirement in the integration process. However, both academically and in practice, it should be seen that this is still a relatively new problem for many enterprises and businessmen in our country. In fact, there are enterprises and businessmen only worry about production and business to have high profits, solve problems of benefits for enterprises and workers, and also participate in contributing to many humanitarian and social charity activities; however, they still violate the Enterprise Law, the Environment Law; or manifest violations of the other laws. There are many causes of this situation, but first of all, enterprises do not have

a correct, objective and scientific perception; and especially enterprises lack "mind" and "virtue" in the implementation of corporate social responsibility (CSR) for the social community.

When the competition is more and more fierce, the demand from customers is increasingly high and society has a stricter perception on the enterprises. Enterprises that want to develop sustainably must always comply with the standards of protecting the natural environment, working environment, gender equality, labor safety, labor rights, staff training and development, contributing to community development. Enterprises can fulfill their social responsibility by obtaining an international certification or applying a Code of Conduct. In fact, a number of Vietnamese enterprises have already done so. However, small and medium enterprises (SMEs) that are not currently able to obtain these certifications can still gain specific business benefits if they voluntarily apply CSR standards.

2.2. The corporate sustainability

Sustainable development is an inevitable trend that has been very interested. The World Commission for Environment and Development (WCED) coined the term sustainable development in the Report "Our Common Future" in 1987. Here, sustainable development is defined as "development that meets the requirements of the present, but does not hinder meeting the needs of future generations". Understandably, sustainable development must ensure an effective economic development, a fair society, and preserve and protect the environment. To achieve this, it is necessary to solve and reconcile issues in three areas: economy, society, and environment. Accordingly, sustainable development does not allow any individual or organization because of the priority of development of this field that causes degradation and destruction to other fields - this is the tripod state. Any priority in

any sector can bring the whole system down in the long run. Indeed, sustainable development is not only a remote or general national concept, but it is the right direction, the goal, and survival of enterprises.

The idea of ‘sustainable development’ became widespread with the 1987 publication of ‘*Our Common Future*’, a report from the World Commission on Environment and Development (the Brundtland Commission).

Its definition of “development which meets the needs of the present without compromising the ability of future generations to meet their own needs” [6] still provides the broad underpinning for current thinking and practice, based on balancing people’s economic and social needs with the preservation and enhancement of natural resources and ecosystems.

However, there are different ways of thinking about how sustainable development is best conceptualized - and put into practice. Our understanding continues to change, particularly with increasing scientific knowledge of environmental impacts, as well as through participatory processes that help pin down and determine priorities and desired goals.

Table 2 below lists the different definitions related the Corporate Sustainability (CS). There are two very different approaches to defining Corporate sustainability. One approach uses the term ecological sustainability to identify CS primarily with the environmental dimension of business; other scholars approach the CS definition in a broader sense, identifying CS as a tridimensional construct that includes environmental, economic, and social dimensions.

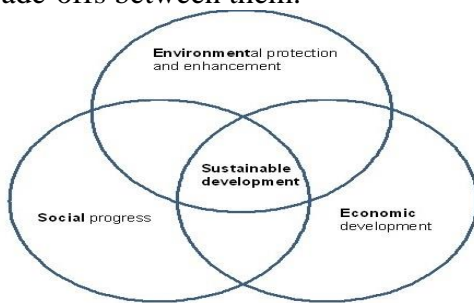
Table 2. Corporate Sustainability- Related definitions

References	Definition
Gladwin and Kennelly (1995)	Sustainable Development. Process of achieving human development in an inclusive, connected, equitable, prudent, and secure manner. Sustainable development components are 1. Inclusiveness (environmental and human systems, near and far, present and future); 2. Connectivity (world’s problems interconnected and interdependent); 3. Equity (fair distribution of resources and property rights); 4. Prudence (duties of care and prevention); 5. Security (safety from chronic threats) (p. 878).
Shrivastava (1995a)	Ecological Sustainability. It can be achieved through four different mechanisms: 1. Total quality environmental management; 2. Ecological sustainable competitive strategies; 3. Technology for nature swaps; 4. Corporate population impact control.
Starik and Rands (1995)	Ecological Sustainability. Ability of one or more entities, either individually or collectively, to exist and flourish (either unchanged or in evolved forms) for lengthy timeframes, in such a manner that the existence and flourishing of other collectivities of entities is permitted at related levels and in related systems (p. 909).
Banerjee (2003)	Sustainable Development. States that the Brundtland definition is not really a definition but a slogan. Emphasizes that sustainable development is managed through ethnocentric, capitalistic notions of managerial efficiency

	(sustainable capitalism).
Sharma and Henriques (2005)	Corporate Sustainability. Refers to Brundtland definition: development that meets the needs of the present without compromising the ability for future generations to meet their own needs
Bansal (2005)	Corporate Sustainable Development (CSD). Introduces the new CSD construct based on three principles: 1. Economic integrity; 2. Social equity; 3. Environmental integrity (p. 198).

(Source: Ivan Montiel, 2008)

Sustainable development is often illustrated by a simple diagram showing three overlapping circles representing social, economic and environmental progress, implying the need for balancing and managing the trade-offs between them.



There are four dimensions to sustainable development – society, environment, culture and economy – which are intertwined, not separate. Sustainability is a paradigm for thinking about the future in which environmental, societal and economic considerations are balanced in the pursuit of an improved quality of life. For example, a prosperous society relies on a healthy environment to provide food and resources, safe drinking water and clean air for its citizens.

One might ask, what is the difference between sustainable development and sustainability? Sustainability is often thought of as a long-term goal (i.e. a more sustainable world), while sustainable development refers to

the many processes and pathways to achieve it (e.g. sustainable agriculture and forestry, sustainable production and consumption, good government, research and technology transfer, education and training, etc.).

2.3. The relationship between Corporate Social Responsibilities and Corporate Sustainability

If only counted in the short term, the benefit that CSR can bring is the orders from buying companies that require CSR standards; however, the cost of implementing a CSR program can affect the company's business results and profitability. However, business goals of the enterprises are not limited to profits. A measure of enterprise's success is the impact that business creates on society and community. In addition, the main long-term benefits of CSR are for the internal ones of the business such as improving working relationships, reducing accidents, reducing the rate of layoffs, increasing labor productivity. In addition, CSR also helps improve the reputation of the enterprises in relations with customers and partners, creating competitive advantages and favorable conditions in calling for investment, especially foreign investment.

CSR is the company's commitment to business ethics and contributes to sustainable economic development, through compliance with standards on environmental protection,

gender equality, occupational safety, labor rights, fair pay, staff training and development, community development... in a way that benefits both the enterprises and the general development of the society.

CSR is now considered a factor as important as other traditional factors such as cost, quality and business progress. CSR is integrated into the corporate strategy and becomes a mandatory condition for enterprises to survive and grow.

In the era of globalization, enterprises are not only representing themselves but also representing their own countries in the world. Therefore, CSR is not superficial, not an "plus" aspect but rather the nature of the business. Because, only an enterprise with good morality can do a good business, that is, the more social responsibility a business has, the more profitable it is and vice versa. Moreover, since CSR is the essence of an enterprise, enterprises must show their social responsibility comprehensively, not just in certain aspects.

3. Corporate Social Responsibility's implementation in Vietnam

3.1. CSR's implementation of economic management agencies

Socio-economic policies are a macro management and regulation tool of the State, affecting the entire socio-economic life of the country. Through these policies, the State performs its main functions such as: improving the efficiency of the economy, ensuring social justice, maintaining socio-economic stability. Be aware of this issue and to implement the Government's Agenda 21 (Agenda 21), with the support of the business community, in the fourth quarter of 2010, VCCI established the Vietnam Business Council for Sustainable Development. One of the basic contents of the Council is to contribute to enhancing

competitiveness and sustainable development through the implementation of CSR.

3.2. CSR's implementation at Vietnamese enterprises

In order to have a correct and sustainable action plan, enterprises need to understand the "hot" issues of society, listen to the expectations of the community.

In recent years, Vietnam is facing great challenges in terms of climate change and environmental pollution, social security and human health as well as the sustainable development of the ecosystem. In addition, education and building a future for the young generation always exist many difficulties and barriers. These are just a few of the many issues that need resources and the whole society's cooperation to bring about positive change to the community.

One of the pioneering and successful enterprises in initiating CSR activities with practical significance is Prudential Vietnam. In the strategy of adaptation to climate change and environmental protection for the period 2018-2021 of Prudential, the project "For a community without plastic waste" has started from research on the current situation of using plastic, understanding, attitudes and behavior of plastic consumption nationwide. Since then, the project has provided knowledge and called on the community to change the habits of using plastic through many activities such as the media campaign "The real cost of plastic". The message the campaign wants to convey is that the price we have to pay is the negative impact it brings to the environment, including hundreds of years of pollution, the lives of millions of creatures and our own health.

Besides, with the desire to bring a sustainable educational future to the young generation of Vietnam, Prudential's journey "Together to build the future" has repaired and built 26 new schools in remote and ethnic

minority areas so that thousands of children can study in a more comfortable and safe environment. Or the project "Bracelet of Love, Peace of Mind" to help protect the future and the opportunity to continue to go to school for more than 3,200 children across the country after the events of their parents. Winged dreams for young talents, Prudential also accompanied Chevening - prestigious scholarships of the British Government - awarded 34 scholarships to study in the UK to excellent individuals during the past 20 years.

Another typical example can be mentioned is the Group Vingroup. As a multidisciplinary private corporation, the Vingroup Group has been operating in many fields, from real estate to tourism, education and health care; from agriculture to commerce, retail and e-commerce. In the past years, in the group's business areas, the commercial segment had the highest growth rate, reaching more than 900% when the group brought a retail system with many brands VinMart, VinMart +, VinPro, VinDS ... operates nationwide. One of the kicks of Vingroup to the domestic small and medium business community is the event that the group announced in cooperation with nearly 250 manufacturers to develop goods and products "Made in Vietnam". Accordingly, Vingroup will create maximum incentives when bringing domestic goods into the retail chain of the group; particularly in the field of food supply, Vingroup has pledged to distribute without profit and refund the entire revenue in accordance with the listed retail price to partners. Vingroup explained the reason for this decision is to create more resources for enterprises to re-invest in product quality. Besides, Vingroup also encourage enterprises as well as suppliers to decrease prices to support consumers.

Vingroup is also one of the largest private real estate companies in Vietnam. The biggest imprint in this area of Vingroup is creating model urban areas and changing the

face of urban Vietnam. Although the size of the projects is different, all the major projects of the group are similar in terms of: low construction density; lots of common space for community activities; forming a closed ecosystem with many utilities such as parks, hospitals, schools, supermarkets ...- this is something that not all investors can do.

The program to donate cows to poor farmers is one of many community-oriented activities of Thien Tam Fund of Vingroup. Starting with the program to donate breeding cows in Ha Tinh and Ninh Binh provinces, up to now, the program of donating cows of Thien Tam fund has spread to many localities. Since its establishment, it is estimated that Thien Tam Fund of Vingroup has donated 19,400 breeding cows in 15 provinces and cities, opening opportunities for sustainable poverty escape for tens of thousands of poor Vietnamese farmers.

The program to donate cows to poor farmers is just one of many community-based activities of Thien Tam Fund of Vingroup. In 2015, Thien Tam Fund sponsored 1,679 charitable houses with a budget of VND 50 million / unit for veterans and people in difficult circumstances; sponsoring the construction of 33 schools and classrooms for upland pupils; health caring through activities such as medical examination and treatment, issuing health cards to thousands of poor people in difficult localities; the fund has taken care of hundreds of Vietnamese heroic mothers and awarded thousands of scholarships to students ... monthly, etc.

In the process of global economic integration, CSR has become one of the requirements for Vietnamese enterprises; if some enterprises are not CSR compliant, they will not be able to access the world market

The assessment of CSR implementation is specified in the Code of Conduct rules and standards such as SA8000, WRAP, ISO 14000, GRI. However, these standards are not agreements between governments or provisions

of international conventions; therefore, the constraint is only between exporters, importers or by the enterprises themselves. In Vietnam, there are clean production enterprises such as: clean vegetable production, clean aquaculture, clean coal production ... However, these jobs are more imperative or spontaneous than a voluntary job associated with business operations and enterprises' image.

The limitations and difficulties in implementing CSR according to a recent study by the World Bank in Vietnam is due to the following reasons: 1) Awareness of CSR concept is still limited; 2) Productivity is affected when it is required to perform multiple CoCs at the same time; 3) Lack of financial and technical resources to implement CSR standards (especially for SMEs); 4) The confusion caused by the difference between the provisions of the CSR and the Labor Law; 5) Domestic regulations affecting the implementation of CoCs. However, in such difficult conditions, enterprises need to pay attention to CSR. This is because consumers, investors, policymakers and non-governmental organizations globally are increasingly concerned about the effects of globalization on workers' rights, the environment and community welfare. Enterprises that are not CSR compliant may no longer have the opportunity to access international markets [2].

In recent years, mainly at the request of foreign partners, a number of Vietnamese enterprises have implemented CSR programs. The survey recently conducted by the Institute of Labor Science and Social Affairs on 24 enterprises in the two industries of Textile and Footwear showed that by implementing CSR programs, their revenue increased by 25%; labor productivity also increased from 34.2 to 35.8 million VND / employee / year; proportion of exports increased from 94% to 97%. In addition to economic efficiency, enterprises also benefit from image building with

customers, the commitment and satisfaction of employees, attracting highly skilled workers.

4. Suggested solutions in order to enhance the CSR in Vietnam

4.1. For economic management agencies

On the path of integration, performing the social responsibility of Vietnamese enterprises is an extremely necessary job; while bringing benefits to enterprises and society, while also enhancing the competitiveness of enterprises and the nations and supporting better implementation of the labor law in Vietnam. In order to help enterprises fulfill their social responsibility, in our view, the following solutions should be taken:

- Through various channels to enhance information and communication for people to correctly understand the nature of the issue of "Corporate Social Responsibility" and the Code of Conduct, especially in macroeconomic policy-making, in enterprises and managers.

- Conduct investigations, surveys, and case studies in enterprises that have already implemented and will implement the Code of Conduct, especially in enterprises in industries participating in the export of staples of Vietnam such as footwear, textiles, frozen seafood... to see the advantages, disadvantages, challenges and barriers, from which there are appropriate solutions to implement.

- The State needs to promulgate supporting mechanisms and policies so that enterprises can fulfill their CSR. In the process of implementing social responsibility and the Code of Conduct, enterprises need to have large costs, even large investment costs, for example investment costs to improve sanitation and working environment conditions. These expenses, sometimes the business cannot bear, therefore, with a priority and preferential policy, the State can lend from the development assistance fund or trade promotion fund...

- Boosting the role of industry associations such as the Association of Industry and Commerce, the Vietnam Chamber of Commerce and Industry (VCCI), ministries and sectors ... in forming information channels on social responsibility for enterprises, especially providing updated information on the Code of Conduct; advising enterprises in the implementation of social responsibility and the Code of Conduct... Corporate social responsibility in the process of industrialization and modernization is clearly demonstrated through environmental protection.

Although over the past years, the Party and State of Vietnam have issued many guidelines and policies on environmental protection, typically the national action plan is implementing the 2030 Agenda for sustainable development in accordance with the United Nations' sustainable development goals, The Prime Minister issued Decision No. 1393 / QD-TTg, approving the National Strategy on Green Growth to ensure sustainable economic development. Accordingly, sustainable development is a requirement throughout 2020, so it is necessary to ensure balance and harmony between economic growth and environmental protection, between social responsibility and social development. These directives, resolutions and legal documents coming to life have initially created a number of positive changes in environmental protection activities, however, the number and extent of violations by enterprises still develops in an increasingly complex direction. In order to prevent, overcome and effectively handle acts of causing environmental pollution, it is necessary to synchronously implement some of the following main solutions:

- Continuing to improve the legal system of environmental protection, the sanctions must be really strong enough to deter violators. In addition, it is necessary to build synchronous environmental management systems in factories and industrial parks

according to international standards, at the same time, closely supervise towards a better and more human-friendly environment.

- Strengthen environmental inspection and supervision, closely coordinate between specialized agencies, especially between the environmental inspection force and the environmental police force at all levels, in order to detect, prevent and promptly and thoroughly handle acts that cause environmental pollution of organizations and individuals.

- To seriously carry out the evaluation and assessment of the impacts of investment projects on the environment, on that basis, the professional agency accurately advises the competent authorities to consider and decide whether to grant the investment license or not. Deciding investment projects should be carefully weighed between immediate benefits and their long-term environmental effects. Ensuring the openness and transparency of investment's plans and projects, enabling all organizations and citizens to participate in social criticism on the environmental impact of those plans and projects.

- Enhancing the role of the environmental police force, establishing supreme auditing agencies that conduct environmental audits. At the same time, improving professional capacity and skills for the contingent of specialized environmental officials; equipping with modern technical means to ensure the effectiveness of these forces. Implementation of social responsibility is a long-term problem. However, this is only done mainly in enterprises that export goods to major markets (EU, US, Japan ...). But in the future all enterprises will need to fulfill corporate social responsibility. This issue becomes more urgent than ever in terms of international economic integration. Therefore, it is necessary to embark immediately on researching and building long-term plans and a roadmap for the implementation of CSR of

Vietnamese enterprises in new period, in accordance with the trend of economic development.

4.2. For SMEs in Vietnam

The concept of CSR must be built from the foundation of the corporate mission. It is easier for businesses if they build a culture of social responsibility from the very start of the business than they have to change the corporate culture later. A successful CSR program must be based on building trust and support from customers and the general public, all employees, suppliers and distributors, investors and banks, and ultimately government organizations.

CSR must originate from the leader. If managers do not believe in the importance of CSR, if they do not actively pioneer or support CSR activities in their businesses, if they do not demonstrate integrity and honesty in work and in personal life, then CSR cannot succeed. CSR should be applied in all aspects of a company and all relevant stakeholder groups.

CSR can start from small steps such as protecting the environment in the production process of the enterprise, creating a favorable working environment for employees, paying attention to labor safety for employees, having a reasonable working regime and remuneration ...

Enterprises cannot succeed in implementing CSR without the commitment of leaders, that enterprise in general and leaders in particular understand the importance and benefits of CSR in the long term and make CSR a part of corporate culture.

International economic integration is a process of cooperation, struggle and competition, with many opportunities and challenges. When the advantages of cheap labor

or abundant resources are no longer unique to Vietnam, small and medium enterprises that want to join the big playing field are forced to add their new competitiveness. If CSR is recognized and applied early, CSR is an effective tool to help enterprises to dominate other domestic as well as foreign competitors.

5. Conclusion

Corporate social responsibility is a new issue for Vietnam. But in recent years, in the face of environmental disasters and its negative consequences, the issue of social responsibility is urgently raised. In Vietnam, the implementation of corporate social responsibility is completely in line with the goals of the sustainable development strategy. In order to realize the corporate social responsibility in Vietnam, the propaganda and education on social responsibility and perfecting the legal corridor to implement it is urgent.

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