

Original Research Article

Social Responsibility and Business Success: a sustainable development path for Pangdonglai

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Abstract: This paper discusses the relationship between social responsibility and commercial success, takes the practice of fat Donglai, a well-known retail enterprise in Henan Province, as an example, analyzes its ideas and specific measures in social responsibility, and discusses the impact of these practices on the commercial success of enterprises, and puts forward the path of enterprises to achieve sustainable development. Social responsibility is not only the moral and legal obligation of enterprises, but also a key factor in achieving long-term business success and sustainable development.

Keywords: Social responsibility; Commercial success; Pangdonglai; Sustainable development

1. Introduction

In the background of the rapid development of globalization and information technology, enterprises should not only pay attention to the realization of economic benefits, but also need to assume the corresponding social responsibilities. Social responsibility has become an important part of enterprise competitiveness. By fulfilling their social responsibilities, enterprises can not only enhance their brand image and market reputation, but also enhance the sense of belonging and loyalty of employees, so as to improve the overall operational efficiency and market competitiveness.

2. Theories about Social Responsibility and Business Success

2.1. Social Responsibility Theory

The theory of social responsibility points out that while pursuing economic interests, enterprises should also assume the responsibilities to the society, the environment and the stakeholders. Enterprises are not only economic entities, but also part of the social and environmental system, and need to perform social responsibilities. Carroll's pyramid model of corporate social responsibility is a classic representative of the theory, which divides corporate social responsibility into four levels: economic responsibility, legal responsibility, ethical responsibility and charitable responsibility^[1]. Economic responsibility is the foundation, requiring enterprises to create profits through operating activities and provide returns for shareholders and investors. Legal liability requires enterprises to abide by laws and regulations to ensure that business activities are legal and compliant. Ethical responsibility goes beyond the law, emphasizing that enterprises should follow the social moral norms and reflect fairness, justice and integrity. Charity responsibility requires enterprises to actively participate in social public welfare undertakings, give back to the society, and improve social welfare and environmental quality^[2]. In addition, the development of the social responsibility theory also includes the stakeholder theory, which holds that enterprises should pay attention to and meet the needs and expectations of all stakeholders (including employees, customers, suppliers, communities, etc.).

2.2. The Relationship Between Business Success and Social Responsibility

By actively fulfilling their social responsibilities, enterprises can establish a good corporate reputation and brand image, and increase the trust and loyalty of consumers, which plays an important role in the market expansion and sales growth of enterprises. Social responsibility practice helps to improve employee satisfaction and loyalty, enhance the cohesion and centripetal force within the enterprise, and then improve the productivity and innovation ability^[3]. Corporate social responsibility can also improve relationships with governments, communities and other stakeholders, reduce operational risks and conflicts, and gain more support and resources. In the context of globalization and information technology, consumers and investors are paying more and more attention to the performance of corporate social responsibility. They not only focus on the quality of corporate products and services, but also care about the social and environmental impact of enterprises. Corporate social responsibility can attract more customers and investors, and improve market competitiveness and financial performance. At the same time, business success in turn helps companies to better fulfill their social responsibilities. The enhancement of profitability provides sufficient resources and financial support for the practice of corporate social responsibility, enabling enterprises to carry out social responsibility activities more extensively and deeply^[4].

3. Social Responsibility Practice of Fat Donglai

3.1. Fat Donglai's Concept of Social Responsibility

With the core values of “caring for employees, serving customers and returning to the society”, Fat Donglai has deeply rooted the concept of social responsibility in the corporate culture. Enterprises attach great importance to the well-being of employees, regard employees as the most valuable wealth, and stimulate their work enthusiasm and sense of belonging by providing superior working environment, competitive salary and welfare, and rich training and development opportunities. In terms of customer service, Pangdong Lai is committed to providing high-quality goods and excellent shopping experience, meeting the diversified needs of customers through meticulous service, and establishing deep customer loyalty^[5]. At the same time, Pangdong actively returns to the society, participates in various social welfare activities, pays attention to vulnerable groups and environmental protection, and performs corporate social responsibility. This concept is not only implemented in daily operations, but also integrated into the long-term development strategy in a systematic and institutionalized way. By integrating social responsibility into its corporate culture and strategy, Pangdonglai has not only improved its corporate social image, but also laid a solid foundation for its business success.

3.2. Social Responsibility Practice Measures of Fat Donglai

Pangdonglai has invested a lot of resources in employee care, through the establishment of a sound employee welfare system, providing health insurance, paid leave and other benefits, to protect their basic rights and interests. Pangdong pays attention to the development and training of employees, and regularly holds various training courses to improve their professional skills and comprehensive quality, and create good conditions for their career development. By optimizing the shopping environment and improving the service quality, Pangdonglai provides customers with a comfortable shopping experience, such as setting up customer rest areas, free drinks and children's entertainment areas, to enhance customer satisfaction and loyalty. At the same time, Pangdonglai actively participates in social public welfare activities and performs its corporate

social responsibility. Enterprises regularly organize employees to participate in public welfare projects such as community services, material donations, financial education, and so on, pay attention to vulnerable groups in society, and actively promote social progress and environmental protection.

3.3. Characteristics of fat Donglai's Social Responsibility Practice

The social responsibility practice of Pangdonglai is systematic and institutionalized. The enterprise has integrated the concept of social responsibility into its strategic planning and daily operation, established a perfect social responsibility management system, and ensured the effective implementation of social responsibility through institutionalized arrangements. Pangdonglai's social responsibility practice pays attention to innovation. In the process of fulfilling its social responsibility, enterprises constantly explore new ways and methods, and improve the effect and influence of social responsibility practice through the introduction of advanced management concepts and technical means. Pangdonglai's social responsibility practice also reflects the sustainability and long-term nature. The enterprise insists on long-term attention and investment in social responsibility, and through continuous efforts, gradually establishes a good social image and reputation. This not only improves the competitiveness of the enterprise, but also lays a solid foundation for its business success.

4. Analysis of business success

4.1. The Business Model of Fat Donglai

Pangdong lai's business success is mainly due to its unique business model. This mode takes diversified operation as the core, covering supermarkets, convenience stores, department stores, shopping centers, electrical appliances city, public clothing department stores and other formats, to meet the diversified life needs of consumers. Through the win-win business model of "high salary + heavy humanistic care + scientific management", Fat Donglai not only provides consumers with the ultimate shopping experience, but also greatly improves the satisfaction and loyalty of employees. In addition, Pangdonglai also pays attention to the digital management and innovation of the supply chain, through efficient inventory management and procurement strategy, to achieve the double improvement of supply quality and efficiency. This comprehensive business model has laid a solid foundation for Fat Donglai to stand out in the highly competitive retail market.

4.2. Market Performance of Fat Donglai

Pangdonglai is a well-known commercial retail enterprise in Henan province, which is trusted by consumers for its high-quality products, excellent service and unique brand image. In recent years, Pangdong has not only developed in the traditional retail field, but also actively expanded its online business, expanding its market coverage and brand influence through online shopping malls and social media. Pangdonglai adopts the marketing strategy of combining online and offline, which not only maintains the quality service of offline stores, but also provides convenient shopping and efficient distribution through online platforms. This makes Pangdonglai to maintain a leading position in the market competition and achieve steady growth in sales and profits. At the same time, Pangdonglai pays attention to customer relationship management, and enhances customer loyalty and repeated purchase rate through the membership system and customized services. By optimizing the commodity structure and improving the efficiency of supply chain management, enterprises also reduce operating costs and improve the market response speed and service quality. In addition, Pangdonglai actively explore new business areas and cooperation opportunities, through cross-border cooperation and brand linkage, enrich the product lines

and service content, to meet the diversified needs of consumers.

4.3. Competitive Advantage of Fat Donglai

Pangdonglai's competitive edge lies in its unique business model and comprehensive service system, which foster a strong brand image and reputation. It prioritizes quality control and attentive customer service to enhance satisfaction and loyalty. Employee well-being is also a focus, with competitive salaries, a supportive work environment, and robust training programs boosting morale and service quality.

In supply chain management, Pangdonglai excels with digital and innovative strategies, leveraging technologies like big data, AI, and IoT for efficient inventory management and quality assurance. Strategic branding and marketing across online, offline, and social media platforms enhance consumer interaction and amplify brand value and social responsibility messages.

These strengths enable Pangdonglai to carve out a distinctive position in the competitive retail market, sustain leadership, and drive continuous growth. Through ongoing innovation and optimization, it solidifies market share and lays a foundation for sustainable development.

5. Discuss the Relationship Between Social Responsibility and Business Success

5.1. The Impact of Social Responsibility on Business Success

Social responsibility significantly impacts business success across various dimensions such as brand image, customer loyalty, employee satisfaction, and operational risk management. Consumers increasingly favor enterprises excelling in environmental protection and social welfare, enhancing product/service adoption. Positive brand image attracts and retains customers, fostering loyalty and a stable customer base. Social responsibility initiatives also boost employee satisfaction and loyalty by prioritizing welfare and career development, thereby enhancing productivity. Additionally, fulfilling social responsibilities mitigates operational risks by cultivating strong relationships with stakeholders like governments and communities, reducing legal and policy risks while gaining support and resources.

5.2. The Feedback Effect of Business Success on Social Responsibility

Business success not only provides enterprises with the resources and capital needed to fulfill their social responsibilities, but also forms a positive interactive cycle. With the business achievements of the enterprise, its financial ability is enhanced, and it can increase the investment in employee welfare, environmental protection, social welfare and other aspects. These social responsibility measures not only enhance the social image of enterprises, but also enhance their market competitiveness and social influence. The success of enterprises makes them more executive and influential in promoting social responsibility projects, such as promoting green procurement and environmentally friendly products through supply chains and market networks, leading the sustainable development of the industry. At the same time, business achievements also enhance the corporate sense of social responsibility. As business size and influence grow, leaders and management are more deeply aware of the importance of social responsibility and integrate it into corporate strategy and day-to-day operations. Business success can also encourage other enterprises to participate in social responsibility activities and jointly promote social progress and sustainable development.

5.3. Enlightenment of Fat Donglai Case

The Pangdonglai case underscores the integration of social responsibility into business strategy, which

enhances both business goals and societal recognition. It proves that social responsibility and commercial success can mutually reinforce each other. Pangdonglai's systematic social responsibility practices improve corporate image and competitiveness. Its innovative green initiatives and public welfare activities serve as models for others, emphasizing the need to innovate social responsibility practices tailored to corporate strengths.

Furthermore, the case highlights the pivotal role of corporate leaders in promoting social responsibility. Leaders should prioritize social responsibility, viewing it as integral to enterprise development, and guiding firms toward sustainable practices. This experience not only links social responsibility with commercial success but also provides a blueprint for enterprises, urging them to embrace social responsibilities alongside economic pursuits, thus advancing societal progress and sustainability.

6. Pangdonglai's Sustainable Development Path

6.1. Continuous Optimization of Social Responsibility Practice

Pangdong should regularly assess its social responsibility efforts to identify deficiencies and areas for improvement. This process helps in developing more scientific strategies. Strengthening communication and cooperation with stakeholders enhances transparency and credibility. Long-term partnerships with communities, governments, and NGOs can promote joint projects in social welfare and environmental protection. Pangdong should innovate its social responsibility practices by exploring diverse and effective measures. Utilizing new management concepts and technologies like big data can enhance efficiency. Social responsibility education should be prioritized to raise employee awareness and practical skills, encouraging active participation. Through these efforts, Pangdong can achieve mutual benefits for both the enterprise and society, setting an example for others and promoting industry-wide sustainable development.

6.2. Innovate the Business Model

Pangdonglai can improve operational efficiency and customer service through digital transformation. Using big data, artificial intelligence and Internet of Things technologies, companies can optimize supply chain, inventory management, and provide personalized services, which not only improves efficiency, but also enhances customer satisfaction and loyalty, bringing more business opportunities and market share. At the same time, Pangdong Lai can expand its online business, such as the establishment of e-commerce platforms and carry out online marketing, to meet consumer needs and enhance market competitiveness. Pangdong lai should also pay attention to the diversification and innovation of business model. Companies can diversify their businesses by exploring new business areas and opportunities, such as the health, environmental and smart home markets, and launching new products and services. In addition, through cooperation and mergers and acquisitions to integrate resources, to enhance the competitiveness. Innovative business models help Pangdonglai cope with market changes and competition, and achieve sustainable development and growth.

6.3. Cultivate Corporate Culture

Corporate culture, crucial for sustainable development, should prioritize social responsibility at Pangdong. Strengthening this culture enhances enterprise cohesion and competitiveness. Internal education and publicity are key—regular training and themed activities boost social responsibility understanding and skills among employees. Leaders should lead by example, practicing and promoting social responsibility concepts actively. Establishing a robust corporate culture integrates social responsibility into management and operations. Clear

goals and standards should guide social responsibility, incorporated into employee assessments and incentives for effective implementation and ongoing improvement. Diverse cultural activities foster employee belonging and identity, enhancing enterprise cohesion and laying a foundation for sustainable growth.

6.4. Enhance the Brand Image

Enhancing brand image is crucial for Pangdong Lai's sustainable development strategy. Firstly, the company should actively fulfill social responsibilities to boost its social image and reputation. Engaging in social welfare, environmental projects, and community support demonstrates social responsibility, garnering recognition and support. Effective brand communication and publicity are essential to boost visibility and reputation. Pangdong Lai can utilize TV, Internet, social media, and other channels to convey brand values and social responsibility concepts, enhancing brand influence.

Delivering high-quality products and services enhances customer satisfaction and loyalty, bolstering the brand image. By optimizing product quality control, improving customer service, and conducting satisfaction surveys, Pangdong Lai can better meet customer needs, enhancing market competitiveness and reputation. Additionally, rigorous brand management is crucial to prevent and address crises, safeguarding brand reputation and value, thereby supporting sustainable enterprise development.

7. Conclusion

Through the analysis of Pangdonglai's social responsibility practice, the relationship between social responsibility and commercial success is discussed. Through continuous optimization of social responsibility practice, innovating business model, cultivating corporate culture and improving brand image, Pangdonglai has successfully achieved a win-win situation between economic benefits and social benefits. It provides important theoretical support and practical guidance for enterprises to actively fulfill their social responsibilities while pursuing commercial success. Enterprises should continue to explore and innovate the practice of social responsibility, constantly improve their own social contribution degree and sustainable development ability, and realize the coordinated development of economic benefits and social benefits.

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