

The Shortcomings and Countermeasures of the Disclosure about Corporate Social Responsibility Accounting Information

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Abstract

According to the heart set of China's economic development, enterprises are both "economic people" and "social people". There must be a lot of interaction with other organizations and individuals in the social system. In the process of these interactions, we can not only pursue the maximization of profit or stock value. Otherwise, it may bring huge crisis to the enterprise, and even worse, it will bring the enterprise into the whirlpool of disaster, unable to escape. In the future, the inevitable trend of accounting development is to put the corporate social responsibility information into the accounting and assessment system. However, as far as the current situation is concerned, China's social responsibility information disclosure system is not perfect and cannot match it. Based on the analysis of the problems in the disclosure of corporate social responsibility accounting information in China, this paper points out the causes of these problems in the disclosure of corporate social responsibility information in China, and on this basis puts forward corresponding solutions.

Keywords

Social benefits; Social responsibility accounting; Information disclosure.

1. Introduction

In today's society, China's comprehensive national strength is continuously strengthened, the society is gradually developing, the commodity economy is developing rapidly, the scale of the company is growing, and the impact of enterprises on life is becoming more and more obvious. However, due to the influence of the "economic man hypothesis" theory of Smith's economics, the enterprise's goal has been limited to asset liability index, profit index, investment income index, investment risk index and so on. In order to reduce the cost and improve the profit margin, many enterprises ignore the vital interests of the masses, and use all kinds of low-cost and profitable raw materials which are harmful to people's health. In order to achieve the competitive advantage, many enterprises ignore the sustainable development of the whole society, ignore the environmental protection, and discharge the waste gas pollutants without treatment; there are many enterprises participating in the unfair competition for the economic benefits. For example, the melamine incident has harmed the health of infants, Foxconn employees are overburdened and frequently jump from buildings, CNOOC's leakage pollution and Harbin Pharmaceutical Group's pollution incidents, etc. These problems have seriously hindered the reform of economic system. Influenced by western countries, along with the "Chinese dream" theory and the need of global competition, China has begun to attach importance to social responsibility accounting and began to study the disclosure of social responsibility accounting information. The following is the change of corporate objectives in China, from the previous emphasis on economic interests and neglect of social responsibility to the combination of micro interests and social responsibility. Under the guidance of the new objectives, Chinese enterprises began to establish corporate image and fulfill social responsibility, and actively revealed the relevant social responsibility information has aroused the resonance of all sectors of society.

2. The Deficiency of the Information Disclosure of Corporate Social Responsibility Accounting in China

2.1. The Disclosure Framework of Social Responsibility Accounting Information is not Perfect

Social responsibility accounting started late in China, and it has not been widely understood by the public. Only a small number of scholars started to study it and only stayed in the preliminary theoretical research stage, so there is no systematic and complete social responsibility information disclosure framework, and social responsibility accounting belongs to the borderline discipline. Due to the characteristics of its discipline, there is a bottleneck that is difficult to break through.

The lack of social responsibility accounting disclosure framework system also leads to the lack of social responsibility disclosure system, which makes the social responsibility accounting and financial accounting information disclosure system very different. In practice, it is not easy to compare the data before and after the enterprise, which increases the difficulty of the operation of the enterprise accounting personnel. And the disclosure framework suitable for China's national conditions is an important guideline for the content, object and mode of disclosure. Therefore, the issue of disclosure framework must be paid attention to.

2.2. Lack of Independent Social Responsibility Accounting Report on Corporate Social Responsibility Accounting Information Disclosure

At present, the social responsibility disclosure of many enterprises in China is basically based on the financial report, and the preparation of social responsibility accounting report is almost zero without the financial report. Most of the enterprises that disclose social responsibility accounting information only reflect the status quo of corporate social responsibility disclosure through the two indicators of "social contribution rate" and "social accumulation rate", but the enterprise's practices can not meet the needs of external information users, they more hope that the corporate social responsibility accounting report can remain independent, so the enterprise will Independent social responsibility accounting report as a tool of social responsibility accounting information disclosure is necessary.

2.3. Lack of Quantitative Analysis on Accounting Measurement of Corporate Social Responsibility

Due to the lack of a clear measurement and reflection method of social responsibility in China, the quantitative analysis of social responsibility accounting measurement in China's enterprises is insufficient. It is impossible to display the information disclosure of corporate social responsibility accounting in combination with the specific data analysis results. Some enterprises only disclose the amount of charitable donations, energy saving amount, etc. to the enterprises and the society The performance of the meeting's responsibilities is also on paper, which can not satisfy the stakeholders.

2.4. No Independent Accounting Subjects have been Formed for the Accounting Items of Corporate Social Responsibility

At present, many enterprises in our country have shouldered their own social obligations in the actual daily experience management. However, due to the fact that the social responsibility accounting of enterprises is still in the development stage in our country, it is not mature, so there is no separate social responsibility accounting subject. Most enterprises often mix the social responsibility problem with the traditional accounting problem A blur. There is no clear boundary between the two, which leads to the failure of stakeholders to clearly distinguish corporate social responsibility information and financial information.

For example, many enterprises directly include the expenses related to environmental governance into the "management expenses". In these financial reports, the relevant accounting information of the social responsibility undertaken by the enterprise is not directly and clearly reflected, which affects the reliability of the financial information of the enterprise and misleads the information users of the enterprise to a certain extent.

2.5. Corporate Social Responsibility Accounting Information Disclosure is not Comprehensive

From the perspective of the current disclosure of social responsibility accounting information of Chinese enterprises, the disclosure of most of the corporate social responsibility accounting information is not comprehensive, and it is more common for many enterprises to avoid stress and neglect, develop strengths and avoid weaknesses. Many enterprises only disclose the information that helps to improve the corporate image, such as public welfare donation, community contribution, economic return to shareholders, and other information, but often fail to perform Responsibility or damage caused to the society is a typical "good news, not bad news". Including Vanke, Ping An Bank and so on.

3. The Reasons for the Problems in the Disclosure of Corporate Social Responsibility Accounting Information in China

3.1. Imperfect Legal Mechanism of Corporate Social Responsibility Accounting Information Disclosure

From the current situation of our country, although our country has formulated some relevant laws and regulations, such as the labor law, the consumer rights and interests protection law and the environmental protection law, the government has not yet issued a systematic law and regulation to restrict the social responsibility of enterprises. The lack of relevant laws makes the enterprises more subjective and random in the disclosure of social responsibility accounting information, less information is disclosed, and the quality of disclosure is worrying. Therefore, "corporate social responsibility law" is coming out, and relevant regulations, guidelines and guidelines need to be clear.

3.2. High Cost for Enterprises to Provide Social Responsibility Accounting Information

Compared with corporate financial accounting, social responsibility accounting needs a wider range of items, including core responsibility, legal responsibility, environmental moral responsibility, social contribution responsibility, potential responsibility, etc. In the specific business activities of an enterprise, there are many related items that do not need to be reflected in the scope of enterprise accounting, but must be disclosed in the enterprise social responsibility accounting. For example, the disclosure of environmental losses caused by the discharge of waste by enterprises needs to be considered and evaluated by experts in combination with relevant information. In addition, what also needs to be disclosed in social responsibility accounting is that the social effect of corporate donation must be measured through social survey. These will undoubtedly cost a lot of power and material resources, and increase the cost of information provided by enterprises. These costs are a huge expenditure for ordinary enterprises, sometimes they can not even achieve the expected effect. Enterprises affected by the depth of traditional accounting objectives are naturally unwilling to take the initiative to bear these costs, which to a certain extent leads to the refusal of enterprises to actively carry out the society Disclosure of responsible accounting information.

3.3. China has not Established the Theoretical System of Social Responsibility Accounting

China's research on social responsibility accounting started late and has not yet established a theoretical system of social responsibility. Social responsibility accounting is a new marginal subject, many problems related to it are difficult to solve only by relying on traditional accounting knowledge. Many domestic scholars and financial workers are still in a state of half understanding of social responsibility accounting, and the existing research is based on foreign research, which is suitable for China's national conditions and practical and can really guide China's research on the theoretical system of social responsibility accounting disclosure practice.

3.4. No Unified Standard has been Established for the Disclosure of Corporate Social Responsibility Accounting Information

Although the research of social responsibility accounting information disclosure by theorists has never stopped, and has not yet formed a unified conclusion, it is also unable to establish a strong practical, authoritative, standardized and unified standard of social responsibility accounting information disclosure. Because of the lack of authoritative standards and systems for enterprises to disclose social responsibility, even if some enterprises are willing to take the initiative to assume social responsibility and obtain more rational social benefits because of this move, they are at a loss in choosing how to disclose and what to disclose.

3.5. Lack of Third-party Audit on Corporate Social Responsibility Accounting Information Disclosure

Similar to the research on disclosure of corporate social responsibility accounting, the research on corporate social responsibility audit is still in the stage of "crossing the river by feeling the stone". China's corresponding audit system has not been established, and the corresponding audit practice is not to mention that, due to the lack of third-party audit in the process of corporate social responsibility information disclosure, enterprises will exaggerate the facts, "Wangpo sells melons, boast about themselves" The situation of boasting makes the credibility and availability of social responsibility accounting report questionable, which affects the decision-making of information users.

4. How to Improve the Information Disclosure of Corporate Social Responsibility Accounting in China

From the above analysis of the problems and causes of social responsibility accounting information disclosure in China, we can see that in front of the road of vigorously promoting social responsibility accounting information disclosure in China's enterprises is a mountain after mountain, the revolutionary journey is full of difficulties and obstacles, most enterprises are generally unwilling to actively disclose their social responsibilities. The following is the author's current social responsibility meeting in China Some improvement suggestions are put forward for the current situation of the project.

4.1. Improve the Information Awareness of Corporate Social Responsibility Accounting and Accelerate the Development of Vocational Education

Enterprises are the cells of the national economy, which undertake the obligation of fulfilling social responsibility and disclosing social responsibility accounting information. However, due to the lack of relevant laws and regulations to make clear and strict regulations on the social responsibility that enterprises must fulfill, whether the obligation is fulfilled or not, and how the effect depends on the consciousness of enterprises. Under the influence of the traditional enterprise management theory, the enterprise managers think that the social responsibility

and economic benefits of the enterprise cannot be effectively unified. Therefore, the most important thing at present is to improve the social responsibility consciousness of the enterprise managers, and based on the existing excellent conditions, to strengthen the education of the accountants on the social responsibility accounting, and improve their professional level and ability. They attach importance to the disclosure of social responsibility accounting information in ideology and have the ability to improve the quality of the disclosure of corporate social responsibility accounting information in action.

4.2. Improve the Laws and Regulations on Corporate Social Responsibility Accounting Information Disclosure

In the increasingly complex business environment, our country is faced with many problems. If there is no relevant laws, regulations and system of mandatory requirements, these problems will become increasingly fierce, affecting and restricting the process of people's happiness and national prosperity. Therefore, the government should not hesitate to give full play to the function of national macro-control, formulate the law of corporate social responsibility accounting information disclosure and evaluation, which integrates safety production, environmental protection and consumer protection. In this law, the form, time and financial resources of corporate social responsibility should be made according to the size of the enterprise. To stipulate and unify the contents and evaluation methods of accounting information disclosure of corporate social responsibility, to deal with the behaviors violating corporate social responsibility according to law and to make clear whether they are civil liability, administrative liability or criminal liability.

4.3. Establish the Framework and System of Corporate Social Responsibility Accounting Information Disclosure

Social responsibility accounting information disclosure framework is the "skeleton" of corporate social responsibility disclosure, which has shaped the basic outline of corporate social responsibility behavior and provided the basic working ideas for report makers. Based on the relevant framework of developed countries, China should use incentive means to encourage scholars to actively study the basic concepts, objectives and principles of social responsibility accounting, and establish a framework system with logical thinking and guiding principles throughout, so as to fill the "flesh and blood" of corporate social responsibility standards, systems, laws and regulations.

The information disclosure system of social responsibility accounting that should be established in our country needs to be constantly revised and enriched through theoretical research and practical test, and finally led and promoted by the government and its relevant institutions.

4.4. Prepare Independent Social Responsibility Accounting Report

Corporate social responsibility report has its particularity. In order to truly and completely reflect the performance of corporate social responsibility and the social effect achieved, the social responsibility accounting report disclosed must be independent of the financial accounting report and prepared separately. What can be reflected by data, such as the financial status, operating results and cash flow of the enterprise in social responsibility, must be reflected by data in the social responsibility accounting report. For the social responsibility accounting information that can not be described by data, it needs to be disclosed in the notes in a more vivid way, such as words and charts.

4.5. Disclosure Mode of Combining Quantitative Analysis and Qualitative Analysis

Among the social responsibilities undertaken by enterprises, the part that can be confirmed and measured should be measured by quantitative analysis and disclosed in the social responsibility accounting information report. That is, to show clearly and accurately the cost and expense brought by the enterprise's fulfillment of social responsibility obligations and the social benefits generated by the behavior in terms of currency, physical quantity and other measurement units. However, due to the fuzziness of the definition of the edge of corporate social responsibility and the complexity of its measurement, non economic information can be disclosed in the notes in words or in more abundant forms (graphics, animation, etc.).

4.6. Setting up Separate Social Responsibility Accounting Subjects

Social responsibility accounting requires that it has its own unique accounting subjects. The complex relationship between social responsibility accounting and traditional accounting requires that the setting of corporate social responsibility accounting subjects should be unified with the existing accounting subjects, or the secondary detailed subjects should be set up on the basis of the existing accounting subjects. In this way, social responsibility accounting can not only be distinguished from traditional accounting information, but also be referenced in systematic work such as confirmation, measurement and report, so as to achieve the goal of social responsibility accounting.

4.7. Establish Corporate Social Responsibility Audit System

Audit in financial report plays a role of supervision and inspection in traditional accounting information disclosure. In order to ensure the accuracy and authenticity of corporate social responsibility accounting information report, social responsibility audit is also essential.

Therefore, it is imperative to establish the audit system of social responsibility report. On the one hand, it is necessary to formulate a set of operational audit standards, clarify the subject, object and scope of audit; on the other hand, it is necessary to maintain the independence of audit institutions as the third-party institutions. As the third-party institutions, they should not only maintain economic independence, but also maintain their awareness Morphological independence.

5. Research Conclusion

With the increasing attention of the public and consumers to the social responsibility of enterprises, China should gather the strength of all sectors of society to improve the social responsibility system of our country and ensure the performance of corporate social responsibility. The government should combine the theoretical results with the national conditions of our country, formulate the corresponding social responsibility accounting system and social responsibility audit system, and issue relevant laws Laws and regulations guarantee its implementation. Enterprises should also improve their awareness of social responsibility and urge their accounting practitioners to carry out training related to social responsibility accounting.

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