

ALIGNING VALUES: CSR'S INFLUENCE ON TECHNOLOGICAL INNOVATION AND DIGITAL EVOLUTION

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Abstract: In today's dynamic society, technological innovation and digital transformation have emerged as potent catalysts, propelling economic and social progress. Corporate social responsibility (CSR) has evolved beyond a mere moral imperative, encompassing the multifaceted obligations enterprises undertake concerning the economy, environment, and society. Within the sphere of technological innovation and digital transformation, CSR has transcended ethical considerations to become a strategic imperative.

Scholars are increasingly recognizing the pivotal role of CSR in shaping the landscape of technological innovation and digital transformation. Al-Shammari M investigates the intricate relationship between CSR and these transformative processes, shedding light on the specific social responsibilities enterprises should assume during scientific and technological innovation. Kim S introduces the theory of "double responsibility," exploring how enterprises navigate their societal obligations alongside economic pursuits and its subsequent impact on overall performance. In parallel, Barauskaite G delves into the interplay between CSR and financial performance, elucidating the consequences of CSR on corporate financial outcomes while addressing essential conceptual and evaluative issues.

However, despite notable research advancements, several facets warrant further exploration. This article seeks to conduct an in-depth exploration of CSR's pivotal role in technological innovation and digital transformation, comprehensively analyzing its repercussions on both enterprises and society. By synthesizing existing research and conclusions, this paper endeavors to provide actionable insights and guidance, empowering enterprises to enhance their fulfillment of social responsibilities within the ever-evolving landscape of technological innovation and digital transformation.

Keywords: Corporate Social Responsibility (CSR), Technological Innovation, Digital Transformation, Double Responsibility, Financial Performance

Introduction

In today's society, technological innovation and digital transformation have become an important force to promote economic and social development [1]. Corporate social responsibility refers to the obligations and responsibilities undertaken by enterprises in terms of economy, environment and society [2]. In the process of technological innovation and digital transformation, corporate social responsibility is not only a moral requirement, but also a strategic choice [3].

More and more scholars have begun to pay attention to the role of corporate social responsibility in technological innovation and digital transformation, and have put forward a series of research and conclusions. Al-Shammari M's research focuses on the role of corporate social responsibility in technological innovation and digital transformation. He discussed the social responsibility that enterprises should undertake in the process of scientific and technological innovation, and put forward relevant conclusions [4]. Kim S's research involves the relationship between social responsibility and corporate performance, and puts forward the theory of double responsibility. This

theory may explore how enterprises fulfill their social responsibilities while pursuing economic interests, and explore the impact of this dual responsibility on enterprise performance [5]. Barauskaite G's research focuses on the relationship between corporate social responsibility and financial performance. He explored the impact of corporate social responsibility on corporate financial performance and raised some issues regarding concepts, definitions, and evaluation methods [6].

However, although some research results have been obtained, there are still some problems that need to be further explored. Therefore, this article aims to deeply explore the role of corporate social responsibility in technological innovation and digital transformation, and analyze its impact on enterprises and society. Through a comprehensive analysis of the research and conclusions of relevant scholars, this paper aims to provide some suggestions and guidance for enterprises to better fulfill their social responsibilities in the process of technological innovation and digital transformation.

1. Overview of Corporate Social Responsibility

1.1. Definitions and Principles

Corporate social responsibility refers to the social and environmental responsibilities undertaken by enterprises in the course of operation [7]. It is the embodiment of the obligations and responsibilities of enterprises to the society and stakeholders, and aims to promote social well-being and environmental protection by actively participating in social affairs and adopting sustainable development methods [8]. Corporate social responsibility includes three aspects: economic responsibility, environmental responsibility and social responsibility.

First of all, economic responsibility requires enterprises to operate in a legal and compliant manner and to create stable returns for investors. Enterprises should abide by laws and regulations, perform contracts honestly and trustworthily, and provide shareholders and employees with fair returns [9]. Secondly, environmental responsibility emphasizes that enterprises should take the initiative to take measures to reduce the negative impact on the environment [10]. This includes reducing energy consumption, reducing waste emissions, promoting renewable energy, etc., to protect natural resources and the ecological environment, and contribute to future sustainable development [11].

Finally, social responsibility requires enterprises to pay attention to social welfare and social justice in the course of operation. Enterprises should actively participate in community affairs, support educational and cultural activities, care for vulnerable groups, etc., and make positive contributions to social development [12].

By fulfilling their social responsibilities, enterprises can obtain the recognition and support of consumers, employees and investors, and then achieve long-term economic success and common promotion of social value [13].

The principles of corporate social responsibility refer to the guidelines and values that guide enterprises to follow when practicing social responsibility [14]. These principles are designed to ensure that companies actively fulfill their social and environmental responsibilities in the course of their operations, and promote sustainable development and social well-being.

Transparency and accountability: Enterprises should publicly disclose their social and environmental performance, accept social supervision, and assume corresponding responsibilities.

Respect the rights and interests of stakeholders: enterprises should respect and balance the rights and interests of all stakeholders, including shareholders, employees, consumers, communities and the environment [15]. Enterprises should actively listen to and respond to the concerns of stakeholders, and take measures to protect their rights and interests.

Sustainable development: Enterprises should seek a balance between economy, society and environment, and pursue long-term sustainable development. This includes considering environmental impacts in business decisions, promoting efficient use of resources and reducing emissions, etc. [16].

Social welfare and charity: Enterprises should actively participate in social welfare and charity, and give back to the society. Businesses can make a positive contribution to society by supporting projects in areas such as education, health, culture, and community development [17].

Human rights and labor rights: Enterprises should respect and protect human rights, and ensure that employees enjoy fair working conditions and reasonable remuneration. Businesses should prohibit human rights and labor rights violations such as forced labor, child labor and discrimination.

1.2. The Importance of Corporate Social Responsibility

Corporate Social Responsibility is of paramount importance to modern businesses. By fulfilling social responsibilities, enterprises can establish a good reputation and brand image, enhance the trust of consumers and investors, and thus provide a stable foundation for the long-term development of enterprises [18]. In addition, corporate social responsibility can also help attract and retain excellent talents, improve employee satisfaction and loyalty, and thus enhance the competitiveness of enterprises. Corporate social responsibility is crucial to the sustainable development of society and the environment [19]. In the face of increasingly severe environmental issues and social challenges, enterprises play an important role. By adopting environmental protection measures, promoting sustainable development and social justice, enterprises can reduce the negative impact on the environment, promote the efficient use of resources, and improve the level of social welfare. Corporate social responsibility also includes paying attention to employee welfare, supporting education, health and cultural undertakings, etc., and contributing to the progress and development of society. CSR can also bring business opportunities and innovation [20]. By focusing on social issues and customer needs, companies can discover new business opportunities and develop innovative products and services. At the same time, actively fulfilling social responsibilities can also help enterprises establish good relationships with governments, NGOs and other stakeholders, and promote cooperation and win-win results.

By fulfilling social responsibilities, enterprises can achieve a win-win situation of business success and social value, and contribute to building a more prosperous, just and sustainable society.

2. Technological Innovation and Digital Transformation

2.1. Overview of Technological Innovation and Digital Transformation

The importance of technological innovation and digital transformation to enterprises and society cannot be ignored. With the continuous advancement of science and technology, traditional industries are undergoing unprecedented changes. Technological innovation and digital transformation can not only increase productivity and efficiency, but also promote innovation, improve quality of life, and bring new business opportunities for enterprises.

First, technological innovation and digital transformation can substantially increase productivity and efficiency. By introducing advanced technology and digital tools, companies can realize automation and intelligent production, thereby reducing costs and improving production capacity and quality. For example, the application of robotics can replace heavy, dangerous or repetitive work, freeing up human resources for more advanced tasks. At the same time, digital transformation can also accelerate business processes, improve information sharing and decision-making efficiency, and make enterprises more agile and flexible.

Second, technological innovation and digital transformation are important drivers of innovation. By introducing new technologies and digital platforms, companies can better meet market demands and develop innovative products and services. In addition, technological innovation and digital transformation also have a positive impact on improving the quality of life. Through intelligent home equipment, mobile payment, online education and other applications, people's life becomes more convenient and comfortable. The development of digital medical technology has also brought revolutionary changes to the medical industry, improving the accuracy and efficiency of diagnosis and treatment, and broadening the channels for people to obtain medical resources.

However, technological innovation and digital transformation also bring some challenges and risks. Enterprises need to carefully assess risks and take measures to deal with them. For example, data security and privacy protection are important issues in digital transformation. Enterprises need to strengthen information security management to ensure the security and privacy of customer data. In addition, technological innovation may also lead to the disappearance of some jobs. Enterprises need to pay attention to the transfer and training of employees to ensure their employability in the digital age.

To sum up, by actively promoting technological innovation and digital transformation, enterprises can maintain their competitiveness, achieve sustainable development, and contribute to social progress. At the same time, the importance of corporate social responsibility cannot be ignored. It can provide a stable foundation for the long-term development of enterprises, promote the sustainable development of society and the environment, and bring business opportunities and innovation.

2.2. Research on the Role of Corporate Social Responsibility in Technological Innovation

Corporate social responsibility plays an important role in technological innovation. Technological innovation is not only for the realization of commercial interests, but also for the sustainable development of society and the environment. Corporate social responsibility emphasizes the moral obligations and social responsibilities that enterprises should undertake in the course of operation, including paying attention to employee welfare, environmental protection, and community development. In technological innovation, corporate social responsibility can be reflected in the following aspects:

Quality and safety of products and services: Enterprises should ensure the quality and safety of products and services brought about by their technological innovations. This means that companies need to devote sufficient resources to product testing and quality control to ensure the safety and reliability of products so as to avoid potential risks to users and society.

Environmental protection: technological innovation may have an impact on the environment, such as energy consumption, waste discharge, etc. Enterprises should actively take measures to reduce the negative impact on the environment, such as promoting the renewable utilization of energy, reducing waste generation, implementing environmentally friendly production methods, etc.

Paying attention to employee welfare: enterprises should pay attention to the rights and welfare of employees, and provide a good working environment and development opportunities. This includes providing fair pay, healthy and safe working conditions, training and career development opportunities, and more. By focusing on employee well-being, businesses can attract and retain talent and increase employee job satisfaction and productivity.

Community development: Enterprises should actively participate in the development of the community and provide support and assistance to the community. This can include sponsoring community events, supporting local educational and cultural programs, providing employment opportunities, and more. By actively participating in community development, enterprises can establish a good corporate image and enhance their cooperative relationship with the community.

In short, corporate social responsibility plays a guiding and restricting role in scientific and technological innovation, helping companies ensure that their innovation activities have a positive impact on society and the environment. By fulfilling corporate social responsibility, enterprises can gain social recognition and support and contribute to sustainable development.

2.3. Research on the Role of Corporate Social Responsibility in Digital Transformation

Corporate social responsibility plays an important role in digital transformation. Digital transformation refers to the use of digital technology by enterprises to change business models, processes and value creation methods to improve efficiency, innovation and competitiveness. In digital transformation, corporate social responsibility can be reflected in the following aspects:

Data privacy and security: Digital transformation involves a large amount of data collection, processing, and storage. Enterprises should attach importance to users' data privacy and information security. Enterprises need to take measures to protect users' personal information, comply with relevant privacy regulations, and ensure data security to prevent data leakage and misuse.

Digital inclusion: Digital transformation should focus on social inclusion, ensuring that the benefits of digital technologies reach a wider range of people. Enterprises should take into account the existence of the digital divide and strive to provide easy-to-use and accessible digital solutions to ensure that everyone can participate in the process of digital transformation.

Digital skills training: Digital transformation requires employees to have corresponding digital skills. Businesses can help employees adapt to the demands of digital transformation and improve their digital literacy and skills by providing training and education opportunities. This helps to improve the employment competitiveness of employees and promote the sustainable development of individuals and society.

Social impact assessment: Digital transformation may have a profound impact on society, such as changes in employment opportunities and adjustments to social structures. Enterprises should conduct social impact assessments to understand the impact of digital transformation on various

stakeholders, and take corresponding measures to mitigate negative impacts and promote sustainable social development.

Innovation and social problem solving: Digital transformation presents opportunities for businesses to innovate and solve social problems. Enterprises can use digital technology innovation to solve social and environmental problems, such as smart city construction, sustainable energy utilization, etc. By actively participating in solving social problems, companies can enhance their social influence and brand image.

In conclusion, corporate social responsibility plays a guiding and restrictive role in digital transformation, helping companies ensure that the impact of their digital transformation on society and the environment is positive. By fulfilling corporate social responsibility, enterprises can gain social recognition and support and contribute to sustainable development.

3. Data Collection and Analysis

3.1. Data Collection

This paper will collect relevant data on corporate social responsibility in technological innovation and digital transformation from the aspects of technological innovation investment, innovative achievements, data privacy protection, ethical principles, data sharing, and social feedback, and conduct descriptive statistical analysis on the data. Through the analysis of these data, we can better understand the social responsibility of enterprises in technological innovation and digital transformation, and provide references for enterprises and society to promote sustainable development and social equity, so as to determine what role corporate social responsibility plays in technological innovation and digital transformation. The collected data are shown in Figure 1.

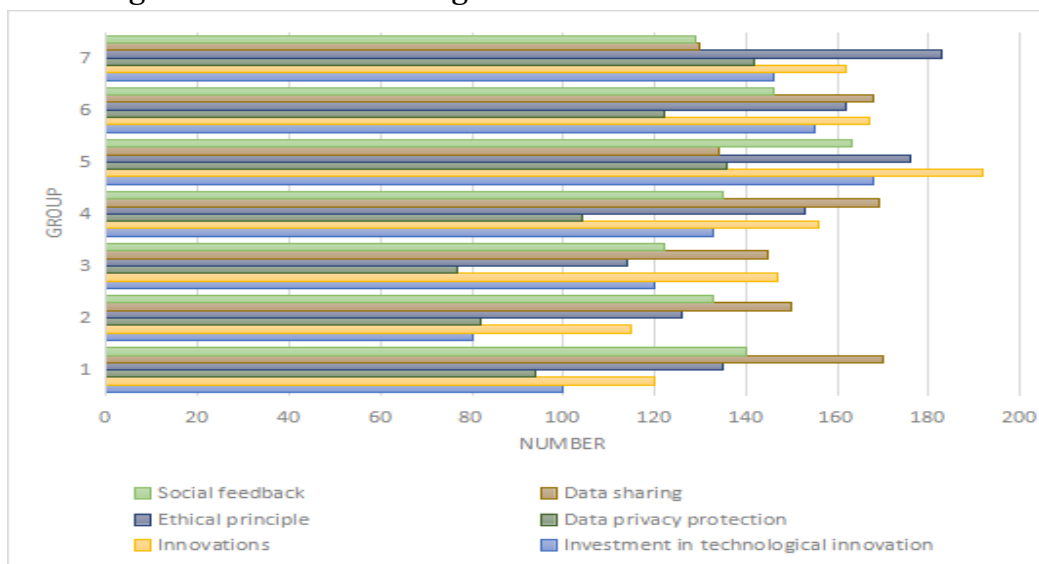


Figure 1: Data on Corporate Social Responsibility in Technological Innovation and Digital Transformation

Summarizing and sum the collected data to get Figure 2.

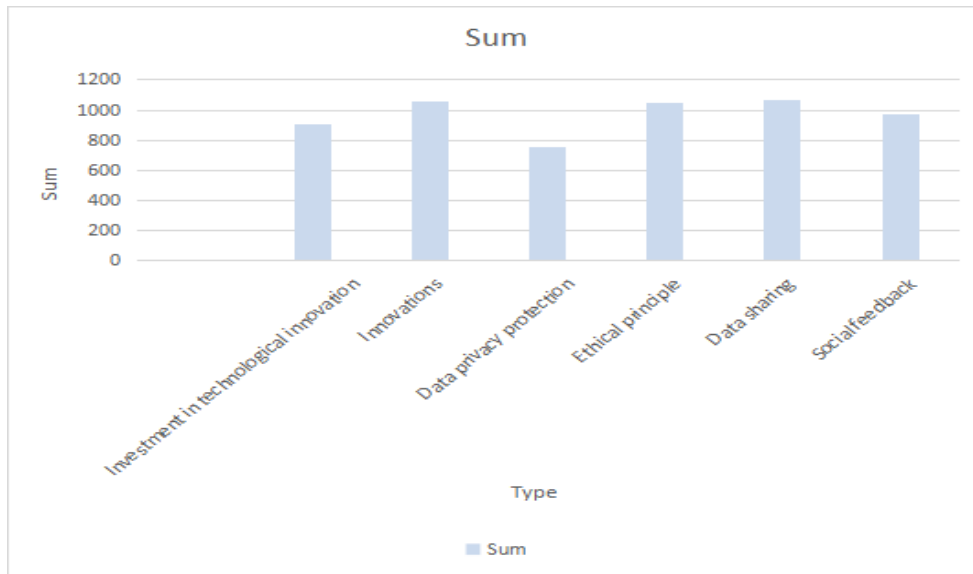


Figure 2: Data summary

From Figure 2, we can clearly see that in technological innovation and digital transformation, enterprises relatively invest more in innovation achievements, ethical principles and data sharing. This reflects the degree to which companies place importance on these aspects and realize their importance. Investing funds in the development and research of innovative achievements can help enterprises enhance their competitiveness, promote technological progress and meet market demand. Funds invested in ethical principles may be used to train employees and develop ethical guidelines and policies to ensure that companies follow ethical standards in technological innovation and digital transformation, and protect user privacy and data security. Investment funds for data sharing may be used to establish data sharing platforms, develop data sharing protocols and mechanisms, so that enterprises can share data with other organizations and stakeholders, promote cooperation and innovation, and give back to society. Data sharing can help improve data availability and sustainability, and promote wider data applications and innovations. By investing in these areas, companies can better fulfill their social responsibilities, build trusting relationships, reduce bias and inequality, and contribute to sustainable development. These investments not only contribute to the long-term development of the enterprise, but also contribute to the progress and common prosperity of the society. In order to see the proportion of each factor more clearly for subsequent analysis, this paper converts the collected data into overall percentages to obtain Figure 3.

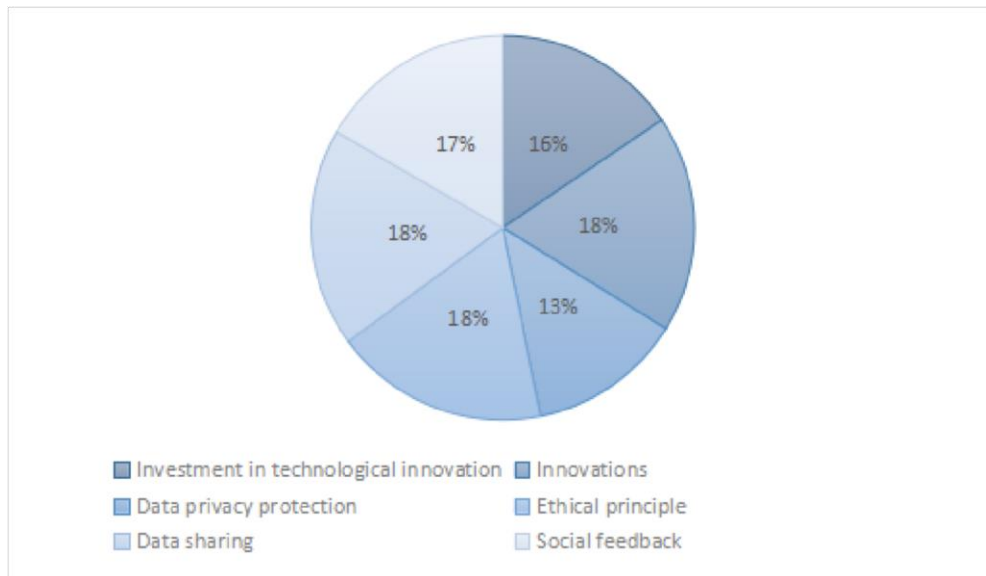


Figure 3: Percentage of data

From Figure 3, we can see that innovation results, ethical principles and data sharing all account for 18% of enterprise investment, while data privacy protection only accounts for 13%. This may mean that in the technological innovation and digital transformation of enterprises, more emphasis is placed on innovation results, ethical principles, and data sharing, while relatively less emphasis is placed on data privacy protection.

Data privacy protection means that enterprises take corresponding measures to protect users' privacy and data security when collecting, storing and processing personal data. In the digital age, the protection of personal data has become particularly important, because data leakage and misuse may lead to the violation of users' privacy and even cause social problems.

Although data privacy protection accounts for a relatively low proportion in Figure 3, it does not mean that enterprises can ignore data privacy protection. In fact, with the increase of data leakage incidents and the strengthening of privacy regulations, enterprises are paying more attention to data privacy protection. Protecting user privacy and data security is an important aspect of corporate social responsibility, and it is also the basis for building trust and sustainable development.

Therefore, enterprises should comprehensively consider innovation achievements, ethical principles, data sharing and data privacy protection in technological innovation and digital transformation, so as to ensure that users' privacy and data security are protected while pursuing innovation and development. Only in this way can we establish a sustainable digital ecosystem and promote the common prosperity of enterprises and society.

3.2. Data Analysis

This article will conduct a correlation analysis on the collected data to confirm the relationship between these factors, as shown in Table 1.

Table 1: Correlation coefficient of each factor

Quantitative factor 1	Quantitative factor 2	Correlation
Investment in technological innovation	Innovations	0.977058332
Data privacy protection	Ethical principle	0.989077993
Data sharing	Social feedback	-0.012956915

It can be seen from Table 1 that there is a high correlation between technological innovation investment and innovation results, which indicates that there is a certain positive correlation between the degree of investment in technological innovation and its innovation results. This may mean that enterprises can achieve more innovative results by increasing investment in technology research and development and innovation. In addition, there is a high correlation between data privacy protection and data ethics principles. This shows that while companies pay attention to data privacy protection, they also pay more attention to following the principles of data ethics to ensure the legality, transparency and security of data. This is an important aspect for companies to fulfill their social responsibilities, especially in a data-driven era, where protecting user privacy and data security is paramount.

3.3. Results and Discussion

Corporate social responsibility plays an important role in digital transformation. In digital transformation, corporate social responsibility can be reflected in the following aspects:

Data privacy and security: Digital transformation involves a large amount of data collection, processing, and storage. Enterprises should attach importance to users' data privacy and information security. Enterprises need to take measures to protect users' personal information, comply with relevant privacy regulations, and ensure data security to prevent data leakage and misuse.

Digital inclusion: Digital transformation should focus on social inclusion, ensuring that the benefits of digital technologies reach a wider range of people. Enterprises should take into account the existence of the digital divide and strive to provide easy-to-use and accessible digital solutions to ensure that everyone can participate in the process of digital transformation.

Digital skills training: Digital transformation requires employees to have corresponding digital skills. Businesses can help employees adapt to the demands of digital transformation and improve their digital literacy and skills by providing training and education opportunities. This helps to improve the employment competitiveness of employees and promote the sustainable development of individuals and society.

Social impact assessment: Digital transformation may have a profound impact on society, such as changes in employment opportunities and adjustments to social structures. Enterprises should conduct social impact assessments to understand the impact of digital transformation on various stakeholders, and take corresponding measures to mitigate negative impacts and promote sustainable social development.

Innovation and social problem solving: Digital transformation presents opportunities for businesses to innovate and solve social problems. Enterprises can use digital technology innovation to solve social and environmental problems, such as smart city construction, sustainable energy utilization, etc. By actively participating in solving social problems, companies can enhance their social influence and brand image.

In conclusion, corporate social responsibility plays a guiding and restrictive role in digital transformation, helping companies ensure that the impact of their digital transformation on society and the environment is positive. By fulfilling corporate social responsibility, enterprises can gain social recognition and support and contribute to sustainable development.

4. Conclusion

Corporate social responsibility plays an important role in technological innovation and digital transformation. When it comes to technological innovation and digital transformation, corporate social responsibility is very important. During this process, enterprises should ensure the legality, transparency and security of data collection and analysis. At the same time, enterprises should follow ethical principles, consider data quality and accuracy, and give back to society through data sharing. While innovation, ethical principles, and data sharing have received high attention and investment, data privacy protection has received relatively little attention. However, protecting user privacy and data security is an important aspect for companies to fulfill their social responsibilities. Therefore, companies should comprehensively consider innovation, ethics, data sharing and data privacy protection to build trust, reduce bias and inequality, and contribute to sustainable development. Only in this way can enterprises go further on the road of technological innovation and digital transformation, and bring more benefits to society.

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