

intersection, both sides will benefit in the long run. Businesses should stop thinking about corporate social responsibility as PR campaigning and damage control, and rather see it as shared value for both sides (Porter and Kramer, 2006: 90). When these arguments are applied to China, it is clear that corporate social responsibility should always be thought of. This could even explain why China still remains a developing country despite of its growing economy. By thinking only about what the businesses alone are gaining, and by not integrating corporate social responsibility into their business strategy, the businesses are only making temporary gains at the cost of the society. If they were to change their strategy, maybe China would emerge as the largest economy as well as a developed country in the following 10 years or so.

To conclude, it should be clear that China should pursue economic growth in a more ethical manner. It has been established that China is a large, growing economy that still faces the problem of poverty. However, a significant reason for this might be, in fact, related to the lack of corporate social responsibility. Furthermore, there is no reason why any country should not pursue for corporate social responsibility. If not for moral or ethical causes, corporate social responsibility provides businesses with a competitive advantage. It reduces debt financing costs, results in direct and indirect benefits, and is also useful for both the society and the businesses. Corporate social responsibility, when successful, is a source of innovation and development as well as of money and reputation. If China were to pursue growth in a more ethical manner, it would be likely to attract more foreign investments as well as foreign goods and services. It would also make people more open towards local Chinese products, and even increase the amount of workers and people in general moving to China.