Chapter 4


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ABSTRACT

This chapter presents China's global business outlook within an analysis of Corporate Social Responsibility (CSR) to reduce poverty through human welfare improvement. The chapter examines human rights within China’s social, environmental, and economic resources domestically and globally. Although China's economic acceleration has been substantial, its inability to consistently observe and enforce international human rights laws and norms detracts from its economic success. This is not something that China can easily achieve due to challenges of social instability and increasing demographic problems stemming from a large population with diverse needs. The authors suggest ways to enhance human rights conduct according to the UN Guiding Principles in China and in other countries through responsible management education.

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INTRODUCTION

Today, China pursues negotiation through economic trade with many countries in the world. There are many distinguishing cross-country factors in China’s development with the West. For example, the visit of the United States President Nixon in 1972 to Shanghai, the subsequent renewal of ties with the People’s Republic of China, and Shanghai’s declaration in February 1972 that led to improved relations between China and the United States. A renewed belief in academic education brought back the hope for serious change in Chinese reform. Since 1978, China has developed stronger trade relations with the West. The move from a planned economy to a market economy brought with it many reforms in China. These were put in place gradually and led to China’s introduction to the world. While the Chinese Central government has taken measures to implement ethical reforms within the economic, social and environmental arenas, greater change is needed to address broad development issues and impacts in an economically evolving country. China produces a considerable amount of products distributed worldwide. Currently, 1.3 billion people in China provide approximately half of all products in global demand (Bongiorni, 2007). Therefore, Chinese manufacturing is essential not only to the Chinese, but also to populations throughout the world.

Recent human rights reforms in China include a human rights action plan to address societal grievances for greater social stability and economic development without political reform. This will improve labor, criminal, and property rights through reducing the death penalty, banning organ transplants, enhancing government transparency, and government responsiveness (Lum, 2011). Overall, the Chinese Central government is working to create its own identity, direction and practices for dealing with human rights issues domestically and globally (Chen, 2005). However, it is worth noting that the social effects of global human rights norms such as China signing the International Covenant on Civil and Political Rights (ICCPR) may have greater impacts on Malaysia, Singapore, and South Korea’s human rights practices than those nations signing or ratifying themselves, resulting in little implementation of the structural reform (Goodman and Jinks, 2008).

The chapter will present China’s challenge to improve socio-economic development within its economic success. This is not something that China can easily achieve due to social instability and increasing demographic problems stemming from a large population with diverse needs. Consequently, the current target in China’s economy is to build a mature and sustainable ethical approach of human rights to further influence economic, political, cultural, and social development and transformation. The public and private sectors in China are slowly discussing “doing good”, the need to reduce costs, and similar strategies that address the environment and human rights. Although Corporate Social Responsibility (CSR) is in an infancy stage in China, the
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