



The Influence of Non-governmental Organizations on the Transformation of Public Services Mode: Based on the Perspective of Enterprise Social Responsibility

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Abstract

Non-governmental organizations play an important role in various fields of social life, especially in the fields of public welfare and charity, environmental protection, economic and social development, which partly replace the functions of the government and play a unique role. In order to maintain the survival and development of the organization, funds are essential, and the non-profit characteristics of non-governmental organizations determine that they need to raise funds from the public. However, at present, many non-governmental organizations in China are facing the problems of financing difficulty and insufficient financing, which seriously restricts the development of non-governmental organizations. With the development of science and technology, social progress, the increasingly frequent exchanges between China and the other countries, on behalf of the core values of their respective cultural values of the system is constantly evolving, both social values in the coexistence of two values. The difference between the conceptual system is getting smaller and smaller, the traditional values of both sides in the new historical period are facing many challenges.

Keywords

Microsoft, Localization, Strategies, Enterprise, Social Responsibility

Against the backdrop of economic globalization, the world economic environment has moved into an era of multinationals. In the 1980's, multinationals once advocated denationalization in order to weaken the political, economic and cultural colors of motherlands. Since the 1990's, multinationals actively pursued localization strategies with respect to production and manufacturing, product brand, human resources, marketing management, thus arousing a tide of localization. Localization strategies represent a series of operational management strategies developed to get involved in target markets, which generally focus on getting involved in local culture and customs and religious belief as well as establishing a good enterprise image in order to achieve long-term development (Aronica, Martina, & Cracolic, 2021). The policy effect of civilized cities on enterprise social responsibility is heterogeneous. The policy effect of economically developed areas is stronger than that of economically underdeveloped areas, and that of areas with sound legal

environment is stronger than that of areas with backward legal environment; the policy effect of state-owned enterprises is stronger than that of non-state-owned enterprises, and enterprises with no defects in internal control are stronger than those with defects in internal control.

1. The purpose of localization strategies of Enterprise

Along with the reform and opening-up and rapid development of market economy in China, not only a growing number of foreign companies came to China for investment, Chinese companies face the challenges of internationalization, constantly increase overseas investment and enter international markets (Prado Deborah Santos & Seixas Cristiana, 2021). Going global has become an inevitable choice for a growing number of companies, and international business strategy has proven a top priority of enterprise management. In the process of internationalization, the cultural difference among countries means it is necessary to implement localization strategies. The purpose of localization strategies is to combine the core competitiveness of a company with local resources and environment to provide products and services suitable for local markets and improve corporate competitiveness in light of the specific social, economic and cultural environments and special consumer needs and requirements in local markets. The success of localization strategies tends to directly define the success of multinationals in target markets. A study of Microsoft's localization strategies not only helps other foreign companies enter Chinese market successfully but more importantly informs Chinese companies as to how to go global successfully.

Founded in 1975 and headquartered in Redmond, Washington, US, Microsoft Company is the world's largest information technology supplier. The recent economic crisis, the growing evidence of the existence of long-lasting environmental problems and the increasing rate of poverty, have contributed to the development of a new idea of capitalism. This capitalism is based on the concept of sustainability, which integrates economic, social and environmental considerations. Increasingly, private organizations and political actors have started to take into account the importance of changing mainstream assumption on how capitalism should work (Boyle, Elizabeth H., & John W. Meyer, 2002). This trend is at the basis of the flourishing emergence of corporate social responsibility theories, ethical finance theories and social entrepreneurship. Social entrepreneurship bridges the need for solving social problems through the creation of positive social impacts with the business entrepreneurial ability to look at problems as business opportunities. Social entrepreneurial ventures are one of the most meaningful examples of the wave of change in the basis for capitalism.

2. The review of the relevant theories and methods

The review of the literature shows that there are relevant theories developed in order to achieve effective and efficient management in organizations. The theories revolve around management understanding of the job attitude of an employee and how such employee could be energized and provided with opportunities to achieve personal and organizational objectives. The review also presented many definitions of the concept of management, in which most of authors share a common view that management involves the planning, control coordination and supervision of activities to achieve optimum results or organization objectives, with available organizational resources. On educational management, the review revealed that it is the efficient control and coordination of human and material resources and facilities that concern education (Lucchese, Matteo, 2020). It is seen as a service activity or tool through which the fundamental objectives of the educational system can be more fully efficiently realized.

Microsoft grew rapidly after its return to Chinese market in 1990, and currently it owns more than one third of China's market and three of the four most famous IT brands in China. Microsoft's success in China is a direct result of localization strategies that it continues implementing in China as it does worldwide, in addition to its powerful brand appeal. The operational focus of Microsoft is the consistent localization strategies and mindset. After its entry into Chinese market, Microsoft implemented a series of localization strategies, including use of marketing methods suitable for Chinese market, development of Chinese brands in collaboration with Chinese partners, provision of high-quality services to consumers and customers and becoming a good corporate citizen in the local areas.

For instance, China and the United States are important countries of the contemporary world. China and the United States, as different representatives of the East and the West, have differences in their culture. Coupled with the cultural and geographical environment, national structure, religious culture and other aspects of the impact of Chinese-American cultural values in the two also have little in common. Through the study of Chinese and American advertising language, the analysis of cultural differences between them and the conflict reflects the development of Chinese-American culture, which is a study of cultural relations in international relations is an attempt, but also conducive to deep understanding of different values of the two countries, so that the two sides to strengthen cultural exchanges, we may be able to say that American culture represents the mainstream of Western culture, and Chinese culture is the representative of oriental culture, so strengthen the cultural exchanges between China and the United States has a world significance.

3. The prospect of effective cultural values

Values are usually prescriptive, they warn people that what thing is good or bad, what is correct or wrong, what is real or false, what is positive or negative. Cultural values determine what is worthy to devoting, what is worth to protecting, what is scary, what should be learned, what should be ridiculed, what kind of things will unite people. Is the cultural values to guide people's views and behavior. In a nutshell, values are the standard to regulating people's behavior, its also the principle of orientation that people show when choosing or evaluating an act, thus the members of society know what behaviors they should pursued (Bray, C. Lykins, 2012).

Chinese culture based on the whole value, the individual benefit contained in the whole benefit, the overall interests of each individual is surrounded by the pursuit of common goals. Contemporary China Despite the opening of the country, a variety of ideas after another, but the overall interests of the maintenance is still the mainstream value orientation.

Western cultural value's center is individualism, emphasizing that the individual rights can't be violated, personal power is infinite, the success can achieve by personal struggle, personal benefit is supreme than everything. Robert Lynd compares "individualism" to the natural law of the survival of the fittest. Only through their own efforts, individuals can play their own potential and maintain their rights, and then they will be based on society. In Western culture, an individual is an independent point, an autonomous entity which does not depend on others. This point continues to move forward to form a self-realization of a straight line in accordance with their own direction. When the two lines intersect, and the strong line cut off the weak line and let their straight lines continue to extend. Under the effect of this competitive ideology, everyone is concerned about self-reliance, everyone feel insecure, they become more self-struggle, free and enterprising to become the people who advocating the code of conduct.

Localization means overseas branches of multinationals implement localization strategies in terms of branding, business management, technology, production, human resources and corporate culture in the course of investment and operation in host countries in order to adapt themselves to the political, economic and cultural environments of the host countries, thus getting involved in the host countries and becoming local companies. Localization of multinationals represents a series of adaptive adjustments made to fit into the investment and business environments in the host countries' markets, with which to improve corporate competitiveness, thus achieving successful multinational operations. Simply put, localization is doing as the Romans do. Localized operations can be regarded as a new-type business strategy and practice of multinationals used to suit economic globalization.

Externally, multinationals need to accommodate the legislative and governmental requirements of the host countries and meet the basic conditions for business operation in host countries. Secondly, multinationals need to be involved in the folk customs and national culture of host countries and develop production plans, marketing strategies and sales plans suitable for host countries' markets in order to meet different consumer needs and preferences and avoid any cultural conflicts. Thirdly, the economic globalization calls for implementation of localization strategies, which is intended to enable overseas subsidiaries of multinationals to better survive and grow, thus forming a global presence of multinationals.

Internally, the first reason is cost reduction. Localized operations of overseas subsidiaries of multinationals can help multinationals leverage production elements that enjoy comparative advantages in local areas to reduce costs of labor, production, logistics and management, increase comprehensive benefits and enhance overall corporate competitiveness so as to gain greater profits. The second reason is market-driven results. Mature products in developed countries have to seek new opportunities in order to become sustainable when their market shares substantially saturate. Meanwhile, multinationals have to implement localization strategies in order to gain a stronghold in the local markets. Moreover, products need to meet different consumer needs. The third reason is that multinationals have to expand marketing channels. In the international markets, due to financial constraints, multinationals would first consider using existing marketing systems in the host countries, sell products through local middlemen, establish connections with local governments, communities and consumers and rapidly exploit the local markets by using the channels, experiences and technical expertise of middlemen while avoiding human, material and financial input required to establish their own marketing organizations and reducing the risks. Moreover, the fact that distribution channels, pricing, product positioning and advertising practices vary remarkably from country to country is another important reason multinationals implement localization strategies. The fourth reason is the need to attract and retain high-caliber and highly skilled personnel. Lack of high-caliber personnel and human resources, inadequate international management capabilities and inadequate cross-cultural capabilities constitute a major barrier for companies to achieve globalization. The implementation of localization strategies not only increases the requirements of multinationals for the professional competence and capabilities of their human resources but also plays an important role in improving their own strength.

4. The consists of localization strategies

The form of localization strategies mainly consists of the following aspects:

Brand represents the make of a product. Multinationals endeavor to create localized brands based on the local consumer needs, preference and purchasing power as well as the unique national conditions of the host countries. All multinationals do whatever they can to make their trademarks unique and well received by consumers. Localized naming is a tool used by multinationals to communicate their brands, as localized names can help make consumers psychologically identified with multinationals and are catchy for consumers in host countries. The fact that some international brands could become popular rapidly in local markets is highly related to localized names of these brands (Eckhard Daniel & Leiras Adriana, 2022).

Production localization means that multinationals relocate their raw material procurement and production activities to host countries, including leasing the land in host countries, hiring local workers in host countries and building factories for production and manufacturing, instead of completing the final processes in the host countries in order merely to avoid taxes and seize the local markets. Multinationals purchase raw materials required for production activities in local areas from the local qualified suppliers whenever possible instead of importing or buying such materials from home countries. Doing this can save considerable transport costs and avoid the customs clearance formalities and taxes and duties. Trading in the same region or country means there will be no risks of exchange rate fluctuations and suppliers can establish and maintain close partnership with subsidiaries of multinationals when providing services, especially with respect to the method of delivery of purchased raw materials, which significantly improves the cost effectiveness of products. Doing this can benefit local consumers on the one hand, on the other hand, it drives the local related industries and bring advanced management practice to host countries and job opportunities to local areas, thus establishing a good corporate image in the local area.

The research on concrete measures of product brand, human resources, and the public relations taken by the Microsoft, and analyze the successful experiences of implementing localization strategy, summarize the basic ideas and methods of localization strategies of the Microsoft, to provide reference for enterprises to step into the world. First, it is necessary to thoroughly understand the local culture and customs and consumer profile so as to get involved in local markets through brand naming, advertising and communications. Second, companies need to provide products that both meet the local market demand and remain uniquely competitive. Third, making best use of local employees is not only advantageous in terms of cost and competition but also allows companies to establish and maintain closer connections with local governments. Fourth, companies are supposed to act responsibly, get involved in local charities and avoid being regarded by locals as predators. In addition, it is necessary for companies to create a mutually beneficial partnership with local communities and become good corporate citizens.

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