

*Секція: Соціологія*

**Shyriaieva Natalia**

*National Technical University "Kharkiv Polytechnic Institute"*

*Kharkiv, Ukraine*

**Naiwen Zhang**

*National Technical University "Kharkiv Polytechnic Institute"*

*Kharkiv, Ukraine*

## **MANAGEMENT OF CORPORATE SOCIAL RESPONSIBILITY OF XIAOMI CORPORATION**

*Introduction.* Founded in 2010, Xiaomi has quickly become a global leader in consumer electronics and smart manufacturing. Xiaomi, known for its innovative products and competitive pricing, has expanded its market share in various countries. As a company continues to grow, the management of CSR programs is critical to maintaining the company's reputation, achieving sustainability and meeting the expectations of different stakeholders.

*Status quo and existing problems of Xiaomi's corporate social responsibility management.* Xiaomi, one of the world's leading technology companies, has recognized the importance of corporate social responsibility (CSR) and incorporated it into its business strategy. The current situation of Xiaomi's CSR management can be analyzed through the following key dimensions: environmental responsibility, social responsibility, governance and ethics, and stakeholder participation. Environmental responsibility is reflected in sustainable product design, energy-efficient manufacturing, waste reduction and recycling programs [1]. Social responsibility is reflected in Xiaomi's active participation in the communities in which it operates, contributing to local development and well-being. Xiaomi supports a variety of community projects, including education, healthcare and disaster relief

efforts. For example, Xiaomi has donated resources and funds to support educational initiatives and improve access to quality education in underserved areas [2]. Governance and ethics in transparent reporting, ethical business practices, compliance with international standards; Stakeholders are embodied in customer interaction, supplier responsibility, partnership and cooperation [3].

While Xiaomi has made significant progress in integrating CSR into its operations, there are still areas for improvement. Companies can improve the transparency and accountability of their CSR activities by providing more detailed and standardized reporting. In addition, Xiaomi can expand its CSR initiatives to more comprehensively address emerging global challenges such as climate change and digital inclusion. By continuously improving its CSR strategy and practices, Xiaomi can further strengthen its commitment to sustainable development and social responsibility.

### *The impact and future prospects of social responsibility management*

#### 1. Impact on corporate image and brand value

Corporate social responsibility (CSR) has a profound impact on Xiaomi's corporate image and brand value. Effective CSR initiatives can enhance a company's reputation, build customer loyalty, and create a competitive advantage. For Xiaomi, integrating corporate social responsibility into its business operations has yielded significant benefits, contributing to its strong corporate image and strong brand the value.

#### 2. The role of sustainable development ideal in corporate governance

The concept of sustainable development plays a crucial role in shaping Xiaomi's corporate governance practices. By integrating these concepts into its governance framework, Xiaomi ensures that its business operations are aligned with long-term social, environmental and economic goals. This integration helps companies address complex global challenges, build resilience, and create value for stakeholders.

### 3. Future direction and strategy of Xiaomi's CSR management

As the company continues to grow and evolve, its commitment to corporate social responsibility (CSR) remains a cornerstone of its business strategy. Going forward, Xiaomi aims to strengthen its CSR management through innovative approaches, expanded initiatives and enhanced stakeholder engagement.

Xiaomi will invest in the capacity building of employees, suppliers and partners to improve their understanding and implementation of CSR practices. This includes providing training, resources and support to ensure that all stakeholders are empowered to contribute to Xiaomi's sustainable development Goals.

Table 1

**Employee Welfare Measures**

Measure	Description	Impact
Fair Labor Practices	Ensuring competitive wages, safe working conditions	High employee satisfaction, reduced turnover
Health and Wellness Programs	Health check-ups, mental health support, fitness facilities	Improved physical and mental well-being
Professional Development	Training programs, leadership development opportunities	Enhanced skills, career growth, employee retention
Diversity and Inclusion	Policies promoting gender equality, cultural diversity	Inclusive workplace, innovation through diverse perspectives
Employee Engagement and Recognition	Regular feedback, recognition programs	Increased employee engagement, motivation

Xiaomi's future direction and strategic focus in CSR management is to increase transparency, expand environmental and social initiatives, use technology to promote social good, and strengthen stakeholder cooperation. By adopting these strategies, Xiaomi aims to create a lasting positive impact for its stakeholders and contribute to a sustainable and equitable future.

*Conclusion.* Corporate Social responsibility (CSR) has become an essential part of modern business strategy, shaping how companies interact

with their stakeholders and contribute to broader social goals. This paper examines the CSR management practices of Xiaomi, the world's leading technology company, through an in-depth analysis of its strategy, initiatives and impact. The conclusions of this study highlight the importance of CSR in enhancing corporate image, driving sustainable development, and contributing to long-term corporate success.

### **References**

1. Liu X., Anbumozhi V. Determinant factors of corporate environmental information disclosure: An empirical study of Chinese listed companies. *Journal of Cleaner Production*. 2009. 17(6). P. 593-600.
2. Visser W. *The Age of Responsibility: CSR 2.0 and the New DNA of Business*. London: Wiley, 2011.
3. Moon J. The contribution of corporate social responsibility to sustainable development. *Sustainable Development*. 2007. 15(5). P. 296-306.