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SPECIAL ISSUE

The Research on the Relationship between Corporate Social Responsibility and Common Prosperity

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Abstract

Corporate social responsibility (CSR) and common prosperity have the consistency of philosophy and goal. In the process of delivering CSR, enterprises can integrate their tangible and intangible assets to realize a positive cycle of sustainable development and common prosperity. Enterprises can also open up space for both commercial and social value by integrating altruism with self-interest, public welfare with utilitarianism, cost with capital, and today's development with tomorrow's development. Indeed, the unification of commercial value and social value can extend pathways to common prosperity and improve common prosperity. By way of the super CSR, enterprises can spread the wealth of their culture and values to society through material products, ethical products, and intergenerational inheritance based on the high compatibility of enterprise high-dimensional culture, enterprise craftsmanship, and enterprise civilizations. They can thus play a leading role in promoting the ethical wealth of the whole of society. Public and private enterprises should maximize their respective advantages in promoting common prosperity of society for realizing the common progress of the people, and should strike a balance between efficiency and fairness.

Keywords corporate social responsibility (CSR), commercial value, social value, common prosperity

Encouragement of enterprises to fulfill their corporate social responsibility (CSR) potential for common prosperity is now undergoing practical exploration. However, theoretical discussion in academic circles on the relationship between CSR and common prosperity is not thorough and systematic enough. Thus, this paper constructs a CSR path system for common prosperity by analyzing CSR from three levels: basic CSR (including primary and intermediate levels), senior CSR, and super CSR. The paper seeks to connect CSR with three wealth-income-distribution systems to demonstrate the coherence of CSR and common prosperity. The three levels of CSR are reconstructed, and the path for achieving the goal of common social prosperity is explored in terms of fulfilling CSR, operating CSR, and leading super CSR. The sustainable and system-based development of enterprises is discussed. Every enterprise is a node in the social ecosystem, integrating itself into the common prosperity of society through role reconstruction, through constantly expanding its scope of responsibility and value creation space. There is a need to reshape the relationship between enterprises and society with new thinking, new concepts, and new paths.

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1 Definition of Common Prosperity and CSR

1.1 Definition of CSR

1.1.1 Basic CSR

Basic CSR includes primary CSR and intermediate CSR. The stakeholders of primary CSR are mainly shareholders and employees. To shareholders, CSR means providing returns, financial and non-financial. To employees, CSR means providing reasonable remuneration, providing social security, and protecting employees' rights and interests in pension, medical care, maternity, industrial injury, insurance, etc. In addition, primary CSR includes comprehensive care for employees' physical and mental health and family life, providing education and training, constantly updating their knowledge and skills, and helping them to tap their potential to meet the needs of the times. In short, primary CSR means being responsible for employees by fully meeting their material and non-material needs.

The stakeholders in intermediary CSR are mainly customers, government, community, and environment. Firstly, the responsibilities are to customers, to the improvement of product quality and service level, and to provide products and services on time. There is a responsibility to the government, to operate in good faith, to stabilize production, to expand employment, and to pay taxes according to regulations. Responsibility to the community involves investment in infrastructure construction, such as building roads, bridges, and schools, solving local employment problems, reducing social transaction costs, and promoting social harmony and stability. Intermediate CSR includes responsibility for the environment, developing the low-carbon economy, the circular economy, and the green economy, taking the lead in achieving carbon emission neutrality and promoting green transformation.

1.1.2 Senior CSR

Senior CSR includes engaging in Charity, donation and other public welfare activities. The primary and intermediate CSRs of enterprises are mainly reflected in economic responsibility, legal responsibility. The social attribute of enterprises determines the necessity to fulfill moral, ethical, charitable and other social obligations, namely, social responsibility and moral responsibility. Therefore, enterprises should take an active part in public welfare undertakings, increase investment in poverty alleviation, provide donation to students and disaster relief, and make efforts to improve the living environment and living standard of socially vulnerable groups, so that wealth that comes from society is returned to society. Furthermore, participating in social welfare, undertakings in richer forms, and realizing a higher level of maximizing social benefits have become important for the development of national public welfare.

1.1.3 Super CSR

Socialism should not only create more material wealth than capitalism does, but should also create higher ethical wealth. Wealthy pockets as well as wealthy ethics produces double wealth instead of single wealth (Party Literature Research Office of the CPC Central Committee, 2016). In promoting common prosperity, to a certain extent, there is a phenomenon by which material wealth is valued over ethical wealth, and ethical wealth lags behind material wealth. The understanding of ethical wealth is often vague; it is difficult to

quantify, compare, and assess, so it often becomes a mere formality. In promoting common prosperity, ethical prosperity is as important as, and should exert its counter-effect on, material prosperity. However, this concept has not been reflected in practice, and there is a lack of a benign interaction mechanism. In this context, enterprises should extend their CSR from the material level to the ethical level, and should export not only material products but also ethical products to society. Enterprises have a great responsibility for promoting social ethical prosperity. This is super CSR.

Expanding from basic CSR to senior CSR and on to super CSR is a process of growing from a low level to a high level. Different levels of CSR have different requirements. Basic CSR is fundamental and mandatory. It is the requirement of an enterprise. If an enterprise cannot actively fulfill its basic CSR, it will not be a real, sustainable, and responsible enterprise even if it performs well in higher-level CSR. Senior CSR and super CSR are usually not mandatory. Senior CSR embodies the moral activity of enterprises that they can voluntarily undertake according to their operating conditions, strategic needs, and values. Super CSR further expands the scope of CSR from the material level to the ethical level, and leads the whole of society to improve the level of ethical wealth.

1.2 Compatibility between Three Levels of CSR and Income Distribution

1.2.1 Primary CSR and Primary Income Distribution

By practicing primary CSR, enterprises play a dominant role in the primary income distribution; that is, enterprises maintain principles of efficiency, of good business development, and of providing employees with stable jobs and good economic rewards. It also requires that enterprises innovate their internal income distribution mechanism, improve their wage increase mechanism, connect wage increase with labor productivity, corporate profits, and executive remunerations, ensure dynamic and synchronous growth of employees' wage income, and reasonably increase labor remuneration and its proportion in the primary income distribution. Moreover, it means that enterprises improve their incentive mechanism, and design incremental sharing and equity incentive schemes, so that employees can participate in shareholding and share the future growth benefits of the enterprise. It also means that enterprises ensure that mandatory employees' social insurances and housing fund contributions are paid monthly in full and on time, and implement equal pay for equal work. Furthermore, it means that enterprises pay migrant workers reasonably and promote their skills. The above-mentioned primary CSR are all conducive to stimulating employees to work hard and gain wealth, thus better optimizing the pattern of resource allocation, which is consistent with the goal of maximizing the market role, increasing labor income and remuneration, and expanding the proportion of middle-income groups.

1.2.2 Intermediate CSR and Secondary Income Distribution

Enterprises play an auxiliary role in secondary income distribution by practicing intermediate CSR. Enterprises are primary sources of national tax, which can improve economic benefits, create wealth for society, and provide sufficient sources of funds for redistribution. Enterprises must manage and pay taxes, and it is also a correct way for them to contribute common prosperity of society. Enterprises can safeguard and

improve people's livelihood, and promote basic public services by participating in the development of social and livelihood areas such as pension, housing, and healthcare. Enterprises can also improve infrastructure by investing in existing infrastructure and new infrastructure construction, and by helping to equalize urban and rural infrastructure. Moreover, enterprises can invest in green products, develop the green economy, and strengthen the coordinated management of their regional environment. Through the implementation of national policies, excessive income should be rationally adjusted for standardizing the proportion of capital gains and effectively controlling income distribution.

1.2.3 Senior CSR and Tertiary Income Distribution

By practicing senior CSR, enterprises play a complementary role in tertiary income distribution. The donation structure of the tertiary income distribution in 2019 indicates that 61.71% of the total donations were from domestic enterprises, and 26.40% were from individual donators (China Charity Alliance, 2020). Thus, the corporate donation is a major part of charitable donations in China. In the future, China should further innovate the corporate public welfare mode, explore the incentive mechanism for corporate public welfare and new donation methods, improve the tax preferential policies for public welfare donations, improve the system and mechanism for the sustainable and healthy development of enterprises, strengthen the supervision of public welfare organizations and activities, and improve credibility and transparency, so that enterprises can better play a role in tertiary income distribution in fulfilling their senior CSR.

In short, primary CSR, intermediate CSR, and senior CSR of enterprises are consistent with the three income distributions, and the principles and goal of CSR are consistent with the realization of common prosperity of society. According to the traditional concept, primary income distribution emphasizes the principle of efficiency and efficiency, secondary income distribution emphasizes the principle of fairness, and tertiary income distribution emphasizes the principle of society. However, in actual operation, both the three-level enterprises CSR system and the three-level national income distribution system should emphasize efficiency, fairness, and social principles. Practicing primary CSR and primary income distribution of enterprises should emphasize both efficiency and fairness at the same time. While pursuing the maximization of process efficiency, enterprises should also pay attention to the relative fairness of income distribution results. When practicing intermediate CSR and secondary income distribution of enterprises, the government should also stress the principle of fairness as well as the principle of efficiency, especially relating to public services and infrastructure construction. That is, it is necessary to maintain the social principle based on the unity and coordination of efficiency and fairness. Based on the principle of fairness, enterprises are further encouraged to voluntarily participate in tertiary income distribution. It is important to improve the institutional arrangements related to the development of charities and charitable organizations, formulate and improve the tax system and social honor system represented by inheritance tax to encourage tertiary income distribution, and maximize the government's institutional mechanism construction and supervision responsibilities. Based on the efficiency principle, enterprises should be encouraged to innovate methods and pathways of tertiary income distribution, combine public welfare behavior with market operation, emphasize the high efficiency and sustainability of public

welfare investment, maximize the use of enterprise resources, and create more social values.

1.3 Pathway from CSR to Common Prosperity

Although CSR and promoting common prosperity have the same principles and goals, a pathway arrangement and a mechanism design are still needed to achieve common prosperity. In reality, basic CSR (including primary and intermediate levels), senior CSR, and super CSR of enterprises are often intertwined with each other to form a complete responsibility system. The mode of action, depth of influence, and coverage of this system are also hierarchical; that is, different paths along which enterprises can promote common prosperity to be formed in the process of mutual integration. These pathways include.

First, enterprises should fulfill CSR, including basic, senior, and super CSR. Whether an enterprise is running a business well, creating wealth, serving customers, the government, the community, the environment, etc., or returning corporate wealth to society through charitable donations and other social welfare activities, all such activities are driven by the sense of responsibility, and the core goal is to better develop the business. Enterprises can make profits by fulfilling basic CSR and by integrating social resources. By fulfilling senior CSR, benefits come back from society. In this process, enterprises can transform tangible assets into intangible assets such as brand image, corporate reputation, corporate culture, social relations, etc., and thereafter create more tangible assets through the operation of intangible assets. They can thus realize their sustainable development in the process of mutual conversion between tangible assets and intangible assets.

Second, the management of CSR is based on fulfillment but goes beyond fulfillment. Through managing CSR, enterprises can integrate basic, senior, and super CSR with their own development strategies, closely connect with national strategies, and adopt business logic to resolve social problems more efficiently. In this way, the economic and social goals of enterprises are unified, which not only opens up commercial value space but also creates social value space, that is, enterprises create value in a larger space, so as to unify and promote two values and obtain systematic benefits.

Third, in leading super CSR, as well as in basic and senior CSR, enterprises can constantly refine their successful ethical priority from pursuing profits to pursuing reputation, thereby promoting the ethical prosperity of the whole of society. This is a process in which material prosperity and ethical prosperity of enterprises go hand in hand, in which material is condensed, and ethic is created, and in which enterprises go beyond the fulfillment and management of responsibilities, and practice a role of leadership.

To integrate basic CSR (including primary and intermediate levels), senior CSR, and super CSR, the key is to break through the responsibility boundary and value boundary of enterprises and society, so that enterprises can integrate enterprise development and national strategy, and play roles in managing and leading CSR. On this basis, China should seek a set of transformation paths that unify and promote commercial value and social value; that is, paths that are conducive to the development of enterprises and society at the same time, for the benefit of all. In this way, it is possible to finally realize the material and ethical double prosperity of all people. From CSR to common prosperity of society, a CSR transformation path is shown in Figure 1.

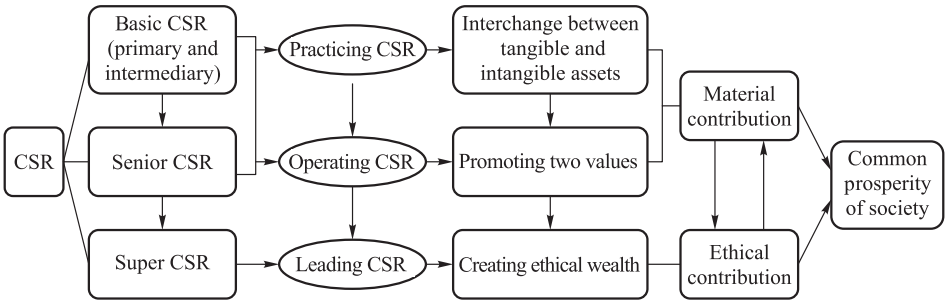

Figure Transformation Path from CSR to Common Prosperity of Society

2 Fulfilling CSR and Common Prosperity of Society

2.1 Social Development of Enterprises

2.1.1 Sociality of Mission Decision

Enterprises are both economic and social organizations. The ultimate mission of an enterprise is to solve social problems. Only by thinking about development and solving problems for the whole society can an enterprise achieve excellence. Entrepreneurs often have social goals. For example, some enterprises are committed to facilitating business operations in the world. Some enterprises are committed to delivering the digital world to everyone—to every family and every organization, and building an intelligent world of Internet of Things. Some maintain the mission vision of user-oriented, science-oriented and technology-oriented innovation alongside respect for cultural heritage, and they improve the quality of human life. These enterprises closely combine the fulfilment of CSR with satisfying people's aspirations for a better life, and creating a better society by solving social problems.

2.1.2 Sociality of Resource Integration

Enterprises often used to focus on tapping internal resources; that is, they run businesses based on available internal resources, following the philosophy of "I do not use what I do not own" and pursuing independent development. Now, enterprises have shifted focus from tapping internal resources to integrating external resources, relying on the resources of the whole of society for development, and following the philosophy of not seeking ownership of everything but of seeking what is available. In the past, there were many boundaries, such as boundaries between enterprises, and between internal departments within enterprises. Now, development of enterprises involves some boundaries but also the absence of boundaries. It is necessary to dismantle both inter-department internal boundaries and inter-enterprise external boundaries for organic integration between enterprises and between enterprises and external society. The development limits of an enterprise are not determined by how many resources it has, but by how many resources it uses. An enterprise has limited internal resources, and unlimited external resources, thus can access resources from the whole society (Li & Guo, 2008).

2.1.3 Sociality of Profit Sources

The focus of the development of enterprises has shifted from company production to

social production. In the era of company production, the development and operation were based within the company, and the components, sections, links and modules were all within the company. According to the traditional view, only by remedying shortcomings could efficiency and benefit be improved as a whole. By this approach, enterprises try their best to make up for shortcomings and disadvantages, with extremely high costs and extremely low benefits; this is the traditional barrel theory. In the era of social production, however, enterprises can focus their development and operation on the outside, thereby managing strengths and advantages, outsourcing the search for solutions to shortcomings, and specializing in the stages and modules of their advantages (Li, 2021a). Furthermore, enterprises can maximize their unique advantages, organically gain benefit from the professional advantages of other enterprises, and integrate globally, with low costs and high benefits. This is called the new barrel theory. Through socialized production, enterprises fully mobilize and utilize idle production and operation capabilities scattered around the world, and gain profits from them.

2.1.4 Sociality of Profit Return

In the process of fulfilling primary CSR and intermediate CSR, enterprises gain resources and profits through the socialized operation. Furthermore, by fulfilling senior CSR, that is, through social donation, profits are returned to society, which completes a closed loop for the promotion of common prosperity of the whole of society. What needs to be considered is how to make this closed loop move on from static to dynamic behavior, and from transience to permanence. The purpose is not only to develop an enterprise, but also to grow it for a longer time. Developing an enterprise can only offer a temporary contribution, but developing it for longer can maintain the output. Therefore, if enterprises are ever-green, having lasting presences, then they can continuously generate and deliver wealth to the whole of society, their profits can continuously return to society, and society can realize common prosperity.

The above vision needs to build a specific system to ensure its realization. On the macro level, the state can stimulate enterprises' charitable donations by means of taxation, so that donation behavior becomes the most rational choice of enterprises, satisfying entrepreneurs' profit-seeking psychology, and letting enterprises voluntarily return profits to society. It is also possible to provide inheritance tax to guidance entrepreneurs to encourage charitable donations and promote charity development. At the micro level, specific goals can guide this vision, and these can take the form of foundations, making charitable donations by enterprises more orderly, standardized, and dynamic. Furthermore, a foundation can make enterprises' donations sustainable and renewable, turning dead assets into living assets, turning limited assets into unlimited assets, and turning today's assets into tomorrow's assets. Here, the former of each of these pairs refers to tangible assets, while the latter refers to intangible assets; that is, an enterprise can obtain significant intangible assets by donating tangible assets through a foundation. A donation creates a good public image for an enterprise; it promotes the company's name, brand, and corporate reputation and culture. A donation helps to build a harmonious social relationship, and to improve the relationship with the government, consumers, and other enterprises. A donation can speed up independent innovation; if a foundation is used for research work, it can be easier for enterprises to create their own patents and know-how. A donation can enhance the public in

an enterprise so that it can more easily attract excellent talent.

Furthermore, enterprises can benefit from additional tangible assets from the whole of society from the acquired intangible assets; that is, by further integrating resources and gaining profits across the whole of society. The first benefit comes from alliance operation. Enterprises can make use of their intangible assets such as their own brand, social relations, corporate reputation, etc., and form strategic alliances by means of joint operation with other enterprises. Franchisees may be allowed to sell goods under their own brands and share the buying and selling channels of both parties. Enterprises can obtain resources and profits without any monetary investment. The second benefit comes from the virtual operation. An enterprise can make use of its own brand, relationship capital, management level, and other intangible assets to build a value network as a network owner. As long as the enterprise is responsible for brand maintenance and integrates the value chain, it can obtain rich resources and profits. The third benefit is capital operation. Enterprises can take intangible assets as shares; they can merge with enterprises that lack intangible assets but have good tangible assets such as technologies, equipments, talents, etc., and inject their intangible assets into them. The fourth benefit comes from system operation. By making intangible assets into a global replicable system, and managing the brand image, it is possible to receive a high franchise fee. In short, enterprises lacking intangible assets are unsustainable. Intangible assets are a real force that can allow enterprises to overcome obstacles, to span time and space, and to continue to develop.

In short, corporate charitable donations can return tangible assets to society, developing intangible assets at the same time, and then transforming intangible assets into more tangible assets through business operations. This integrates resources and gains more profits from the whole of society. The process of mutual transformation between tangible assets and intangible assets is one in which the profits of an enterprise come from society and return to society. The interests of enterprises and the overall interests of society have thereby converged; that is, the social interests of enterprises have been continuously satisfied in the process of their own development. By satisfying social interests, the enterprise's own interests are constantly strengthened. Here, through the design and guidance of the system, the interests of enterprises (private) and social interests (public) become united. In the first stage, through the macro-level inheritance tax system and the micro-level enterprise responsibility mechanism, big private interest leads to big public interest. In the second stage, through the foundation system, big public interest brings big private interest (Li & Yuan, 2005). In such public-private integration, a benign cycle of sustainable development of enterprises and common prosperity of society can be formed, and the organic synergy of maximizing the interests of enterprises and society can be realized.

2.2 The Relationship between Entrepreneurs and Philanthropists

Entrepreneurship is the personification of an enterprise. The actions of many entrepreneurs can be transformed when their enterprises fulfill their CSR and converge their tangible and intangible assets. If inheritance tax, foundations, and other institutional arrangements are the incentives for the integration of intangible and tangible assets, then the conversion of entrepreneurs into philanthropists can enhance the process of integration of tangible and intangible assets. There is more than a single step from being a entrepreneur to becoming a philanthropist. Instead, the transition needs to go through multiple polishing

experiences, accumulating material wealth and sublimating ideology, and finally becoming a philanthropist.

In order to develop new thinking and create more ethical wealth, entrepreneurs need to go through continuous self-revolution, self-denial, and self-transcendence; they should change with the times, and should become great revolutionaries. Entrepreneurs should shift from having an internal center of gravity to having an external one. They should break through the boundaries of enterprises, obtain more resources and higher profits from the whole of society, and become socialists (Li et al., 2022). The process of entrepreneurs becoming socialists is the process of acquiring more resources and profits through role upgrading, and it is also a process of continuously accumulating and managing tangible assets. Finally, to become philanthropists, they should interchange tangible and intangible assets, and then realize the sublimation of their social roles. Enterprises can achieve sustainable development through the accumulation of intangible assets. Entrepreneurs need to accumulate personal intangible assets in order to survive and grow in the long run. By accumulating intangible assets, they can create additional tangible assets. Philanthropists will pay attention to the relationship between have-nots and haves. It is not easy to grow from being a have-not to being a have, and it is even more difficult to transition from "have" to "have-not", particularly doing so in an organized and prepared fashion (Kang, 2005). Starting from "have-not" to become "have" represents a kind of wisdom, while starting from "have" to become "have-not" represents a kind of virtue. A small victory depends on wisdom, and a big victory depends on virtue. It lets entrepreneurs realize the sublimation from entrepreneurs to philanthropists, and from small-have to big-have to great-have.It is also the key step in fulfilling CSR and promoting common prosperity of society.

2.3 The Principle of Enterprises' Self-Consciousness and Voluntariness in Fulfilling Their CSR

Some people think that in fulfilling CSR, enterprises should encourage entrepreneurs to learn from Lei Feng[1], making contributions to society free of charge without asking for return. There is also a view that enterprises have no obligation to make free donations to society, at least they should not be forced to do so, and otherwise, it would be a kind of moral kidnapping. This view holds that charitable donations made by enterprises should be made voluntarily.

At present, the whole of society is calling for tertiary income distribution to follow the principle of voluntariness. However, how to make enterprises fulfill their CSR voluntarily is a problem that can only be solved through system design, and the improvement of corporate morality cannot only rely on the moral appeal of society in general. Firstly, CSR with learning from Lei Feng is not equal, and it cannot make fulfilling responsibility a kind of unpaid behavior, otherwise, it will not be sustainable. Secondly, on the design of the system for making charitable behavior bigger, stronger, and sustainable, this paper discusses a scheme for implementing the inheritance tax system at the macro level to guide enterprises to donate. At the micro level, the donation behavior of entrepreneurs can

[1] Lei Feng is a Chinese People's Liberation Army soldier and communist soldier. His greatest significance on later generations is the Lei Feng Spirit named after him. This is the spirit of selfless dedication for the struggle of communism; loyalty to the Party and the people, self-sacrifice, selfless dedication; based on their own, in the ordinary work to create extraordinary performance of the"screw spirit"; the spirit of hard work, no pay, striving to make contributions; in the final analysis, it is the spirit of serving the people wholeheartedly. His spirit has influenced generations of Chinese people.

be exercised through foundations. The essence of an entrepreneur is still a businessman. Only by satisfying his profit-seeking psychology as a businessman and making charity a profitable behavior, and by paying tangible assets to obtain intangible assets, can he develop enthusiasm to join in and run charity. Therefore, in the future, more exploration and innovation can be made regarding the entrepreneur's charity mode, and the incentive mechanism of the entrepreneur's charity and reputation can be improved. In that way, entrepreneurs can understand that their personal reputation is improved while their charitable behavior contributes to society. Furthermore, tangible assets can be exported to society through charitable means, and many intangible assets that are conducive to the sustainable development of enterprises and foundations can also be obtained. The transformation of entrepreneurs to philanthropists can enable enterprises to make greater contributions to society in the development of personal careers and enterprise inheritance, forming a development model that is beneficial to individuals, enterprises, and society. This enterprise development model from one-party win to double-party win-win and to multi-party win-win subverts the traditional view of justice and benefit.

3 CSR and Common Prosperity of Society

3.1 Difference between Responsive CSR and Strategic CSR

Responsive CSR refers to the general CSR of enterprises, that is, the relatively passive response of enterprises to CSR. Strategic CSR (SCSR) means that enterprises respond more actively to a series of expectations put forward by different stakeholders in society in terms of economy, law, ethics, and charity. The concept of SCSR is first raised by Burke and Logsdon (1996). CSR can bring economic benefits to enterprises, support the core business of enterprises, and improve their operational efficiency. This kind of CSR is called SCSR. Porter and Kramer (2006) further combine the value chain model to advocate that managers should closely combine CSR with corporate strategic management, and organically embed CSR elements into all aspects of corporate value creation. Furthermore, an enterprise should make full use of its unique competitive advantage and core competence to respond to the key demands of core stakeholders. Therefore, SCSR integrates the business value and social value of enterprises at the strategic level (Liu & Sheng, 2017), and it is also an important source of competitive advantage. Many enterprises are reluctant to undertake CSR because they see CSR as a burden, while SCSR is consistent with business objectives. By solving social problems related to their own interests and operations and engaging in core business activities directly related to social issues, enterprises benefit from CSR as a highly innovative idea of corporate governance that obtains and maintains competitive advantage and realizes shared social and economic values (Eranda & Abeysekera, 2015). CSR will become a very innovative governance and management ideas, pursuing the acquisition and maintenance of competitive advantage and the realization of social value and economic value, namely shared value (Porter & Kramer, 2006).

In contrast, responsive CSR is a passive behavior taken by enterprises to meet the expectations and demands of stakeholders, and its core goal is to maximize the profits of enterprises. SCSR requires that enterprises start from their own development, actively seek and create responsibility, and actively embed CSR into all aspects of their development, production processes, and internal departments, and integrate it into all aspects of their processes (Li, 2021b). Profit is then only a by-product of CSR management, and the core

goal, incorporated into the internal core value of the enterprise, is to solve social problems. Responsive CSR separates cost from the capital, thinking that enacting CSR only brings cost without capital, and sees CSR as the burden that negatively affects profit. SCSR regards CSR as a kind of wealth in itself, turning today's cost into tomorrow's capital, and guiding today's practice with tomorrow's thinking. In short, SCSR is fundamental, long-term, overall, directional, systematic, and mutually beneficial. Successful enterprises should think about how to repay society. Repaying society is not the result of the enterprise's acquisition of resources and wealth, but an important factor that affects the development direction and strategic decisions of the enterprise; it is a key variable that drives the enterprise's operation and change. From the beginning of development, enterprises should consider engagement with stakeholders, creatively solving social problems, and realizing a win-win situation of business value and social value.

For common prosperity, SCSR conforms to the principles of the times. That is, enterprises should resonate with the times and share the general trends of the country, actively connect their mission, values, and business philosophy with national strategy. They should closely link the fates of enterprises with that of the country, and actively find their own position in the orientation of the country and the times, so as to achieve the unity of the universe and the individual me, the unity of humanity and nature. In this way, an enterprise fulfills its duty to the country and society (Qin, 2021) to continuously broaden the road of enterprise development.

3.2 From Fulfilling CSR to Operating CSR

The Mengniu Group provides an example of SCSR. In 2004, Niu Gensheng, founder of Mengniu Group, initiated Old Cow Foundation, donated all his shares and part of his individual dividends to public welfare undertakings, and devoted himself to exploring the development path of a Chinese-style modern charitable family foundation. His donation project Old Cow Foundation is not arbitrary. Instead, it chooses strategic areas closely related to enterprise development and social development, and forms a community of interests with stakeholders in these areas to create value together in the process of donation. The foundation donates to agriculture, rural areas, and farmers and focuses on dairy farmers. It has introduced advanced experience and modernized management systems, and has improved efficiency. It has provided, and continues to provide, financial support for dairy farmers in purchasing dairy cows, equipment, and feed reserves to help them transform and develop productivity. By building the platform of Love Cattle Raising, he has developed a financial model of the upstream supply chain, supporting and financing the needs of farms and suppliers, and ensuring the stable operation of cooperative farms. Through these practices, Mengniu has gained a stable milk source, has mastered the important resources needed for the development of the enterprise, and has enhanced the competitiveness of Mengniu while helping dairy farmers to make a living. The foundation also donates to education and focuses on healthcare. It provides free dairy products for primary and middle school students in poverty-stricken areas, and carries out research on the influence of dairy product intake on children's health in poverty-stricken areas. Under Niu Gensheng's direction, the foundation encourages and guides people all over China, especially primary and middle school students, to drink milk, using their slogan "One glass of milk a day will strengthen the people of China." It actively responds to the

Healthy China strategy, and influences the diet structure of Chinese people according to the direction encouraged by the government, from vegetable-meat-milk to milk-vegetable-meat, so as to improve people's nutrition and health level. This promotes the development of national health, links enterprise strategy with national strategy, and expands enterprises and markets in the process of implementing the national strategy. The foundation also donates to medical care and focuses on its stakeholders. Mengniu provides medical insurance for employees and their children every year, involving accidental injury insurance, hospitalization allowance for diseases, major diseases, accidental medical treatment, illness, death, etc. When a Mengniu employee suffers from serious diseases or other natural or man-made disaster, Mengniu provides them with high medical subsidies. By managing and capturing people's hearts, employees do not simply work hard for Mengniu, but also work throughout their lives for the enterprise (Li et al., 2022). The foundation pays attention to ecology and focuses on the care of milk-producing land. Mengniu has increased investment in ecological pasture construction, encouraged consumers to visit Mengniu ecological pastures to understand the production process of Mengniu dairy products. This shows consumers the green development concept of Mengniu, highlights the organic combination of ecological value and nutritional value of products, improves consumers' trust and recognition of Mengniu products, and enhances the social reputation of brands. One can see that Mengniu has integrated the company's strategy and CSR by donating to related fields. By paying potential costs, Mengniu has gained important resources for the enterprise, opened up a broad market of products, and gained the deep trust of stakeholders. This has greatly enhanced the Mengniu brand value, and has raised Mengniu's core competence and competitive advantage while repaying society.

3.3 Exploring the CSR Path

Some people believe that enterprises' participation in tertiary income distribution is mainly for the social transfer of physical objects, and think that entrepreneurs are encouraged to invest their wealth from the productive field into the non-productive field through charity. There are also views that corporate charity is not charity, nor simply donations, but to help social development through donations (Si, 2021). It is difficult for charity to become bigger and stronger in the whole society only through traditional donations. The language should be refined from donation to assistance, then to creation, blood transfusion to hematopoiesis (Research Group of Common Prosperity of Southern Big Data Research Institute, 2021). Therefore, it is necessary to further explore the methods and pathways for enterprise participation in tertiary income distribution.

3.3.1 Advocating to Invest More Corporate Donations in the Production Field

To upgrade corporate charitable donation from passive behavior and short-term behavior to active behavior and long-term behavior, it is necessary to change the traditional idea and behavior of using charitable donations more in non-productive fields (especially in the consumption field). Specifically, attention should be paid to the following five "simultaneities" when corporate charitable donations are invested mostly in the production field. To consider making and sharing a big cake, and to narrow the gap between the rich and the poor, it should be done to first make the big cake before talking about sharing

it. Charitable behavior of enterprises should coordinate making the cake and sharing it. Making the cake is the source and foundation of charitable donations. Investing in corporate charitable donations in non-productive areas can better share a cake. However, only by investing more charitable donations in the production field can we make a big cake, and then unify it by sharing the cake and making it. Alternatively, it is possible to pursue the principle of fairness while considering the principle of efficiency. Enterprise charitable donations should unify the principle of fairness and efficiency, encourage enterprises to invest more charitable donations in the production field, emphasize the high efficiency and sustainability of public welfare investment, maximize enterprise resources, improve investment efficiency, and tap enterprise value. This can create greater and more social value. Another way of considering the issue is to achieve long-term benefits while achieving short-term benefits. Taking blood donation as a metaphor, additional charitable donations from enterprises to non-productive areas can maximize the benefits of blood transfusion, help solve some people's difficulties in life, and make them benefit in the short term. Enterprises should invest more charitable donations in the production field, which can play a hematopoietic function, acting in the manner of a stem cell that can later develop and specialize. Investing in the field of enterprise infrastructure construction can solve local employment problems, serve local economic development, and bring about simultaneous improvement of economic and social benefits. Enterprises' investment in environmental protection and ecological construction is beneficial to the survival, development, and better life of all humankind. Therefore, investing some charitable donations only in the production field can people unify short-term benefits and long-term benefits. In addition, China should pay attention to the interests of enterprises as well as the interests of society. Corporate charitable donations may be invested in non-productive areas, which means costs and burdens for enterprises. However, enterprises invest some charitable donations in the production field, and can convert the investment into the capital and wealth of enterprise development, and tap the public welfare value in commercial activities. In the process of becoming a superior, stronger, bigger, and longer-term enterprise, self-interest and altruism are highly unified, enterprise motivation is highly compatible with national encouragement, and social interests and enterprise interests are mutually integrated at the strategic level. The fifth is to turn a temporary donation to long-term donation. Investing corporate donations in non-productive areas cannot sustain, and it is difficult to expand philanthropy. Investing in some charitable donations in the production field, enterprises can get more tangible and intangible returns and incentives, from completing charitable work to running charitable undertakings. In this process, enterprises are willing to change from passive to active, from short-term to long-term, continuously expand production capacity, and then expand the scale of donations, forming a virtuous circle between them and sustaining corporate charitable donations.

3.3.2 Managing CSR to Promote the Path of Common Prosperity

To invest in corporate charitable donations in the production field, a donor will consider the commercial advantages, closely combining resources, platforms, technologies, specialties, etc., with social needs (Zhou et al., 2019). It is necessary to fully understand social problems so as to transform CSR into an endogenous driving force for promoting common prosperity of society. There are four methods by which enterprises can achieve this goal.

The first method relates to the strategic purpose of donating. For example, the Old Cow Foundation donates to agriculture, rural areas, and farmers, and to education, medical care, and ecology, and controls resources, thereby expanding the market and winning people's hearts and recommendations by word of mouth. Thus, short-term investment has turned into long-term returns. For example, some enterprises set up angel venture capital funds to support youngsters with innovative ideas, or to donate to research projects matching significant social needs. When these projects are mature, enterprises will absorb the results.

The second method involves leadership of open innovation, by building an open platform based on the system and ecological view, and forming a business ecosystem in which large, medium, and small-sized enterprises are interdependent and promote each other. In the process of resource sharing, value co-creation, and win-win cooperation, profits can be made bigger collaboratively. Furthermore, in the process of value creation and sharing, all kinds of large, medium, and small-sized enterprises in a business ecosystem can enjoy the system surplus fairly, which is consistent with sharing the cake. In the process of building a business ecosystem, enterprises can create a value cycle, that is, a positive feedback mechanism is formed between enterprise value creation and social value sharing (Wang, 2022), which drives the business ecosystem to expand continuously in a positive cycle. Corporate charity based on capacity development and ecological construction is a higher level of enterprise empowerment behavior divorced from the material level. The role of enterprises in promoting common prosperity of society has changed from a simple resource investor and provider to a promoter and leader of social innovation.

The third method is the investment in strategic areas of the country. For example, Tencent's sustainable social value innovation strategy guides science and technology to develop and business to grow, makes the best use of its own advantages in technology, resources, and funds, and takes the social pain point (difficulties) as the starting point of charity. The strategy embeds social value, CSR, and national mission into the company values, long-term strategy, and daily operation, accessing additional valuable application scenarios for themselves, and focusing on major national issues such as basic science, educational innovation, rural revitalization, carbon neutrality, FEW (food, energy, and water), public emergency, science and technology for the aged and digitalization of public welfare (Wan, 2021). In terms of operation mode, Tencent combines its innovation ability and platform advantages, establishes a sustainable social value division within the enterprise, and sets up an experimental group for growth. Thereby, it incubates various projects by adopting an internal entrepreneurial mode. By investing in national strategic areas, the company can create strategic opportunities for its own future development, continuously broaden its development depth and breadth, and deeply integrate social value and commercial value.

The fourth method is to invest in developing new enterprises, which use part of their donated funds to set up new businesses, buy more resources, and expand reproduction for individuals and society. In doing so, they can solve the employment problem and improve the living standards of more people. This is the simplest behavior motivation of an enterprise, as well as an appropriate method for managing CSR, for improving human capital and professional skills of the whole society, for improving the employment and entrepreneurship ability of the whole society, and for helping more people to enhance their ability to create wealth.

Through the above four paths, enterprises can build tertiary income distribution channels from new productions. In short, CSR acts to unify altruism and self-interest, public welfare and profit-making, cost, and capital, and today's development and tomorrow's development. CSR not only expands commercial value space, but also creates social value space. Social value is the foundation of commercial value, and commercial value is a structure that grows out of social value. It is necessary to broaden the pathway to common prosperity through the unification of commercial value and social value.

4 Leading Super CSR and Common Prosperity

4.1 Correct Understanding of the Relationship between Material Wealth and Ethical Wealth

Promoting ethical prosperity is an important step for the achievement of common prosperity, and the scope of CSR should be expanded from the material level to the ethical level. Material wealth is money, and ethical wealth is reputation. Money needs the guidance of reputation, and reputation depends on money. The two cannot be separated, and they should be planned, deployed, and implemented together. From the enterprise's perspective, reputation includes the enterprise's mission, vision, purpose, culture, values, core concept, etc., while money includes system, process, technology, products, income, etc. To be an enterprise means that there is interaction and combination between reputation and reality. Products are determined by technology, technology is determined by system, and the system is determined by concept. What an enterprise ultimately strives for is the concept. The more advanced the concept is, the more advanced the competitiveness of the enterprise will be (Li, 2003). In some cases, the ethical wealth of enterprises is more valuable than the material wealth, and it is worth exporting for the whole society to learn from. Therefore, enterprises have a great responsibility in promoting the ethical prosperity of the whole society and fulfilling this super CSR.

4.2 Natural Advantages of Enterprises in Promoting Ethical Prosperity

4.2.1 High Compatibility between Enterprises' High-Dimensional Culture and Ethical Wealth

Enterprises have diverse operating environments, which are complex and full of uncertainty. Behind any successful enterprise, there is a higher dimension of management philosophy and cultural power at work. For example, the gray scale thinking used in enterprise management is neither the opposite of black or white thinking, but the harmony of black and white. Management seeks to find a balance point between the two extremes of black and white, so that they can absorb and balance each other, and achieve interaction. The goal is to grasp the balance and rhythm, so as to tap the vitality behind it. The source of high-dimensional corporate culture can be traced back to Chinese traditional culture, and gray thinking is highly consistent with its dialectical and harmonious ideas, such as in the balance and integration of *Yin* (阴) and *Yang* (阳); blessings depend on each other. To understand an issue thoroughly, you first have to deal with it with enormous flexibility, and only then can you work out a specific solution. It is necessary to think and act consistently, to remain committed to honesty and integrity, to increase your capability following a sequence of individual, family, organization, and country, proceeding in harmony with

nature; Heaven and Taoism are consistent. Comparing the East with the West, one can see that western culture emphasizes linear thinking, while Eastern culture emphasizes nonlinear thinking; Western culture is material-oriented, confrontation has a higher priority, while Eastern culture is people-oriented and harmony has the higher priority. The high-dimensional culture of Chinese enterprises has absorbed the core and essence of Chinese fine traditional culture.

4.2.2 Compatibility between Craftsmanship and Ethical Wealth

The craftsmanship can be defined by six dimensions: concentration, standard, precision, innovation, perfection, and humanism. Among them, concentration is the key. Concentrating on a specific profession, a specific industry, a specific product, and a specific component, one should do one's best in everything. Moreover, one does one thing for a long time and delivers long-term concentration, lifelong concentration, and multi-generation concentration. This is the cornerstone of standards. There is a saying that third-rate enterprises make products, second-rate enterprises make technology, first-rate enterprises make brands, and super-rate enterprises make standards, including employee standards, site standards, process standards, equipment standards, technical standards, safety standards, environmental standards, product standards, etc. If the concentration is consistent, then the standard will be meticulous. Precision is the aim, including precision R&D, precision manufacturing, precision marketing, precision logistics, and precision service. It is not enough that every step is accurate, but the whole process must be accurate. As far as each step is concerned, R&D is zero distance, manufacturing is zero defect, marketing is zero inventory, logistics is zero time, and service is zero complaints. Innovation is the soul, including both iterative innovation and subversive innovation, including micro-innovation, giant innovation, and cross-border innovation. Innovation is the realm of perfection, making products as exquisite as works of art, so as to move on from quality manufacturing to craftsmanship manufacturing. People-orientation is the core. In the past, products and personalities were separated, but now products and personalities are integrated. The essence of doing business is not selling but buying. By buying products, customers can increase their loyalty to the enterprise. For individuals, craftsmanship is professionalism in doing and loving one thing, specializing in and being good at one thing, and being pragmatic and willing to do one thing, and it is persevering and meticulous. For enterprises, craftsmanship is a corporate culture of maintaining expertise, making fine products, creating technology, building standards, persevering, striving for perfection, and pioneering and innovating. For a society, craftsmanship is a social atmosphere of cooperation, respecting contracts, valuing honesty, promoting harmony, suitable division of labor and cooperation, and win-win collaboration (Li et al., 2016).

4.2.3 High Consistency between Three Major Civilizations and Ethical Prosperity of Enterprises

Social civilization is the highest embodiment of ethical wealth, and enterprise civilization is the embodiment of social civilization in the micro-field. The era of agricultural civilization took ecological ethics as the core, and human activities were restricted by natural conditions to a significant extent, reflecting the natural properties and ecology-orientation. In the industrial age,

contract mentality was the core, and human activities were carried out under the condition of the high level of division of labor. With the extensive promotion of the contract system, the division of labor system was furthered, and a benign interaction promoted the development of industrial civilization. Commercial civilization is a natural extension of agricultural civilization and industrial civilization in the circulation and trading fields, and the mindset of honesty is its core. Honesty is an important norm of modern economic activities and the basic requirement of the credit economy and economy ruled by law. The three major corporate civilizations closely related to social civilization reflect the cultural context facing modern times, the world, and the future. They reflect the historical trend of human civilization development, meet the development requirements of advanced productive forces, represent the direction of historical development, and deeply integrate into people's ethical life. They regulate, restrict and motivate people's behavior in concrete practice, and promote the harmony between humanity and nature, humanity and society, and humanity and itself.

4.3 Broad Expanding the Path for Enterprises to Promote Ethical Prosperity

4.3.1 Ethical Spillover into Society through Material Products

Product character, once materialized, carries the initial heart and conscience of the enterprise. If an enterprise wants to make a good product, it must first create a good character, which can be called both moral and technological. Therefore, being an enterprise is not only simple production and sale of products, but also the integration of initial heart and conscience into the whole process of the enterprise, so as to take the products to extreme excellence and make the users be tempted by them, and so that the transaction relationship between enterprises and users that starts with things and money can be sublimated into heart-to-heart interaction. Users' satisfaction with the enterprise improves enterprise reputation, and then further improve users' loyalty, forming continuous and lifelong purchase (Li et al., 2014). In short, the essence of selling the products of an enterprise is to sell the character of employees and use products to prove the character. The process of employees polishing products is the process of polishing their hearts. The process of personal inner sublimation is the process of product quality improvement. The process of people's integration of body and mind, mind, knowledge and action, art and Taoism, things and me, and humanity and nature, is for product perfection and ethical wealth accumulation. In this process, enterprises use products as media to engage users, and the character and culture condensed in the products are widely spread to all social groups, which leads to ethical spillovers through material spillovers, so as to improve the ethical wealth of the whole society.

4.3.2 Spillover into Society through Ethical Products

An enterprise is not only an advanced product bank, but also an advanced thought bank. The underlying logic and key support of an enterprise's development are its internal accumulated corporate culture and management philosophy; its essence is a kind of tacit knowledge, which is latent in people's brains or organizational relationships. For a long time, people have neglected the deep excavation of this kind of tacit knowledge and the ethical output and ethical overflow of enterprises. Enterprises should not only show their

explicit material achievements to the whole of society, but also make their tacit knowledge explicit and show the latent ethical wealth behind their success through a range of media and means. Typical practices include setting up corporate culture research teams and management colleges, holding corporate culture seminars, publishing corporate culture books and periodicals, organizing corporate culture exchanges at home and abroad, holding corporate culture training, and carrying out consulting services, etc. Such practices can export corporate culture and management philosophy to the whole of society. Pilotage enterprises are particularly responsible for spillovers of ethical products, and managers of these enterprises are encouraged to output their ideas by publishing books and making speeches. They should be encouraged to take an active part in social activities, work with scientists, experts and craftsmen through open communication platforms such as technical forums and academic conferences, and get new inspiration from generate to gather more valuable new ideas from the whole of society. The ethical products of enterprises should be shared more and more widely for the whole of society to absorb and learn, to create more ethical wealth both within the enterprise and in the whole of society, so as to realize the common prosperity of enterprises and society at the ethical level.

4.3.3 Spillover into Society through Intergenerational Inheritance

From the perspective of family inheritance, the value of ethical wealth left by parents to their children is far greater than the value of material wealth. Producers and managers of enterprises can pass on the cultural essence and values learned in the process of production and operation to future generations. Management skills can be used not only to run enterprises, but also to run families and lives. Through ethical inheritance, children should be guided to develop a craftsmanship of being dedicated, standardized, precise, innovative, perfect, and people-oriented, and form an outlook on lives and values of keeping promises, being brave in taking responsibility, respecting other people, and establishing a work style of serving the people wholeheartedly. Children should learn to be modest and prudent, not to be arrogant or impetuous, and to work hard. Family civilization is a social civilization. From the perspective of enterprise inheritance, the inheritance value of intangible assets carried by mentality and culture is much greater than that of tangible assets. In the mutual transformation of tangible assets and intangible assets, enterprises can become long-lasting businesses, so as to achieve an everlasting foundation.

5 Developing Both Public and Private Enterprises for Common Prosperity

5.1 Developing Public Enterprises for Common Prosperity

Public enterprises serve as the lifeblood of the national economy. Their social attributes owned by people and their unique control and influence determine that they have a natural mission to narrow the gap between the rich and the poor and to realize common prosperity of society. Public enterprises can concentrate on doing great things and on allocating resources at an ever-improving level. They have created a lot of infrastructure and public service with large investments and low returns. Many basic research projects with long development cycles and high risks, many major projects of national defense science, technology, and industry, many disaster relief projects for combatting major

natural disasters and emergencies, and many projects for poverty reduction and livelihood improvement, are shouldered by public enterprises (Li, 2018). To promote common prosperity in China, it should unswervingly make state-owned enterprises (SOEs) bigger, stronger, and better, and make the best of their control and influence on the public economy and enterprises. Public enterprises can explore methods for achieving common prosperity.

First, they equalize public goods. Public enterprises can play their due role in the equalization of public services, infrastructure, and ecological environment. Taking infrastructure as an example, major national infrastructure construction, such as energy, raw materials, public transportation, electronic communication, etc., not only involves national security, but also determines the quality of urban and rural life. However, such projects have large capital investment, long payback periods, are generally subject to the control of prices by the government, and have low short-term income, so private enterprises are reluctant to undertake them. Public enterprises then assume greater responsibility for ensuring the equalization of such infrastructure (Wang, 2021). From the perspective of the equalization of regional public goods, the construction of expressways and high-speed railway networks has greatly promoted freedom of movement for people and businesses in eastern, central, and western China. The South-to-North Water Transfer Project and the West-to-East Gas Transmission Project have improved the uneven income distribution of natural resources in China (Zhu et al., 2020). In terms of equalization of urban and rural public goods, SOEs have vigorously developed photovoltaics in rural areas and promoted the intelligent development of rural power grids. They have strengthened the construction of large-scale water supply projects, development of small-scale water supply projects, etc., to ensure a high standard of water sanitation in rural areas and to integrate urban and rural water supplies (Zhang & Yin, 2021).

Second, the ownership of capital by the whole people is the point. Public enterprises are the primary parties in making the social wealth cake. They provide accumulation for the country by turning in profits and taxes, expand public finance by turning in state-owned capital, and enhance social security by transferring state-owned capital to realize the ownership of enterprises by the whole people. They thus lay a solid foundation for common prosperity. According to statistics, by the end of 2020, 93 central enterprises and central financial institutions had transferred 1.68 trillion yuan of state-owned capital to enrich the national social security fund, which has become an important pillar of the national social security fund's fiscal revenue (Asset Management Department, Ministry of Finance, the People's Republic of China, 2021). In the future, it is possible to further increase the proportion of state-owned capital gains turned over to public finance, expand the scope and proportion of expenditure related to people's livelihood in the structure of state-owned capital operating budget, and speed up the rate of filling the gap in pension funds by using state-owned capital.

Third, there is the issue of guaranteeing the normalization of general protection. Public enterprises play an important role in supporting social security, take the lead in fighting pandemics and various natural disasters, properly resettling employees of bankrupt enterprises, stabilizing social employment, and safeguarding the rights and interests of migrant workers, etc. They thus play the role of normalization regulator and pressure reducer (Zhou, 2021). Since 2013, in terms of participating in poverty alleviation and rural revitalization, state-owned central enterprises have helped 248 counties in the alleviation

of abject-poverty, aided 12,000 poverty alleviation localities, and directly invested and introduced more than 100 billion yuan in poverty-stricken areas, including 54 billion yuan of free assistance funds (Sun, 2021). In addition, they have supported more than 50,000 industrial poverty alleviation projects, and 12,000 leading rural enterprises and rural cooperatives, and have formed 2,400 poverty alleviation enterprises, injecting investment of more than 20 billion yuan (Wang, 2021). In the future, SOEs will continue to play a leading role, together with other types of enterprise, in further consolidating and expanding achievements in poverty alleviation, and in promoting the revitalization and development of poverty-stricken areas.

5.2 Development of Private Enterprises and Common Prosperity

According to the Marxist viewpoint, judging whether an enterprise is public or private should consider how it started up. A private enterprise is one for which the means of production invested in the very beginning is privately owned. Marxist view also holds that socialist public ownership is the institutional basis for achieving common prosperity. From this perspective, one can see a contradiction between private ownership enterprises and common prosperity. To resolve this contradiction, it can start from two positions.

First, according to the actual national conditions, China is in the primary stage of socialism, and the level of productivity has not yet reached the level of full modernization. The private economy thrives under the encouragement of the state's principles and policies, and its status has changed from a supplementary part of the socialist public ownership to an important part of the socialist market economy, and has then developed to be part of the basic socialist economic system. This means that the development of private enterprises and the promotion of common prosperity are not contradictory, but can be mutually reinforcing and complementary. In the process of promoting common prosperity, the enthusiasm of private enterprises can be fully activated to create more social wealth. It is possible to make the best of the advantages of the flexible mechanism of private enterprises, and to actively explore the realistic path for promoting the whole chain of industries in helping the whole of society to achieve common prosperity (Zhou & Xiao, 2021). Systematic and institutional barriers to participation by the private in the construction of common prosperity should be cleared, and the development and promotion of private enterprises themselves should be delivered.

Second, from the understanding of private ownership and public ownership, if judging nothing to the enterprise in terms of the initial position but in terms of the outcome, the creation of wealth in private enterprises starts from private ownership, while the enjoyment of wealth ends with public ownership (Li & Yuan, 2005). The products produced by private enterprises are owned by society, the tax revenue is used by society, and the value finally returns to society, duly following social principles. Therefore, in a certain sense, private enterprises are social enterprises. One point is the socialization of products. Since the reform and opening up policy was introduced in China in 1978, private enterprises have developed rapidly, expanding the total economic output and providing a large number of material products and ethical products for society. The second point is the socialization of employment. By establishing a labor force, private enterprises solve social employment problems, so that the people can participate in wealth creation extensively. Thus, these enterprises are the main force for expanding middle-income groups, and so they are an important force for getting rich first to drive getting rich later, and for guaranteeing common

prosperity. The third point is the socialization of taxation. Private enterprises enrich the national public finance by paying taxes and fees, consolidate the material foundation of secondary national income distribution, and make the cake of common prosperity bigger. The fourth point regards the socialization of profits. Private enterprises will use the profits created to purchase consumable materials, expand personal consumption and stimulate the domestic demand of the whole of society. They buy the means of production with the profits created, expand social production and improve the production level of the whole of society. In short, the contribution of private enterprises to common prosperity is inseparable from their social attributes, and society should attach great importance to the role of private enterprises in promoting common prosperity.

5.3 Public and Private Enterprises Working Together to Promote Common Prosperity

To promote common prosperity, the key word is prosperity, and the core word is common. To unify making a cake with sharing it, making is the first step, and sharing is the second step. Only by first making a cake can people share it. Only by sharing it can all people stimulate the enthusiasm for making it. To unify fairness and efficiency, efficiency is the basis of fairness; fairness without efficiency is a low level of egalitarianism which will eventually become shared poverty. Fairness is a guarantee of efficiency. Without fairness, efficiency is an unprincipled rash advance and eventually becomes inefficient.

For enterprises, development is a primary task in promoting common prosperity. Only by improving profitability and development quality, can enterprises make a bigger cake and share it. They can then provide a wider and more solid material and ethical foundation for the whole of society to achieve common prosperity. Therefore, both public and private enterprises should consider the relationship between fairness and efficiency in the process of development. In the process of promoting the common prosperity of the whole of society, the relationship between public enterprises and private enterprises on the principle of competition neutrality should be considered, and cannot be placed in opposition. It is not advisable to expand public businesses and contract private businesses, or vice versa. Instead, it is necessary to create a sound business environment for promoting advances of both public and private businesses, so that the two types of enterprises can make the best of their respective advantages, complement each other, cooperate with each other, and promote each other to offer excellence both in quality and in quantity. By working together, they can advance common prosperity.

6 Conclusion

Practicing CSR is a key step to promoting common prosperity. The content and practice pathway of CSR are not isolated entities, but a complete system. In terms of content, CSR covers basic CSR (including primary and intermediate), senior CSR, and super CSR. In terms of the pathway, that can be divided into fulfilling CSR, operating CSR, and leading super CSR. These three paths are not substitutes one for the other, but should be constantly upgraded, from passive performance to active initiative, and from the material level to the ethical level, to achieve continuous improvement.

The essence of the three CSR paths is the unity of business value and social value, but there are different methods and degrees for integrating the three paths. It is important to

enact CSR, to return resources and profits obtained by the enterprise from society back to society, and to realize the better and sustainable development of the enterprise through the mutual transformation of intangible assets and tangible assets. In basic CSR, enterprises can promote common prosperity of society through charitable donations, which is the objective result of enterprises' passive performance of responsibilities. The subjective goal is still to create commercial value by means of enterprises that remain the center of the process. Such integration with society is a passive and shallow integration. Senior CSR is a process in which enterprises take the initiative to create responsibility. The focus shifts outside the enterprises, and such CSR is closely integrated with the company development strategy. In this case, enterprises and society are actively and deeply integrated, which not only expands the commercial value space, but also the social value space. The value boundary between enterprises and society is further opened up and developed into a value community. Enterprises can create value in a larger space and promote the common prosperity of society from a higher level. Leading super CSR further broadens the value creation space of enterprises, creating not only material value but also ethical value, and creating not only explicit value, but also implicit value. The impact of enterprise ethical output on society cannot be ignored. Therefore, enterprises need to blend with society with a more active and open attitude, dig out their deeper and more secret ethical values and export them to society, so as to create greater commercial value and greater social value. In the future, with deeper research on the relationship between CSR and common prosperity of society, enterprises will provide more effective pathways for promoting the common prosperity of society.

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