

Modularization: A New Strategy for Virtual Logistics Enterprises to Implement Corporate Social Responsibility

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Abstract: Aiming at the corporate social responsibility (CSR) management of modern virtual logistics enterprises, this paper puts forward the method of introducing modularization based the theory of modularization. And this paper explores the possibility of integrating modularization method with corporate social responsibility. This method will be beneficial to the analysis of the dynamic mechanism of modularization management in supply chain logistics enterprises, and can help virtual logistics enterprises to improve the performance ability of corporate social responsibility through modular management. The economic analysis of the organizational model of modularization application of virtual logistics enterprises is carried out. The differences in the application of social responsibility modularization in virtual logistics enterprises are analyzed and compared.

Keywords: Virtual logistics enterprise; Corporate social responsibility; Modularization; Strategy

1. Introduction

According to the traditional view, the competitiveness of enterprises depends on whether they have the value of surpassing their competitors in a specific business field. But now society believes that enterprises should not only be responsible to consumers, but also more responsible to society. The change of the rise and fall of logistics enterprises is based on the competition of enterprises, which can be concretely transformed into the essence and decisive factors of corporate competitiveness. Friedman believes that the only responsibility of enterprises in the study of corporate social responsibility is profit maximization. [1] This has aroused the discussion of many economists. There are three main problems in the market competitive advantage of logistics enterprises: First, what will bring competitive advantage to logistics enterprises; Second, the relationship between the competitive advantage of logistics enterprises and their economic benefits; Third, the sustainability of the competitive advantage of logistics enterprises. These three aspects are actually related to corporate social responsibility. The advantage of enterprise competition needs the direct support of enterprise resources and ability. [2] The vast majority of small and medium-sized logistics enterprises have relatively few resources, facing the scarcity of resources, limited market demand, heterogeneous and complex and dynamic environmental conditions. Corporate social responsibility is not only a conscious undertaking by enterprises, but also a certain requirement for corporate social responsibility from the society, the gov-

ernment and the market. And there is more and more research. However, small and medium-sized logistics enterprises have great potential in the efficiency of using resources, and the ability hidden behind enterprise resources is an important source for enterprises to obtain competitive advantage. The main reason for the lack of social responsibility of logistics enterprises is that the core competitiveness mechanism of enterprises is not perfect. At present, the common problems for logistics enterprises are the optimization of enterprise boundary, and the direction of establishing the minimum boundary is not clear. The boundary problem of corporate social responsibility has become a practical problem of supply chain management. There are also many excellent small and medium-sized enterprises because of their small size and weak overall competitiveness, they cannot join the supply chain with strong social responsibility and lose the opportunity of development. The development strategy of modularization and virtual logistics brings solutions to the commitment of corporate social responsibility of small and medium-sized enterprises.

2. Cross-study of CSR and Virtual Enterprise Theory

2.1. Microeconomics perspective to explore the analysis of CSR

At present, many enterprises have different views and practices on corporate social responsibility. It can be divided into about two categories. The first is to regard profit maximization as corporate social responsibility; the

second is to consider profit maximization and social responsibility as social responsibility.

CRS may become the propaganda tool of enterprise marketing. Corporate social responsibility may also be a tool to avoid government regulation. Corporate social responsibility may also be a remedial tool for government failure. Of course, there are also many entrepreneurs pay attention to reward society, the purpose of running enterprises is to bear social responsibility. These will have an impact on the competitiveness of enterprises.

2.2. Research on the competitiveness of logistics enterprises

Customer satisfaction for logistics services should finally be implemented to warehousing, transportation, distribution, circulation processing, packaging, loading and unloading, information services and other specific links. These links of services are in need of physical resources. However, only those resources and abilities that can make enterprises form competitive advantage are (unique) competitiveness. [2] Then, many logistics enterprises cannot form their core competitiveness on their own. Logistics enterprise module provides the possibility to form the core competitiveness of logistics service.

The advantage of virtual logistics enterprise is that it increases the agility of supply chain construction. It is of great significance to grasp market opportunity, integrate social advantage resources and advantages enterprise ability quickly and build strong supply chain. The distribution and combination of CSR can realize speed economy, range economy and symbiosis economy.

The shortcomings of virtual logistics enterprise are the short term of dynamic alliance enterprise transaction, the short promotion of communication, the discontinuity of information communication and the fragility of contract construction. The distribution of corporate social responsibility has this characteristic. That is, enterprises need to transition from simple game to repeated game. The author thinks that the research method of principal-agent problem is helpful to analyze the partial solution of this disadvantage, and it is also possible to develop in the direction of modularization. Chen'an and Liu Lu explain the research on the relationship between upstream and downstream enterprises in supply chain through dual linear programming, and point out that there is an acceptable best scheme for both upstream and downstream, that is, "win-win" scheme. [3]

The author believes that the key content of implementing corporate social responsibility management in virtual logistics enterprises is to correctly establish the minimum boundary between enterprise and modularization.

2.3. Research on the application of minimum boundary theory in logistics enterprises

Generally speaking, in order to enhance their core competitiveness, logistics enterprises must concentrate the cultivation of resources and enterprise capabilities to the areas and directions of building core competitiveness, and the departments and business fields of enterprises must shrink to the core departments and business areas to form a new enterprise boundary. At this time, if the enterprise only has the core competitive department and the business, then the enterprise has the reasonable economic enterprise minimum boundary. When enterprises shrink to the smallest enterprise boundary, it is mainly the change of resources to the core domain, which is the change of enterprise scale, which is the tangible scale boundary. The boundaries of corporate social responsibility have also changed. Enterprises through the alliance with other enterprises and the construction of supply chain to achieve the expansion and adjustment of corporate capacity, the role of corporate social responsibility through the supply chain, radiation market, which is the invisible capacity boundary. This should be paid attention to in the study of corporate social responsibility with the theory of minimum boundary. This also provides a reference for the reasonable scale and boundary of modular corporate social responsibility.

3. Analysis of Organization Mode of Modularization Application of CSR in Virtual Enterprise

3.1. Modularization concept of virtual enterprise

The research of modularization of CSR includes modularization decomposition and modularization integration. The research of CSR modularization can be carried out from two aspects: modularization of enterprise resources and modularization of enterprise capability. The author thinks that the modularization application of enterprise resources CSR should mainly do the modularization decomposition of enterprise resources, realize the minimum boundary of enterprise CSR from the enterprise scale, and concentrate the enterprise resources to the core field of CSR, while the modularization application of enterprise capability CSR is mainly to do the modularization integration of enterprise capability, and try to form the invisible boundary of CBR capability best. The modular integration of an enterprise CSR capability is based on the modular integration of enterprise CSR resources. This needs to determine the organizational model of enterprise modularization in the realistic management of enterprises. [4]

3.2. Hierarchical analysis of modularization application in virtual logistics enterprises

According to the characteristics of the process, the module system is divided into physical module, processing module and value module. [5] The application of modu-

larization in virtual logistics enterprise is different. The physical module emphasizes the capacity scale of the virtual logistics enterprise, has a strong view of resources, reflects a certain scale economy, and the operation is more direct. [6] The processing module more reflects the function realization of the virtual logistics enterprise, has a strong embodiment of the realization of the virtual enterprise ability, and corresponds to the function realization of the specific service items. The orientation of value module is directly aimed at the effect of modularization operation of virtual logistics enterprise, and the practical significance is better, but it is relatively abstract in module construction.

References

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