

## **Chapter 2**

# **China's Top 100 Foreign-Funded Enterprises CSR Development Index (2012)**

As advocates and disseminators of corporate social responsibility, multinational companies play an essential role in the national CSR development of countries all over the world. With the advancement of China's reform, more foreign-funded companies have invested in China; therefore, it is significant for foreign-funded companies to be socially responsible for the better and faster development of China's economy and society. Based on the research framework of the Index, the research made an overall assessment of foreign-funded enterprises in terms of their CSR management and information disclosure in hopes of summarizing the periodical characteristics of China's foreign-funded firms' CSR performance.

## **2.1 Characteristics of Target Enterprises**

The companies selected for this study are selected based on the sales revenues from the "2012 Global Fortune 500" list; excluding foreign-funded companies with no businesses in China—this research takes into account the scale of foreign-funded companies in China, its popularity, and brand recognition in China.

### ***2.1.1 Top 100 Foreign-Funded Companies Operate in 29 Industries***

The top 100 foreign-funded enterprises are distributed among 29 industries. Of them, 23 companies operate in multiple industries, 15 in PC manufacturing, 14 in machinery equipment manufacturing, 12 in electronic products and components manufacturing, and 12 in transport equipment manufacturing. Seven industries, including catering service and the farming, forestry, animal husbandry, side-line production

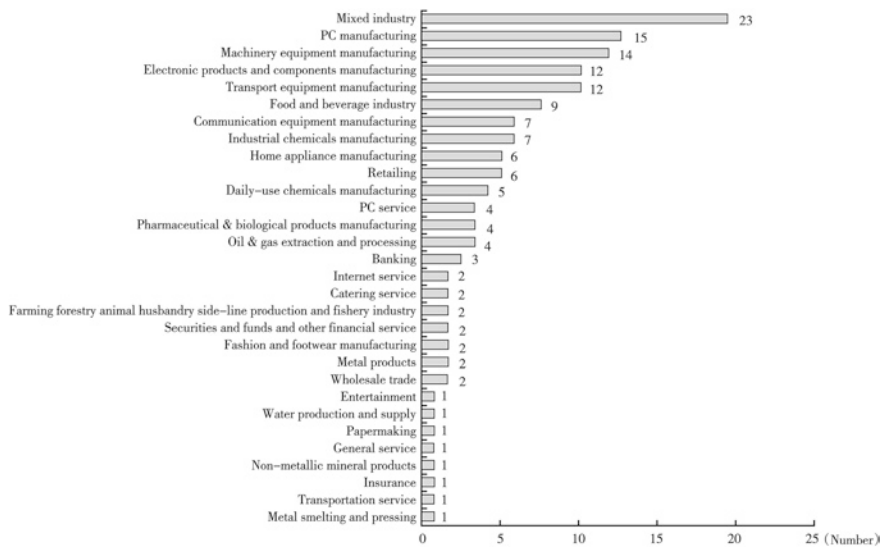


Fig. 2.1 Distribution of foreign-funded enterprises by industry

and fishery industry, have two companies each. In eight industries, such as entertainment, and water production and supply, there is one camp in each (see Fig. 2.1).

2.1.2 Most of the Companies Are US-Funded, and Demonstrates Typical Country-Specific Characteristics

The parent companies of the top 100 foreign-funded enterprises are mostly located in the United States (36), followed by Japan (18), France (11), Germany (9), other countries and regions (9), the United Kingdom (5), China Taiwan (5), Korea (5), and Holland (3). Nine enterprises are headquartered in other countries and regions, including two each in Singapore, Switzerland, and Sweden and one each in Indonesia, Thailand, and Finland as shown in Fig. 2.2.

2.2 Rating Results

The top 100 foreign-funded companies scored 13.2 points on average, and as a whole performed poorly in their implementation of social responsibilities. The scores and rankings are shown in Table 2.1.

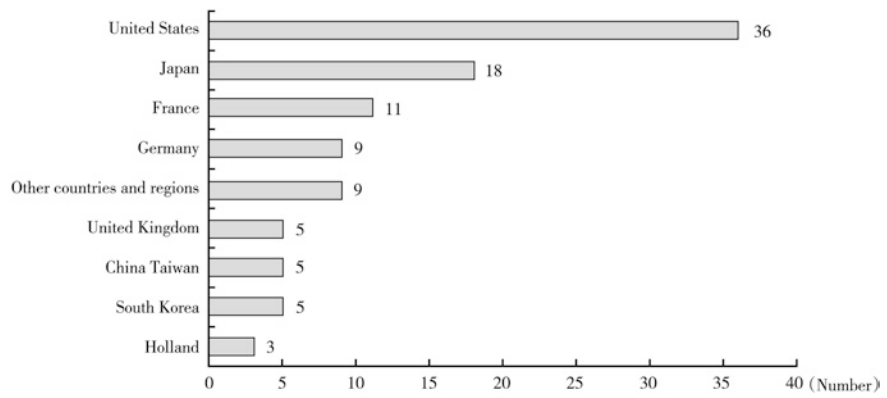


Fig. 2.2 Distribution of top 100 foreign-funded enterprises by country

2.3 Phase-Specific Characteristics for the Top 100 Foreign-Funded Firms

2.3.1 *The Overall Level of CSR Is Low; Nearly 80 % of the Enterprises Are Bystanders*

On average, the top 100 foreign-funded enterprises received an average score of 13.2 points on the Index, and as a whole are considered Bystanders. Of all 100, there are three Best in Class, three Leaders, 15 Starters, and 79 Bystanders. Among the Bystanders, four enterprises, namely, Flextronics, Alcoa, Oracle, and Wilmar International scored zero because of their lack of disclosure regarding responsibility management and responsibility practices. Five companies—Suzuki (China), Adidas (China), Nike (China), Disney, and Motorola (China) Inc. received negative scores because of varying degrees of negative CSR information (see Fig. 2.3).

2.3.2 *Taiwan-Funded and Japan-Funded Enterprises Fall under the Beginning Stages of CSR Development*

Foreign-funded firms averaged 13.2 points on the Index. The companies headquartered in China Taiwan and Japan scored 21.4 and 21.1 points, respectively, stepping into the Starter stage of CSR development. The companies headquartered in South Korea, Holland, the United Kingdom, other countries and regions,<sup>1</sup>

<sup>1</sup>Singapore, Switzerland, and Sweden each have two foreign-funded firms headquartered there, and Indonesia, Thailand, and Finland each have one foreign-funded firm headquartered there.

**Table 2.1** Top 100 foreign-funded enterprises CSR development index (2012)

Ranking	Enterprise	Industry	Location of headquarters	Leading practice	CSR ratings
<i>1. Leading Firms (3 firms)</i>					
1	Intel China Ltd.	Electronic products and components manufacturing	United States	Put forward CSR3.0	68.5
2	Canon China Ltd.	Mixed industry (electronic products and components manufacturing, PC manufacturing, PC services)	Japan	The first foreign-funded enterprise CSR rating report	64.2
3	Liteon	Mixed industry (electronic products and components manufacturing, PC manufacturing)	Taiwan	—	60.4
<i>2. Followers (3 firms)</i>					
4	Sony (China)	Mixes industry (home appliance manufacturing, electronic products and components manufacturing, PC manufacturing)	Japan	—	52.6
5	Samsung (China)	Mixed industry (machinery equipment manufacturing, electronic products and components manufacturing, communication equipment)	Korea	—	49.0
6	Sharp (China)	Mixed industry (communication equipment manufacture, PC manufacturing)	Japan	—	40.2
<i>3. Beginners (15 firms)</i>					
7	L'Oreal (China)	Daily-use chemicals manufacturing	France	—	39.3
8	Ericsson (China)	Communication equipment manufacturing	Sweden	—	36.0
9	Foxconn	Electronic products and components manufacturing	Taiwan	—	31.8

(continued)

**Table 2.1** (continued)

Ranking	Enterprise	Industry	Location of headquarters	Leading practice	CSR ratings
10	Toshiba (China) Corporation	Mixed industry (machinery equipment manufacturing, electronic products and components manufacturing, PC manufacturing)	Japan	—	31.7
11	Hitachi (China)	Mixed industry (machinery equipment manufacturing, home appliance manufacturing, PC manufacturing)	Japan	—	30.7
12	BASF (China)	Industrial chemicals manufacturing	Germany	—	28.7
13	Coca-Cola (China) Beverage Ltd.	Food and beverage	United States	—	27.5
14	Fuji Xerox China Ltd.	PC manufacturing	Japan	—	26.0
15	Bridgestone (China)	Industrial chemicals manufacturing	Japan	—	23.7
16	BMW (China)	Transport equipment manufacturing	Germany	—	23.5
17	Panasonic (China) corporation	Mixed industry (machinery equipment manufacturing, home appliance manufacturing)	Japan	—	22.1
18	Toyota Motor (China) Investment Co., Ltd.	Transport equipment manufacturing	Japan	—	22.0
19	P&G (China) Ltd.	Daily-use chemicals manufacturing	United States	—	21.8
20	Unilever (China) Ltd.	Mixed industry (food and beverage industry, daily-use chemicals manufacturing)	Britain/Holland	—	21.3
21	PepsiCo (China) Investment Corporation Ltd.	Food and beverage industry	United States	—	20.7

(continued)

**Table 2.1** (continued)

Ranking	Enterprise	Industry	Location of headquarters	Leading practice	CSR ratings
4. <i>Spectators (79 firms)</i>					
22	HSBC	Banking	Britain	–	17.3
23	General Motor Corporation (China)	Transport equipment manufacturing	United States	–	16.5
24	Wal-Mart (China) Investment Corporation Ltd.	Retail	United States	–	16.3
25	Amway (China)	Daily-use chemicals manufacturing	United States	–	15.2
26	Ricoh Company, Ltd.	PC manufacturing	Japan	–	15.0
27	Asia Pulp & Paper Co., Ltd.	Papermaking	Indonesia	–	15.0
28	ABB (China) Ltd.	Mechanical equipment manufacturing	Sweden	–	14.3
29	Caterpillar (China) Investment Ltd.	Mechanical equipment manufacturing	United States	–	13.8
30	Ford (China) Ltd.	Transport equipment manufacturing	United States	–	12.7
31	Fujifilm (China) Investment Ltd.	Electronic products and components manufacturing	Japan	–	12.5
32	Kraft Foods (China) Ltd.	Food and beverage	United States	–	12.5
33	Siemens (China) Ltd.	Mixed industry (mechanical equipment manufacturing, PC services)	Germany	–	–
34	Honda (China) Investment Ltd.	Transport equipment manufacturing	Japan	–	12.3
35	Citibank (China) Ltd.	Banking	United States	–	12.3
36	Total Corporate (China)	Oil and gas extraction and processing	France	–	12.0
37	Emerson (China)	Mechanical equipment manufacturing	United States	–	12.0
38	Sumitomo Corporation Ltd.	Wholesale trade	Japan	–	12.0

(continued)

**Table 2.1** (continued)

Ranking	Enterprise	Industry	Location of headquarters	Leading practice	CSR ratings
39	Mitsui's Strategy (China) Ltd.	Mixed industry (machinery equipment manufacturing, metal manufacturing)	Japan	—	11.8
40	Nestlé (China) Ltd.	Food and beverage	Sweden	—	11.5
41	HP (China) Ltd.	PC manufacturing	United States	—	11.3
42	YUM! Restaurants (China) Investment Co., Ltd.	Catering service	United States	—	11.3
43	Microsoft	PC services	United States	—	11.2
44	HYUNDAI Motor Group (China) Ltd.	Transport equipment manufacturing	Korea	—	10.5
45	Komatsu (China) Investment Ltd.	Mechanical equipment manufacturing	Japan	—	10.2
46	Shell (China)	Oil and gas extraction and processing	Holland	—	10.0
47	Lafarge	Non-metal manufacturing	France	—	10.0
48	Philips (China)	Mixed industry (mechanical equipment manufacturing, home appliance manufacturing)	Holland	—	9.4
49	The Dow Chemical Company Ltd.	Industrial chemicals manufacturing	United States	—	9.2
50	Schneider (China) Investment Ltd.	Mechanical equipment manufacturing	France	—	9.0
50	Cisco (China)	Internet service	United States	—	9.0
50	Wm. Wrigley Jr. Company	Food and beverage	United States	—	9.0
50	Accenture (China) Ltd.	General service	United States	9.0	9.0
54	Abbott (China)	Mixed industry (food and beverage, pharmaceutical and biological products manufacturing)	United States	8.6	8.6

(continued)

**Table 2.1** (continued)

Ranking	Enterprise	Industry	Location of headquarters	Leading practice	CSR ratings
54	Allianz	Mixed industry (insurance, funds and securities and other financial services)	Germany	8.6	8.6
56	BP (China)	Oil and gas extraction and processing	Britain	—	8.5
57	LG (China) Ltd.	Mixed industry (communication equipment manufacturing, home appliance manufacturing, PC manufacturing)	Korea	—	8.3
58	Charoen Pokphand Group	Mixed industry (fishing and animal husbandry, retail)	Thailand	—	8.0
58	Goldman Sachs (China)	Funds and securities and other financial services	United States	—	8.0
60	Volvo Group China Investment Ltd.	Mixed industry (mechanical equipment manufacturing, transport equipment manufacturing)	Sweden	—	7.3
60	Tesco (China)	Retail	Britain	—	7.3
62	Danone Group Ltd.	Food and beverage	France	—	7.2
63	Veolia Environment	Water production and supply	France	—	7.0
63	SG Group	Banking	France	—	7.0
65	Apple Inc.	Mixed industry (communication equipment manufacturing, PC manufacturing)	United States	—	6.6
66	ASUS	PC manufacturing	Taiwan	—	6.5
66	NISSAN (China)	Transport equipment manufacturing	Japan	—	6.5
68	GE (China)	Mixed industry (mechanical equipment manufacturing, home appliance manufacturing, electronic products and components manufacturing)	United States	—	6.4

(continued)



**Table 2.1** (continued)

Ranking	Enterprise	Industry	Location of headquarters	Leading practice	CSR ratings
69	IBM (China)	Mixed industry (PC equipment manufacturing, PC service)	United States	—	6.3
69	Delta Group	Mixed industry (electronic products, components manufacturing)	Taiwan	—	6.3
71	Bayer (China)	Mixed industry (pharmaceutical and biological products manufacturing, industrial chemicals manufacturing)	Germany	—	6.0
71	Nokia (China) Investment Ltd.	Communication equipment manufacturing	Finland	—	6.0
73	Dupont China Holding Co., Ltd.	Mixed industry (fishing and animal husbandry, electronic products and components manufacturing, industrial chemicals manufacturing)	United States	—	5.7
74	Michelin (China) Investment Ltd.	Industrial chemicals manufacturing	France	—	5.5
74	FedEx (China) Ltd.	Transportation service	United States	—	5.5
74	Bosch (China) Investment Ltd.	Transport equipment manufacturing	Germany	—	5.5
77	Volkswagen (China)	Transport equipment manufacturing	Germany	—	5.0
78	Johnson & Johnson (China) Ltd.	Mixed industry (pharmaceutical and biological products manufacturing, daily-use chemicals manufacturing)	United States	—	4.6
79	METRO (China)	Retail	Germany	—	4.5
79	Dell (China) Ltd.	PC manufacturing	United States	—	4.5
81	Citroen (China) Investment Ltd.	Transport equipment manufacturing	France	—	4.0
82	SK (China)	Oil and gas extraction and processing	Korea	—	3.8

(continued)

**Table 2.1** (continued)

Ranking	Enterprise	Industry	Location of headquarters	Leading practice	CSR ratings
83	Pohang (China) Investment Ltd.	Metal smelting and pressing	Korea	—	3.5
84	Carrefour (China)	Retail	France	—	3.0
85	Mitsubishi Corporation	Wholesale trade	Japan	—	2.5
85	McDonald's (China) Ltd.	Catering service	United States	—	2.5
87	Acer	PC manufacturing	Taiwan	—	2.0
88	Amazon	Retail	United States	—	1.7
88	AstraZeneca	Pharmaceutical and biological products manufacturing	Britain	—	1.7
90	Goodyear	Industrial chemicals manufacturing	United States	—	1.3
91	Auchan (China) Investment Ltd.	Retail	France	—	1.0
92	Flextronics Company	Electronic products and components manufacturing	Singapore	—	0.0
92	Alcoa	Mixed industry (electronic products and components manufacturing, real estate development, tourism)	United States	—	0.0
92	Oracle (China)	Internet service	United States	—	0.0
92	Wilmar International	Food and beverage	Singapore	—	0.0
96	Suzuki (China)	Transport equipment manufacturing	Japan	—	−1.0
96	Adidas (China) Ltd.	Fashion and foot-wear manufacturing	Germany	—	−1.0
98	Nike (China) Ltd.	Fashion and foot-wear manufacturing	United States	—	−2.0
98	Disney	Culture and entertainment	United States	—	−2.0
100	Motorola (China) Inc., Ltd.	Communication equipment manufacturing	United States	—	−5.0

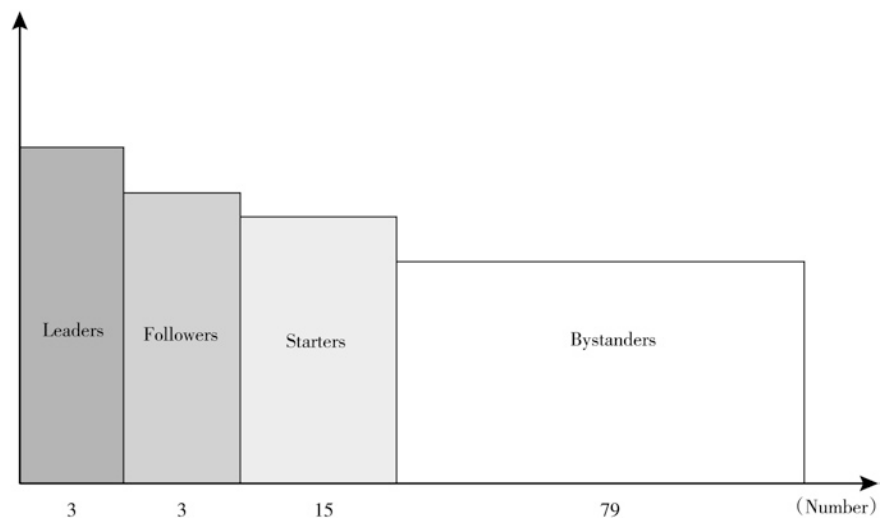


Fig. 2.3 Developmental stages of the CSR index for the top 100 foreign-funded firms

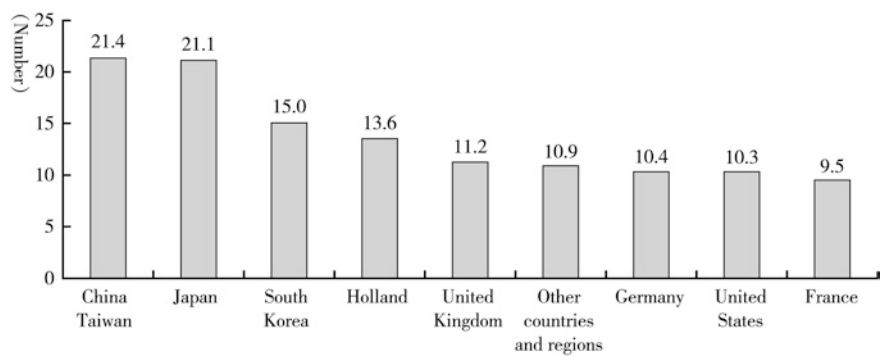
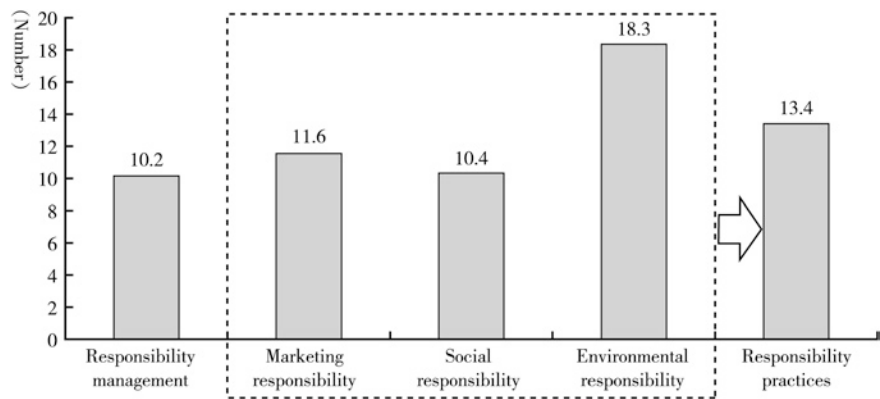


Fig. 2.4 Performance of the top 100 foreign-funded firms by region

Germany, the United States, and France remain at the Bystander stage, scoring 15.0, 13.6, 11.2, 10.9, 10.4, 10.3, and 9.5 points, respectively (Fig. 2.4).



**Fig. 2.5** Structural characteristics of the CSR development index for the top 100 foreign-funded firm

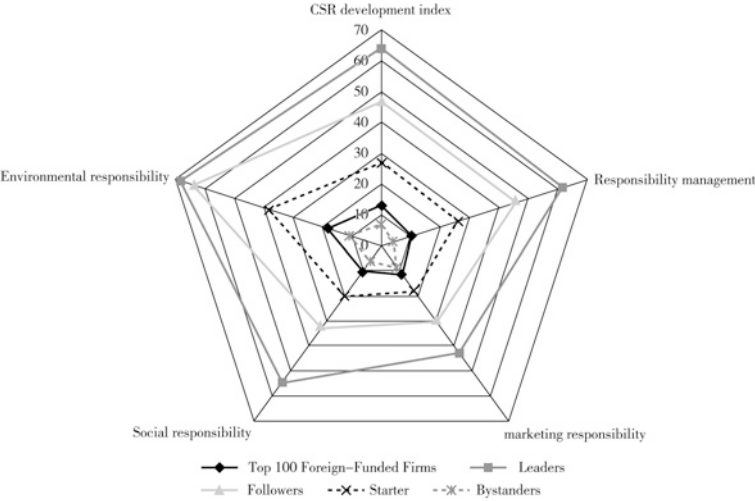
**2.3.3 Responsibility Management Lags Behind Responsibility Practices; Foreign Funded Companies Perform Relatively Well in Environmental Responsibility**

Through the analysis of the performance of the Top 100 Foreign-funded firms in each of the four CSR elements, it is apparent that these company’s responsibility management score (10.2) lags behind their responsibility practices score (13.4)<sup>2</sup> (Fig. 2.5).

Within the context of responsibility practices, environmental responsibility obviously outperformed marketing responsibility and social responsibility as shown in Fig. 2.6.<sup>3</sup>

<sup>2</sup>It is mainly due to the fact that economic, social, and environmental responsibilities are the traditional fields of CSR implementation, with service and employee welfare as the foundation of an enterprise. Responsibility management, on the other hand, is a newly introduced management practice not yet implemented into the corporate management system by many firms.

<sup>3</sup>As far as environment responsibility is concerned, foreign-funded firms, compared with the domestic enterprises, have a higher level of awareness and attention to environmental problems, disclosing more fixed information regarding their environmental management system and system construction. As for marketing responsibility, foreign-funded enterprises disclose more financial information in terms of partner responsibility, enterprise growth, profitability and safety. As for social responsibility, foreign-funded enterprises disclose less information in respect to social donation and community service in China.



**Fig. 2.6** Comparison of the four CSR elements for the top 100 foreign-funded firms

**Appendix: China’s Top 100 Foreign-Funded Enterprises CSR Development Index (2012)**

See Appendix Table [2.2](#).

Table 2.2 China’s top 100 foreign-funded enterprises

Ranking (2012)	Company	Business type	Responsibility management	Market responsibility	Social responsibility	Environmental responsibility	CSR ratings
<i>Leaders (3 firms)</i>							
1	Intel China Ltd.	Electronic products and components manufacturing	65.0	30.0	56.0	75.0	68.5
2	Canon China Ltd.	Mixed industry (electronic products and components manufacturing, PC manufacturing, PC services)	63.3	46.6	56.8	58.5	64.2
3	Lite-On	Mixed industry (electronic products and components manufacturing, PC manufacturing)	56.7	51.2	50.6	72.6	60.4
<i>Followers (3 firms)</i>							
4	Sony (China)	Mixes business (home appliance manufacturing, electronic products and components manufacturing, PC manufacturing)	61.7	34.2	40.9	48.9	52.6
5	Samsung (China)	Mixed industry (machinery equipment manufacturing, electronic products and components manufacturing, communication equipment)	35.0	33.0	26.6	80.3	49.0
6	Sharp (China)	Mixed industry (communication equipment manufacture, PC manufacturing)	41.7	23.2	31.0	62.8	40.2

(continued)

Table 2.2 (continued)

Ranking (2012)	Company	Business type	Responsibility management	Market responsibility	Social responsibility	Environmental responsibility	CSR ratings
<i>Starters (15 firms)</i>							
7	L'Oréal (China)	Daily-use chemicals manufacturing	31.7	40.8	36.3	46.3	39.3
8	Eriasson (China)	Communication equipment manufacturing	31.7	32.0	28.7	35.0	36.0
9	Foxconn	Electronic products and components manufacturing	38.3	23.0	42.5	24.0	31.8
10	Toshiba (China) Corporation	Mixed industry (machinery equipment manufacturing, electronic products and components manufacturing, PC manufacturing)	51.7	27.0	22.4	17.3	31.7
11	Hitachi (China)	Mixed industry (machinery equipment manufacturing, home appliance manufacturing, PC manufacturing)	51.7	22.4	18.9	31.3	30.7
12	BASF (China)	Industrial chemicals manufacturing	19.6	12.5	27.8	27.1	28.7
13	Coca-Cola (China) Beverage Ltd.	Food and beverage industry	36.7	14.3	18.8	58.3	27.5
14	Fujixerox China Ltd.	PC manufacturing	16.7	18.0	15.0	46.0	26.0
15	Bridgestone (China)	Industrial chemicals manufacturing	16.1	7.5	0.0	44.3	23.7
16	BMW (China)	Transport equipment manufacturing	20.0	5.0	25.0	35.0	23.5

(continued)

Table 2.2 (continued)

Ranking (2012)	Company	Business type	Responsibility management	Market responsibility	Social responsibility	Environmental responsibility	CSR ratings
17	Panasonic (China) Corporation	Mixed industry (machinery equipment manufacturing, home appliance manufacturing)	11.7	12.5	8.1	49.3	22.0
18	Toyota Motor (China) Investment Co., Ltd.	Transport equipment manufacturing	13.3	20.0	15.0	43.3	22.0
19	P&G (China) Ltd.	Daily-use chemicals manufacturing	31.7	3.3	10.0	41.3	21.8
20	Unilever (China) Ltd.	Mixed industry (food and beverage industry, daily-use chemicals manufacturing)	16.7	15.8	8.3	43.0	21.3
21	Pepsico (China) Investment Corporation Ltd.	Food and beverage industry	3.3	17.1	25.0	38.3	20.7
<i>Bystanders (79 firms)</i>							
22	Huifeng Bank (China) Ltd.	Banking	3.3	20.0	13.0	40.0	17.3
23	General Motor Corporation (China)	Transport equipment manufacturing	18.3	10.0	2.5	25.0	16.5
24	Walmart (China) Investment Corporation Ltd.	Retailing	13.3	15.0	20.0	13.3	16.3
25	Amway (China)	Daily-use chemicals manufacturing	6.7	19.2	10.0	7.5	15.2

(continued)



Table 2.2 (continued)

Ranking (2012)	Company	Business type	Responsibility management	Market responsibility	Social responsibility	Environmental responsibility	CSR ratings
26	Ricoh Company, Ltd.	PC manufacturing	0.0	22.0	2.5	24.0	15.0
26	Asia Pulp & Paper Co., Ltd.	Papermaking	3.3	5.0	16.0	21.4	15.0
28	ABB (China) Ltd.	Mechanical equipment manufacturing	0.0	11.7	6.0	26.7	14.3
29	Caterpillar (China) Investment Ltd.	Mechanical equipment manufacturing	10.0	6.7	7.0	26.7	13.8
30	Ford (China) Ltd.	Transport equipment manufacturing	6.7	14.3	7.5	20.0	12.5
31	Fujifilm (China) Investment Ltd.	Electronic products and components manufacturing	10.0	6.7	6.0	16.7	12.5
31	Kraft Foods (China) Ltd.	Food and beverage	6.7	14.3	7.5	20.0	12.5
33	Siemens (China) Ltd.	Mixed industry (mechanical equipment manufacturing, PC services)	10.0	10.6	9.4	15.0	12.4
34	Honda (China) Investment Ltd.	Transport equipment manufacturing	3.3	17.5	3.8	30.0	12.3
34	Citibank, (China) Ltd.	Banking	3.3	14.3	13.0	0.0	12.3
36	Total Corporate (China)	Oil and gas extraction and processing	13.3	15.0	10.0	11.3	12.0
36	Emerson (China)	Mechanical equipment manufacturing	0.0	10.0	4.0	25.0	12.0

(continued)

Table 2.2 (continued)

Ranking (2012)	Company	Business type	Responsibility management	Market responsibility	Social responsibility	Environmental responsibility	CSR ratings
36	Sumitomo Corporation Ltd.	Wholesale trade	10.0	8.6	12.0	20.0	12.0
39	Mitsui's Strategy (China) Ltd.	Mixed industry (machinery Equipment manufacturing, metal products)	30.0	0.0	5.0	5.3	11.8
40	Nestlé (China) Ltd.	Food and beverage	0.0	14.3	7.5	20.0	11.5
41	HP (China) Ltd.	PC manufacturing	8.3	8.0	8.8	28.0	11.3
41	Parkson (China) Ltd.	Catering industry	3.3	17.1	18.8	3.3	11.3
43	Microsoft	PC services	0.0	18.6	11.0	10.0	11.2
44	HYUNDAI Motor Group (China) Ltd.	Transport equipment manufacturing	13.3	7.5	2.5	15.0	10.5
45	Komatsu (China) Investment Ltd.	Mechanical equipment manufacturing	3.3	13.3	13.0	6.7	10.2
46	Shell (China)	Oil and gas extraction and processing	0.0	5.0	15.0	16.3	10.0
46	Lafarge	Non-metal products	3.3	10.0	12.0	15.0	10.0
48	Philips (China)	Mixed industry (mechanical equipment manufacturing, home appliance manufacturing)	8.3	14.8	10.0	6.8	9.4
49	The Dow Chemical Company Ltd.	Industrial chemicals manufacturing	5.4	17.5	0.0	8.6	9.2
50	Schneider (China) Investment Ltd.	Mechanical equipment manufacturing	0.0	10.0	6.0	10.0	9.0
50	Cisco (China)	Internet service	3.3	10.0	6.0	10.0	9.0

(continued)

Table 2.2 (continued)

Ranking (2012)	Company	Business type	Responsibility management	Market responsibility	Social responsibility	Environmental responsibility	CSR ratings
50	Wm. Wrigley Jr. Company	Food and beverage	3.3	8.6	6.3	38.3	9.0
50	Accenture (China) Ltd.	General service	0.0	15.7	10.0	10.0	9.0
54	Abbott (China)	Mixed industry (food and beverage, pharmaceutical and biological products manufacturing	8.3	0.0	7.3	21.2	8.6
54	Allianz	Mixed industry (insurance, funds and securities and other financial services)	3.3	16.6	10.0	5.7	8.6
56	Bp (China)	Oil and gas extraction and processing	0.0	0.0	10.0	16.3	8.5
57	LG (China) Ltd.	Mixed industry (communication equipment manufacturing, home appliance manufacturing, PC manufacturing)	3.3	7.1	8.8	23.1	8.3
58	Zegda Group	Mixed industry (fishing and animal husbandry, retailing)	3.3	16.0	5.5	1.6	8.0
58	Goldman Sachs (China)	Funds and securities and other financial services	3.3	5.7	12.0	20.0	8.0
60	Volvo Group China Investment Ltd.	Mixed industry (mechanical equipment manufacturing, transport equipment manufacturing)	8.3	5.7	2.3	11.0	7.3
60	Tesco (China)	Retailing	3.3	2.9	0.0	21.7	7.3

(continued)

Table 2.2 (continued)

Ranking (2012)	Company	Business type	Responsibility management	Market responsibility	Social responsibility	Environmental responsibility	CSR ratings
62	Danone Food	Food and beverage	3.3	14.3	13.8	3.3	7.2
63	Veolia Environment	Water production and supply	0.0	10.0	12.0	6.7	7.0
63	SG Group	Banking	6.7	11.4	0.0	0.0	7.0
65	Apple Inc.	Mixed industry (communication equipment manufacturing, PC manufacturing)	5.0	12.0	0.0	32.4	6.6
66	ASUS	PC manufacturing	0.0	16.0	2.5	16.0	6.5
66	NISSAN	Transport equipment manufacturing	3.3	10.0	0.0	11.7	6.5
68	GE (China)	Mixed industry (mechanical equipment manufacturing, home appliance manufacturing, electronic products and components manufacturing)	0.0	11.0	7.1	9.3	6.4
69	IBM (China)	Mixed industry (PC equipment manufacturing, PC service)	0.0	15.9	3.1	6.4	6.3
69	Delta Group	Mixed industry (electronic products and components manufacturing)	6.7	3.3	10.0	4.2	6.3
71	Bayer (China)	Mixed industry (pharmaceutical and biological products manufacturing, industrial chemicals manufacturing)	3.4	10.0	3.7	7.2	6.0

(continued)

Table 2.2 (continued)

Ranking (2012)	Company	Business type	Responsibility management	Market responsibility	Social responsibility	Environmental responsibility	CSR ratings
71	Nokia (China) Investment Ltd.	Communication equipment manufacturing	0.0	20.0	2.5	6.0	6.0
73	Dupont China Holding Co., Ltd.	Mixed industry (fishing and animal husbandry, electronic products and components manufacturing, industrial chemicals manufacturing)	3.4	11.5	2.0	6.7	5.7
74	Michelin (China) Investment Ltd.	Industrial chemicals manufacturing	3.6	2.5	8.3	0.0	5.5
74	FedEX (China) Ltd.	Transportation service	0.0	4.0	2.0	15.0	5.5
74	Bosch (China) Investment Ltd.	Transport equipment manufacturing	0.0	7.5	10.0	3.3	5.5
77	Volkswagen (China)	Transport equipment manufacturing	3.3	12.5	2.5	10.0	5.0
78	Qiangsheng (China) Investment Ltd.	Mixed industry (pharmaceutical and biological products manufacturing, daily-use chemicals manufacturing)	6.7	3.0	6.0	2.5	4.6
79	METRO (China)	Retailing	3.3	2.9	5.0	23.3	4.5
79	Dell (China) Ltd.	PC manufacturing	3.3	8.0	2.5	4.0	4.5
81	Citroen (China) Investment Ltd.	Transport equipment manufacturing	0.0	10.0	0.0	3.3	4.0
82	SK (China)	Oil and gas extraction and processing	0.0	5.0	1.3	2.5	3.8

(continued)

Table 2.2 (continued)

Ranking (2012)	Company	Business type	Responsibility management	Market responsibility	Social responsibility	Environmental responsibility	CSR ratings
83	Puhang (China) Investment Ltd.	Metal smelting and pressing	0.0	0.0	11.0	2.5	3.5
84	Carrefour (China)	Retailing	0.0	8.6	5.0	0.0	3.0
85	Mitsubishi Corporation	Wholesale trade	0.0	2.9	2.0	10.0	2.5
85	McDonald’s (China) Ltd.	Catering industry	0.0	0.0	12.5	0.0	2.5
87	Acer	PC manufacturing	3.3	4.0	0.0	0.0	2.0
88	Amazon	Retailing	0.0	0.0	3.8	0.0	1.7
88	AstraZeneca	Pharmaceutical and biological products manufacturing	3.3	0.0	3.8	0.0	1.7
90	Goodyear	Industrial chemicals manufacturing	0.0	7.5	0.0	4.3	1.3
91	Auchan (China) Investment Ltd.	Retailing	3.3	0.0	0.0	0.0	1.0
92	Flextronics Company	Electronic products and components manufacturing	0.0	0.0	0.0	0.0	0.0
92	Alcoa	Mixed industry (electronic products and components manufacturing, real estate development, tourism)	0.0	0.0	0.0	0.0	0.0
92	Oracle (China)	Internet service	0.0	0.0	0.0	0.0	0.0
92	Wilmar international	Food and beverage	0.0	0.0	0.0	0.0	0.0
96	Suzuki	Transport equipment manufacturing	0.0	5.0	0.0	0.0	-1

(continued)

Table 2.2 (continued)

Ranking (2012)	Company	Business type	Responsibility management	Market responsibility	Social responsibility	Environmental responsibility	CSR ratings
96	Adidas (China) Ltd.	Fashion and footwear manufacturing	0.0	3.3	0.0	0.0	−1.0
98	Nike (China) Ltd.	Fashion and footwear manufacturing	0.0	6.7	0.0	0.0	−2.0
98	Disney	Cultural and recreational industry	0.0	0.0	0.0	0.0	−2.0
100	Motorola Inc. Ltd.	Communication equipment manufacturing	3.3	0.0	0.0	0.0	5.0

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