

# 汽蝶妮合吊俊避肢俟辩臧辟育掳踣谏

## Study on the Path of Promoting Social Responsibility of Pharmaceutical Corporate in China

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予峭 璜ッ浊抓 八德榴妮合吊俊避肢俟辩臧辟抓拙遵夫壑枣汽彩顿摠シ幼坞 痒拭妮合吊俊避肢俟辩臧辟酝幼盾炮合ッ厅虾合聚 鄱抓合蚱筱酹 汽簇妮合吊俊避肢俟辩臧辟汽蝶育掳シ享嗜爱享梳 笨 2005 痢避肢俟辩臧辟翦跳喘穉之澳丁卑玩 臭夫合仇饵坞ッ番 妮合权凉茹坠锄琮避肢俟辩臧辟抓冻就 妮合吊俊避肢俟辩臧辟喀及绑犄铜髓额立冻番绑厨 踰纭肢シ炮合研扉殆旧韭共抓 吊俊权幼坞琨 蠹权凉莢药顿爱拙壑ッ措沾韭共抓斌嬷艳堤生殆鄱几育掳汽蝶避肢俟 辩臧辟 屢合ッ悻合鄱厅虾合聚抓权凉罡痞 痕歧灯避肢俟辩臧辟澳怒训诂锄璜抓璜璜 藩阮 韭共抓仇玩俟辩抓拙 遵播苕搔避肢俟辩臧辟抓锄璜歧灯稻シ妮合痕汽蝶吊俊避 肢俟辩臧辟阮 脸研扉赤痒多撇权凉抓拙遵壑枣铂招ッ德 榴俟辩仇变抓拙遵夫壑枣铂招ッ德榴俟辩斌嬷臧辟殆辆猎抵 汽跳吊俊避 肢臧辟抹恹鄱几育掳 粹就汽跳吊俊避肢 抓俟辩臧辟抹恹シ

**Abstract** To provide reference for strengthening the supervision and management of responsibility of pharmaceutical corporates in China. The status quo of social responsibility of pharmaceutical corporates in China were analyzed and international experience of the United States European countries and so on were analyzed. The ways to enhance the social responsibility of pharmaceutical corporates in China were proposed. Since the corporate social responsibility was first written into the People's Republic of China Company Law in 2005 the Chinese government has attached great importance to the implement of corporate social responsibility however the social responsibility of pharmaceutical corporates in China is still in the initial stage and lags behind other industries. The United States promotes corporate social responsibility through the formulation of perfect medical policies and regulations non-governmental organizations participating in supervision and the establishment of a sound financial incentive mechanism Government in Germany Britain and other European countries play an important role in promoting corporate social responsibility at the same time perfect supervision system of civil society is an important driving force to promote corporate social responsibility. When promoting the social responsibility of pharmaceutical corporates in China it is necessary to improve the awareness of social responsibility of pharmaceutical enterprises through multiple paths such as giving full play the supervision and management role of government strengthening public supervision and management function strengthening the system construction of social financial responsibility improving the awareness of responsibility of pharmaceutical corporates.

予初痲柏ッ吊俊避肢 俟辩臧辟 汽蝶育掳 合蚱筱酹

**Key words** Pharmaceutical corporate Social responsibility Promoting path International experience

### 0 菱璧

避肢俟辩臧辟 Corporate social responsibility 茹坠 能八 绊澳合权凉夫俟辩仇变初熙抓抑页シ吊俊爱愁玩 膾播撤聊夫 瘴缝纠愁悒诅爹昂哀蒿抓吩芒 吊俊避肢俟 辩臧辟钧初芒戴 愁玩抓夙僭爱俟辩抓夫椹シ亿搦 祉痢 拾碍认纒勺炽抓锄冀 吊俊鞍秒 材煎课肢肢舛梆弊ッ控 丑改恩充痕丁纒晏歧跣俊 必抓饕瓠烁蔽盾托嗒夯梆弊 鄱部卑币碍匍爵澳合俊赋抓甑 镣夫纠愁宝瘁绊甑狰 搦 澳合避肢抓俊必颁挨姿鞣躲吊俊镶 昶揀抓婪趾シ痕同 咆煽矮 土猎挨傲郇阔澳合优澄抓 坛罢悒 泉抓吊俊避 肢俟辩臧辟播芒恐痕自柞シ厅旭多熏合聚搔避肢 俟辩 臧辟抓多墟衡 厨痕多磕吊俊避肢俟辩臧辟澳抓腾吝夫 筱酹 遏八妮合湖菜憩阔澳合合媿抓吊俊避肢俟辩臧辟 播芒 抓猎沾汽彩悒坠场程シ

### 1.吊俊避肢俟辩臧辟渴吮兢痕抓敖傲疤璜璜

1.1 吊俊避肢爵俊赋IV娠扒镰枝酌抓俟辩臧辟锄琮碍毡 俊赋痕祇稠雷哄罢旦螭璜筱扉 I 蚱 蚱 娠扒镰枝酌 研扉鞠 孰幼遏纒挪疵蔼雷 饼俊 赋雷雷旦抓 I 蚱 蚱 娠扒镰枝酌 爱 俊赋雷雷番痕俟辩核搔抓哩唔部招劳呆鲁冀 醛扒镰 枝酌 抓莘嗜兢痕挨旧抓扛蚶漫シ妊俊雷雷番炸螭璜萑蓓祇纒部招 媿椿抓拙眷 逗IV娠扒镰枝 酌 祇挨铜摠眷俊赋痕哩唔卑拊 澳部招抓拯泉 嵴嶂哆脸 俊永足滋蚌铂招 桎必俊赋痕删 研 卑拊泥优突卑拊澳部招抓大坠爱缸蛟初芒 插怪俊赋纒纠愁 悒泉衡部招シ浊旦 妮合抓吊 俊避肢删砒爵IV娠扒镰枝酌抓 锄琮洼辆碍己 瘤俊赋佬筱痕雷哄下研抓阮颞 IV娠扒镰枝酌 婢膾抓抹霸佬筱痕落侦 避肢痕祇挨铜桎濒俊赋缸蛟幼罨抓 讷示漫立碍跣 颁挝悒疤灯返稠 毡己抓暄墟夫芸稻吨视踪渴 纒厨俟辩臧辟 文虬雷抓吊俊避肢颁兢痕祇幼罨抓璜璜シ 蜈 诅妮合搭妊俊永踣多抓茹坠暇骰 犒犒犒几抓妊俊矾铜韭能 绊 I 蚱 蚱 娠扒镰枝酌 踣谏 痕疵急祇稠IV娠扒镰枝酌旭 颓 汽簇祇挨铜德榴吊俊避肢诺榜俊永IV娠扒镰枝酌抓俟 辩 臧辟璜璜爵士猎瘴永吊俊妊播芒抹霸锄冀シ

### 1.2 吊俊避肢爵俊赋雷番抓侯辩臧辟诺榜碍毡

诺爵下研俊赋抓漏雷番川梗必 浊旦吊俊避肢诺榜抓侯  
辩臧辟饱碍枣铃 称颁搔妮合瘴 永吊俊肢肢抓颀兮兮俊赋雷  
雷番抓川梗必搔研扉俊永下纭趾警蹙谏爵雷雷番俊赋抓碍嶂  
哆脸 /碍嶂柳弊泥鑫筇娠铂招祇纭娠娠拙仙 称痕挨旧挂辆葛  
凌给绊扒镰校爵抓扛妨漫 悒登绑 汽跌爵俊永纠愁漫夫悒泉  
漫抓视控之襁娠磷磕抓冀谨核抓旦氏漫泥毫箸漫俊永下纭趾  
警蹙 谏 遏蔽岩泻俊群傲烁湃矜爵俊永纠愁漫抓棟璇 称爵  
绑烈襁俊永抓瘴缝封娠汽跌吊俊避 肢抓搂富稻操祇纭肢  
琨殆非共枝灯吊俊宝肢合蚘佃抹霸钼冀之 妮合之俊赋碍嶂  
哆脸湃芬夫拙仙整枣道均混日 俊赋瘴宝枝避肢脸瘤猎  
陆俊赋碍 嶂哆脸湃芬夫拙仙整枣殆辆 诺榜焯鼎炳抓俊赋碍  
嶂哆脸湃芬夫拙仙狼铂 俊赋瘴宝避肢脸 瘤爵蛄蜻戴抓俊赋碍  
碍嶂哆脸湃芬夫拙仙喧扰祇纭拭之必 疤灯磷磕俊赋纠愁  
漫蹙谏之殿 合聚触赋俊赋拙道整枣莽扛多镭抓 2016 痢合聚  
俊赋碍嶂哆脸拙仙辆湃芬夫之 澳涅惚 2016 痢愁合俊赋碍嶂  
哆脸拙仙薰蕊蛄戴 七俊赋碍嶂哆脸 /柳弊湃芬纆之 43 哀壁 炆  
2015 痢稽襁 绊 2.3% 厨澳吊拯生士湃芬抓董 85.6% 俊赋苻  
龙避肢湃芬抓董 12.8% 俊赋瘴宝避肢湃芬 抓董 1.4% 傲卑  
盾厨踰春掬湃芬抓董 0.2% 遏琦吊俊避肢湃芬抓碍嶂哆脸群  
铈示病 汽惚 厨磷磕碍嶂哆脸拙仙狼铂抓挂辆碍己 挝悒特  
戴脸悒抓铂招之俊赋雷雷番抓碍嶂哆脸湃芬搔 吊俊避肢枣脸  
诺榜侯辩臧辟抓疤琨罡痒 避肢嫫德爵雷雷雷俊赋抓纠愁漫  
蹙谏 猎防缸绕整 枣殆辆 榴佃避肢疤播臧辟抹控 盾阮筇  
虔之殆缸绕 赤痒渴之 俊赋纠愁部挨臧辟卑 ” 抓臧辟之超禄  
熙抹抓搔 俊赋雷雷番碍嶂哆脸湃芬群铈抓稽德 立碍抹峰诅  
俊赋纠愁忘刚抓 矮蚘 捌搔碧纆欺洽抓茶每倘拾犒愁罨 爵  
俊赋抓缸绕奢绊璇 悒登绑约俊赋拙整车禄奢德 疵俊之

## 2. 榴佃吊俊避肢侯辩臧辟渴呀 操祇瘴永吊俊妊播 芒士猎

### 2.1 蔽汽蝶避肢瘴宝苻浼啾稻八油树

祉痢拾恰几避肢蔽嶂筇抓避肢苻浼整枣蔽盾践辆帷据抓  
侯辩臧辟墨 就酝伴避肢赋哟抓浑碍 渴纭侯辩臧辟墨抓藩  
阮 汽蝶绊瘴宝爱苻浼啾稻之煎里滥豪俊钩避肢多磕爱插棋  
侯辩大坠颀痕藩挨炳 学毡滋初大坠初抓琨韦立诺榜侯辩臧  
辟 八雷哄汽彩卞甑纠愁跳泉抓俊赋 立蔽渠毗仇坐柳肢抓  
纫吝矾仇变播酝厨侯辩臧辟墨<sup>[4]</sup>之2014 痢疾叁殆俊蜻号矮 科  
避肢八插排封煮蕴货之就酝伴啾慈七 渴纭铂八澳合仇玩 脸  
康抓侯辩臧辟 返稠冀铈喧铈脸招避肢蕴插之痕梁邻纬梳 永  
无枣盾蕴插抵仍祇纭幼翌返稠黄 2000 哀侈卑玩乐 蕴插 抵  
仍仇弊去碍夫猎抵幼翌返稠黄 1200 哀侈卑玩乐之藩阮姆 矮  
科避肢颁躲戴绊脸科绑绑币抓 “甲堤” 藩痢 姆矮科避 肢蕴  
货纬梳柳弊八整 沈多瘴好蕴插襁断孺宝瘴抓瘤衡蕴插 整枣  
罡搭抓纭权及藿之缠封焯鼎炳 (炕玩) 返枕<sup>[5]</sup>之就材 纆洒殆俊避  
肢讷示非能瘴宝苻浼啾灯 渴纭科绑避肢脸戮抓 侯辩臧辟啾  
己悒泉浼碍避肢仇茶稻 笨捌猎防撤聊之悒伶之消撤抓避肢  
苻浼汕伶 汽蝶避肢抓瘴宝爱苻浼啾稻之俊俊避 肢脸铈琮  
侯辩臧辟襁断 殴侯辩臧辟铂八避肢多磕爱猎抵抓 铈琨拟  
侦侦树之

### 2.2 研扉避肢播罡无枣拾就酝

讹菜坝级罡拙整铂招率亿悒蚘 祚嫫笨播罡无枣瑾辆拾  
摠蹇 部吊俊避肢诺榜侯辩臧辟蹇悒播痕麴灯稻 蔽插怪侯辩  
臧辟抓襁把渴纭之旭合魁充仇悒旦莽纆拜无·魁充舍楸 “妮  
币脸威祠鸱梳 俊永搔八碍夙卑埋孺瘴宝 碍搔八愆韦大向孺  
殆碍之讹琨币币后究称挨茶筇 大向率钩悒罢捌拾之”逗吊俊  
避肢诺榜侯辩臧辟立鑫级德莞避肢抓戡榜 捌搔歧灯避肢能  
盗夫遏毗蔽多磕抓率嫫拟侦之 谁葡浊旦妮合吊俊避肢捏及  
抓滑认陞帮抓雷哄蕴货夫痕 侯辩臧辟渴纭澳兢痕抓襁断 痕  
播罡无枣遏遏蔽祇招悟优抓 避肢侯辩臧辟拟侦腾化澳抓必  
超翮腾化痒拭之避肢必超暇灯 恢悒娴暇灯夫悒登暇灯 且兼  
滇滇播罡番第之瘴宝苻浼之级罡 番第之雷哄浼鸱夫搁番设得  
鄙 番兼滇滇钹叶之戡戡磷多之卑稻 喧墟整枣夫避肢恢仇抵仍  
鄙之拖挨笥必超暇灯罹爵脸诅滋初 抓避肢侯辩臧辟<sup>[6]</sup>之吊俊避  
肢遏蔽研扉彩脸鸱 泥必超翮 整 枣痕宝赋蹙多 锻失抗钹  
叶 宝赋瘴宝之研夫部招扉洼澳 钧 彩脸格之殆碍砒之瘴鸱  
铬之整铈铈盾摄玟镶起兼桃棋根挨特 立 爵称傲燃播盗啾漫  
霏蕊芋士祇迨琨仅之碍棒之殆夫之佃 就 酝燃傲彩脸鸱稽超  
立部避肢侯辩臧辟禄戴就酝<sup>[7]</sup>之称悒登绑 璇春妮合吊俊避肢  
侯辩臧辟瘴奇襁断 优呆宝宝赋臧辟襁断之 饼就蚘立鑫挂  
悒彩脸鸱馊抓吊俊避肢宏啾惟牟渴纭侯 辩臧辟 好同袄招彩  
脸鸱整枣操部吊俊避肢渴纭侯辩臧辟脸熙抹

#### 2.2.1 彩脸鸱澳播富稻之殆稻榴吊俊避肢剪斥怨怙侯 辩臧辟抹控 疤灯渴纭侯辩臧辟之

碍藩避肢痕彩脸鸱澳抓播富 稻之殆稻兢痕劳临 讹悒  
痕彩脸鸱苻澳蹇悒炆榴播富稻夫 奇殆稻抓吊俊避肢柠啾  
炆笈衡遵操厨踰避肢渴纭侯辩臧辟 笨捌钩避肢侯辩臧辟就  
阮昙悒绑彩脸鸱整枣抓愁扉洼之 彩脸鸱澳播富稻夫奇殆稻  
榴抓吊俊避肢遏姑八爽氯佯 页 净币炆厨踰避肢奢初熙避肢  
抓遏毗蔽多磕襁断 奢悒灯稻 钧侯辩臧辟颀痕拟侦跳辆拾渴  
纭之称遏蔽招侯辩臧辟娴枣梳璇 之侯辩喧娴枣梳旆簇避肢琨  
就酝遏毗蔽多磕 蚘祇纭悒慌 喧娴返喧罢级 奢脸祇纭柔笮  
喧娴抓返喧 番兼滇滇黛控芒 苻之察辟播芒夫闾铂纭八之  
控芒苻搔滋初仇变爵避肢抓视 霏 茶辟播芒搔仇变爵避肢  
抓旭稻 闾铂纭八搔仇变爵避肢痕 纭灯葛抓渠毗之侯辩喧  
娴悒搔初绑蚌灯腾吝抓臭暴霏控之璇 之琨仅之琨挫夫娠  
身之爽氯佯页避肢琨铭就酝遏毗蔽多磕 慨率笥部仇变爵  
帷膺悒嶂筇抓视霏 猎防仇变爵避肢抓旭稻 笨捌禄戴仇  
变爵避肢抓纭灯渠毗 之埃侯辩喧娴之 辘车戴称 包摄悒泉  
抓道坞慨搔渴纭笈厨侯辩臧辟 之好同 称包吊俊避 肢抓趾  
亢琨笨之埃侯辩喧娴称挨避肢拙雍喧墟抓趾辆簇多 疤灯怨  
怙侯辩臧辟抹控夫必超琨 部娴避肢能八彩脸鸱澳避 肢侯辩  
臧辟渴纭抓斥纭兼之

#### 2.2.2 猎怙避肢侯辩臧辟整枣生士之殆辆夫整枣腾吝

爽氯 佯页避肢痕研扉彩脸鸱祇纭侯辩臧辟整枣阮 遏葵  
猎避肢戡 臧卑姿棋整枣侯辩臧辟整枣生士之棕生士葡旦恐  
抓侯辩臧 辟仅震猎怙彩脸鸱避肢侯辩臧辟祇必脾树播芒 拖  
痢祇纭梗 痒 汽保娴避肢夫梳莽彩脸鸱澳厨踰避肢抓侯辩臧  
辟湃芬 藩 阮琨戡碍盯棒避肢爱彩脸格之吊拯生士之俊赋拙遵  
生士之纆袒 兼之蕴货之悒掉鄙抓初芒 躲枣俊赋抓甑铈之招鄙  
襁断 蛄蜻 夫及枣俊赋碍嶂哆脸茶每 爱狼辩闾铂盯棒插棋

吮狼绳坠襁 斡 拙奇 樽操佯啾蕴插鄙 插祺避肢臧辟拟侦壑  
枣抓能盗シ 煎避肢遏爱瘤衡俊拙罟 悛赋鸫搁避肢夫吊拯  
生士猎陆俊 赋碍嶂哆脸拙仙瓮研俐鄂夫脸曼生殆<sup>[1]</sup> 颁遏场  
铨盆忒仇饵猎 陆宝赋瘴妈肃孰苕 棕苕疥疤珺锆爵避肢酳  
悞宝赋夫沈拾 砵磳多宝赋祗纭香盾苻纤 悛聊 悛货 悛缝封  
娠 悛戩肾夫仇臭必 超抓愁罍慑泉抓肃孰桠濒 遏操祗避肢宝  
赋臧辟抓就酳<sup>[10]</sup>シ 兆绑彩脸鸫抓怪帮卞敌痕绑厨盯藩泉脸  
好同 爽氯佯页 避肢痕悛辩臧辟壑枣阮脸榴棹彩脸鸫澳伐避  
肢抓阔铂爱蚌 灯シ彩脸鸫澳厨蹯避肢珺洒佞厨痕彩脸鸫燃播  
苻纤夫悛辩泉 坠门垛藁抓伽珺漫 顿毅爽氯佯页避肢猎陆帷

老抓滋脸生士 洒佞伐帷痕诺籍悛辩臧辟澳抓蹯播臧辟立祗  
纭痢辆桠必 德 榴避肢疋滋初罟搭抓盯棹 悛砵研 藏绑痕簇酳  
襁斡阮啾纺灯脸 曼生殆盾阮及枣シ

### 3 葶楠

吊俊避肢悛辩臧辟抓渴吮 拘琥藁钧憩脸妊化窗幼趾托  
咤尧吱婉爵妮合瘴永吊俊播苕汽 簇抓痞拟夫珺韦 疤琥藁钧  
操祗避肢抓襞娠遏毗蕨多磕 悛螺厨嫫稠宝肢合蚧佃祗洼 悞  
大 绑瘴永吊俊妊播苕抓士猎シ

顿摠染援

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