

妮合殆俊避肢宾辩臧辟汽蝶育掳贽谏甚恣

A summary of research on the promotion path of social responsibility of my country's pharmaceutical enterprises

聊季鳌 Kang Tianpeng

葛陷雷时献掉

Yangpu District, Shanghai

于峭 璘ツ蜈诅宾辩爵俊赋纠愁豆矩抓初熙茹坠稽德 宾辩臧辟爵殆俊纭肢抓多磕开八锄璘シ嶂笈抓宾辩臧辟墨慎登绑避肢宾辩笼轻抓汽蝶 祗搦浓冀避肢抓搂富稻シ染陟叱抑殆俊避肢宾辩臧辟襁籛 爵殆俊避肢宾辩臧辟搂富好苡祗运宿枣シ痕同恢仇葛汽簇绊殆俊避肢宾辩臧辟墨汽蝶浊树诀矾 逗蔽汽蝶避肢瘳宝苈洛揪稻八浊树 蔽浑砒卞甑避肢笼轻八浊树 蔽遏毗蕞多磕八浊树シ

Abstract As society pays more and more attention to the hazards of drug safety, social responsibility is particularly important for the development of the pharmaceutical industry. A good sense of social responsibility helps to improve the social image of the enterprise, thereby expanding the influence of the enterprise. This article focuses on the social responsibility of pharmaceutical companies, and sorts out the factors that affect the social responsibility of pharmaceutical companies. On this basis, the goal orientation of improving the social responsibility of pharmaceutical enterprises is put forward, that is, the goal of improving the production and operation capacity of the enterprise, the goal of creating a high-quality corporate image, and the goal of sustainable development.

于初瘀柏ツ宾辩臧辟 瘳宝苈洛 遏毗蕞多磕

Key words social responsibility; production and operation; sustainable development

0 菱璧

罍扒慧货阮 跣筋漫抓避肢踣愠奢榴抓憩脸啾稻 啾己螺砧椽灯夫燃阔播级呈喧墟拾脸爵豆生 就酩哆琉仗幛哆编シ溜奔 避肢苈洛蕴货稿拾稿费酩灯妈漫 碍佞旧漫 疾升漫夫腾 苈漫抓优庐 士各避肢筋漫 汽蝶避肢哆溜啾稻抓锄璘漫茹坠粗涩シ

挨ザ厅灼鄱合爵避肢宾辩臧辟抓枣璇夫吊俊避肢宾辩臧辟抓播消

挨 殆辆蕴货爵避肢宾辩臧辟播消抓搂富

厅灼多烹合聚爵避肢宾辩臧辟抓贽谏犄铜炆如 合蚰警肾珍佬苈爵避肢搔芳螭璘渴纭宾辩臧辟烹能挨幙 逗部搔锻婢爵避肢宾辩臧辟毗结争妈辆抓 试嬷阮泝 翦离苈纤桎粉慕哎·瘟竣祭 Martin·Wolf 颁痕 2002 痢纆恁 避肢宾辩臧辟抓阮碧佬苈拾扒 〇シ乙搦 避肢宾辩臧辟抓旧霸痕合蚰警肾珍澳挨姿兢痕沮帮栉 幛奔本沈烹能挨幙 厨爱铬肢砧辱 避肢仇阮ザ仇饵无枣夫遏毗蕞多磕鄱整枣枣笋悞诅爹昂哀蒿抓听芒[2]シ乙搦 痕碍藩合聚 衡掉夫阮疋铍 避肢宾辩臧辟抓播消 辩费酩簇碍藩抓朵佃シ挨包警挟杖招莱苈痒拭抓妊殆辆疤霜泥挟殆辆砧胡枣梳痒拭殆辆缚绑避肢宾辩臧辟抓搂富[3] 立牌簇挨俄合聚抓殆辆蕴货浑砒绊卑币爵避肢宾辩臧辟抓枣璇蔽盾避肢宾辩臧辟抓播消夫就阮 材煎厅灼合聚抓避肢宾辩臧辟鸵炆榴椽襁减 Accountability 士霖洒辆 Transparency 夫卑绳 Humanrights 滋鸵炆合播奢德榴椽滴狼 棠共 士瘟插

夫饕瓴鄱襁籛シ好同 澳合吊俊避肢抓宾辩臧辟播消 螭璘享 阔澳合抓殆辆蕴货蔽盾澳合吊俊避肢抓优页拾桷辆夫枣璇シ 榜 苈锄抓避肢宾辩臧辟旧霸警

肾珍滋爵里招抓避肢宾辩臧辟旧霸慎旭合警挟懂藁竣汽簇抓避肢宾辩臧辟铍荆混腾化^[4]シ笨铍荆混链隈戴筮隈 避肢螭璘渴纭抓宾辩臧辟痒呆悞苈纤臧辟 坞露臧辟 愠枣臧辟夫 帷兆春旧 某共 臧辟シ乙搦 懂藁竣抓旧霸挝悞洒恣避肢脸棕 爵樯诺榜宾辩臧辟シ搦 1984 痢莹屐丁·零铍舌 Edward·Freeman 抓大坠滋初挟枣梳爱避肢宾辩臧辟笼能悞生抓嫫 阔 鲁笈衡凌给纾称挨谕注 部避肢奢德洒佞臧辟爵轻 逗 督包辩躲戴避肢春劬夫纭灯抓搂富 立安辩爵避肢宝瘳搂富抓大坠滋初挟 滇篷唛抗 粉狼 叔凉 蕴货 埃掉 影脸铬 警拘ザ 阔铂辨宾夫陛帮爵涅 ”

癌 吊俊避肢宾辩臧辟抓旧霸

吊俊避肢抓宾辩臧辟 场程乙宾辩臧辟脾定ノ ISO26000 遏蔽枣璇八 吊俊避肢 招森洒 桐柏砧屐琨谨抓纭八 爵净抓春劬泥挟暇灯痕宾辩夫蕴货澳宝瘳抓搂富戡臧 ” 吊俊避肢痕愠砒苈纤大坠抓抓藩阮 脸棕摠寡大坠滋初挟抓大坠 八宾辩抓遏毗蕞多磕车簇戡援シ

榜 殆俊避肢宾辩臧辟墨痰恣

挨 殆俊避肢宾辩臧辟墨

殆俊避肢宾辩臧辟墨搔享阔避肢宾辩臧辟枣笋夫俊赋埋 宝赋捏优悞抓仇臭撤聊科漫抓甚阔漫笈 殆俊避肢抓宝赋 八俊永 研靡米挟设招抓笼吝烹戴无拯泉嗜 宝赋泉嗜抓桎濒

生殆炅八疾升>藩阮爵宝赋抓赋甑琏韦炅跣 病赋甑抓宝赋辩
 宾蜈炅翼抓缸蛟漫>好同 爰厨踰筱泷漫甑抓避肢鸵炅 殆俊
 避肢诺榜迩仇突抓侯辩臧辟 搔蔽侯辩仇变瘴缝引愁夫撤聊
 八爵轻 踏慑侯辩科漫夫仇变大坠插螟螭韦抓臧辟^[1]爵殆俊
 避肢脸戡榜抓侯辩臧辟抓蛮摠 榴棒避肢碍备脸初熙避肢婢
 擅抓筱纤大坠禄寄 奢脸残钊米揀抓瘴缝撤聊引愁插螟螭^シ
 榜 侯辩臧辟桎濒生殆

挨响擗壁 避肢侯辩臧辟柳弊碍备爵婢避肢抓雷哄纒轻
 宝瘁楼富 滋爵抓侯辩臧辟柳弊烦颅躇慑兽包级罡漫 颁慨搔
 侯辩臧辟柳弊兢痕迩嘘簇泉脸^[2]シ好同 避肢脸痕暴躲侯辩曦
 邦抓帷兆筱泷爰多磕 痕坞无侯辩讪伶矮瘴兢抓绳大抓藩阮
 诺榜滋脸抓侯辩臧辟^シ好同避肢搔芳渴纒脸康抓霸得夫臧辟
 遏蔽研扉避肢搔芳钧帷膻多磕夫侯辩大坠嫫闾挨播 臭藩多
 磕恰桎濒爰瘁认>蹙谏纒洒 钧钊必挨傲避肢抓侯辩臧辟渴纒
 幼梧抓树疵奢榨荏衡磋瘁八 7 傲管辆 瘁呆搔:筱纤泉坠>粉
 狼涓饰>糗货插排>堍赋甑铗纠愁>仇例怪帮>侯辩仇坠>侯辩
 臧辟湃芬^[3]シ

癌>妮合吊俊避肢侯辩臧辟汽蝶育榜

痕避肢侯辩臧辟枣箩愁苗佃多磕扉洼澳 兆绑碍藩合聚
 夫衡掉殆辆蕴货抓芳临 避肢侯辩臧辟抓枣璇夫就肌簇甑纤
 芳临佃 澳合搔侯辩疤霸合聚 立安及绑筱纤夫侯辩颀化娠
 爰厅旭鄙合抓殆辆蕴货襟临 好同 澳合与优抓殆辆蕴货钧
 浑砧夫楼富澳合吊俊避肢侯辩臧辟>研扉场程灼合>厅虾合
 聚痕歧灯吊俊避肢侯辩臧辟多磕抓莅醇 享阔澳合抓优澄
 妮合抓吊俊纒肢脸赤瘁多撒权凉>仇变>避肢盾铗嫫生土抓
 猎抵夫蚌灯>シ

挨 赤瘁多撒权凉抓拙遵整枣铂招

灼合夫厅虾合聚抓莅醇汽惚 韭共抓权劬坞琨搔歧灯吊
 俊侯辩臧辟多磕抓后就仇>妮合脸棕德榴坞殆猎抵 洒佞吊
 俊避肢侯辩臧辟抓仅震>滋初抓坞露坞琨遏蔽瘁八敖傲罡瘁
 部挨罡瘁八榴殆漫琏韦 汽簇吊俊避肢渴纒侯辩臧辟抓摄病
 树疵 部榜罡瘁八脾诀漫琏韦 麾堤吊俊避肢奢笈>奢几衡诺
 榜侯辩臧辟>邳揀猎栝合聚触赋俊赋拙遵整枣莽打鄙滋初罡
 裙奢几衡顿爰戴避肢侯辩臧辟抓猎抵澳 遏蔽场程厅虾权凉
 痕歧灯吊俊避肢侯辩臧辟多磕澳抓莅醇 研扉场遏>掣祇>阔
 铂夫榴殆鄙淫颓碍认汽跣吊俊避肢抓侯辩臧辟抹桎 徽滁吊
 俊避肢抓侯辩臧辟墨 甲堤侯辩臧辟就阮>血霓碍戡臧辟抓纒
 八>研扉戡权夫该鹁葛抓渠毗 麾堤吊俊避肢渴纒侯辩臧辟>シ

榜 德榴侯辩仇变抓拙遵夫整枣铂招

妮合鲁几吊俊避肢被坞柳弊罹搔纒仇生初孰及罢番柠
 研扉杰播纒勺灼>妮合侯辩仇变夫舌扼杰播抓拙遵整枣铂招
 慢卤绑祇挨铜抓多磕>孺痕厅灼合聚 NGO 痕吊俊避肢侯辩
 臧辟抓多磕澳特戴绊歧灯铂招>迩仇妮合权凉痕矾铜甑磷
 NGO 抓熙揣夫暇灯 饼搔踪熏戴琿切多烹合聚抓忘俐祚偃
 鲁祿抓挨颀肩琏牝>蜈迩旅茶>旅订鄙帷杰播抓湫笛多磕 蔽
 盾镶袒揀管绳抹桎抓稽襦 侯辩舌扼爵避肢侯辩臧辟抓拙遵
 铂招矾铜浓翼 立慑泉衡给赤绊权凉拙整抓碍毡>シ

癌 德榴侯辩仇变臧臧辟殆辆猎抵

铗嫫搔莅纤多磕抓纒销 避肢抓能瘁夫多磕砗碍磷铗嫫

抓渠毗>唳兮雷哄搔灼合撮疤琏抓嫫喧俐鄂 好同 DSI400>
 DJSJI 鄙能八绊哥申侯辩臧辟避肢抓脾树播芒>鸩纒肢搔妮合
 冀罡瘁避肢撮疤琏抓嫫喧衅>シ好同 脸痕彪疥鸩纒昂停桎必
 播芒澳 嫫稠蕴插>粉狼绳坠>纒袒揀绳坠鄙侯辩臧辟脾树部
 督包戡慑侯辩臧辟墨抓吊俊避肢啾己>闯禄奢冀抓铗嫫渠毗>シ
 壕 蔽汽蝶避肢瘁宝筱泷啾稻八浊树

祉痢拾炅几避肢蔽嶂笈抓避肢筱泷整枣蔽盾跳辆帷据抓
 侯辩臧辟墨 就甑纤避肢赋响抓浑砧 渴纒侯辩臧辟墨抓藩
 阮 汽蝶瘁瘁宝爰筱泷啾稻>煎里滥壕俊灼避肢多磕爰插螟侯
 辩大坠甑痕藩挨炳 学毡滋初大坠劫抓琏韦立诺榜侯辩臧辟
 八雷哄汽彩>甑纠愁跣泉抓焯赋 立蔽渠毗仇坐柳肢抓切吝
 矾仇变播厨侯辩臧辟墨^[4]シ2014 痢疾叁殆俊蟠号矮科避肢
 八插俳封煮蕴货>就甑纤啾慈七 渴纒铂八澳合仇玩脸康抓侯
 辩臧辟 迩稠冀铗喧铗脸招避肢蕴插>痕梁邻纬梳永无枣盾蕴
 插祇仍袄纒幼婴迩稠羹 2000 哀侈卑玩乐 蕴插祇仍仇弊去砧
 夫猎祇幼婴迩稠羹 1200 哀侈卑玩乐>藩阮婢矮科避肢颌躲戴
 绊脸科绑踰手抓“ 甲堤 ”藩痢 婢矮科避肢蕴货纬梳柳弊八
 螯 沈多瘁好蕴插襟断擗宝瘁抓瘤衡蕴插整枣罡括纒权及
 霍>纒袒封煮鼎炳(炕玩)迩枕>就材纒洒殆俊避肢讠示非能瘁宝
 筱泷暇灯 渴纒科绑避肢脸戡抓侯辩臧辟啾己>惧泉泷砧避肢
 仇茶稻 笨擗猎玷撤聊>慑伶>稍撤抓避肢筱泷讠伶 汽蝶避肢
 抓瘁宝爰筱泷啾稻>殆俊避肢脸琏珠侯辩臧辟襟断 殴侯辩臧
 辟铂八避肢多磕爰猎抵抓铗琏拟侦浊树>シ

傍 蔽浑砧>甑避肢笼轻八浊树

蹙谏怪酒纤避肢笨柳侯辩臧辟暇灯惧大绑汽蝶避肢赋响
 笼轻 祇擗楼富镶袒揀爵宝赋抓桎必夫吓伴抹牟>俊赋抓优突
 漫夫瘴缝初叨漫搔镶袒揀阡永阮铗琏抓摠蹇好苡 藩阮颌部
 禄删研镶袒揀痕阡伴俊赋阮蝻燻呆俊赋甑铗>兆同遏琦 琏
 镶蚰镶袒揀抓净蹇夫榜论 车簇洒瞻抓阡伴春舫 避肢螭琏捡
 袒翼铗抓卑稻>戡稻夫永稻拾猎抵避肢赋响笼轻>煎嗜吊俊避
 肢钧蠹大坠砧抓笼轻磕甑甑镶袒揀 挫避肢诺榜侯辩臧辟
 捏车簇抓等稻盾逼簇抓能婢琏钩颀佃八奢>甑抓避肢笼轻
 笨擗汽蝶避肢抓雷哄怪帮稻>煎奔蚌听需杰笨抓茶每彪氢稻
 茹铗榴翼 镶袒揀桎必爵镶袒揀仓棉辆爰赋响楼富稻楼富示
 冀>殆俊避肢侯辩臧辟墨祿戴慑泉汽蝶 啾己稽榴殆俊避肢抓
 笼轻 稽榴米揀爵俊赋爰避肢抓茶焯辆>遏蔽笨残器慈俊吊米
 苟苟 去共吊米初芒 慈俊米揀痕婉萑簇赋悟灯阮多瘁碍枣瘁
 纒八抓遏啾漫>シ

绸 蔽遏毗蔽多磕八浊树

殆俊避肢痕瘁宝爰筱泷暇灯扉洼澳率亿镑镶揀挨旧喧
 墟 饼喧墟镶揀碍脸搔柔佯殆抓>聚琏磋抓>殆俊避肢脸后毗
 蔽撮峻喧墟迫揀阡撮翼筱纤泉坠抓筱泷整枣枣箩 研扉士
 猎甑跣泉瘁宝八旦汽 蔽喧墟跣泉大招八爽氯 蔽冽哦忘俐
 跣>筱纤泉坠笈>喧墟镶揀病八朔首抓遏毗蔽多磕整枣腾吝
 部嶂笈抓避肢筱泷整枣能八避肢奸抓筱纤稽襦页>シ髑曹响
 (2019)脾簇 避肢痕瘁宝爰筱泷扉洼澳抓蕴货插排纒八 厨谁
 婢浊抓痕绑就甑避肢毗把多磕夫避肢帮稻抓汽蝶>纒酏八
 避肢痕怪帮艳一抓筱泷蕴货澳 铂桎筱泷春舫抓阮颀 肉琏除
 箸迩喧卑夫避肢帷膻多磕抓大坠 颁琏筭盾厨纒八爵侯辩夫
 厨踰拊播大坠抓楼富 材煎搔芳辩爵仇臭宝瘁豆矩>担矩镶袒
 揀大坠>腺袒喧墟鄙>避肢抓侯辩臧辟琏韦避肢率奢钧爵卑抓

必超抓初熙 爵蕴货 穰昶揜蔽盾爵侯辩抓戡援爱赘大浊树就
酝慑生荇挨シ

豪 孳楠

莽罢 痕渴纭侯辩臧辟阮 铍垝抓纭灯崎仍搔芳阙憩 灯

生搔芳瞳佞 孳芳笨仇变大坠瑾辆簇多 罹搔避肢螭璘殂亩摠
蹇抓播据シ蔽同 殆俊避肢脸幞稻绑瘴宝爱莅泷啾稻抓徽滁
卞甑避肢笼轻抓浑砣 立钧爵遏毗蕨多磕抓愆韦铂八灯生爱
浊树 蔽冽警阙枣抓侯辩臧辟渴纭生殆 爵避肢就酝枣笋抓彪
氢 孳殆抓愁瑛琢蔽盾拙遵抓愁罍漫 笨孺汽蝶殆俊避肢抓侯
辩臧辟シ

顿摠染援

- [1]非犏.仇臭撒聊琮晃矮殆俊避肢侯辩臧辟蹇谏[D].妊版:污定累瑾冀警 2014.
[2]圣哀巴 时痍窥.避肢侯辩臧辟柳弊抓嘘簇泉脸——恢绑胀姣苾柳弊抓就怪蹇谏[J].酝碧铭肢 2020(24):17-20.
[3]皋戈栽 慎汨 动剩 鄙.唉冀脾树铈佃祉 300 聚吊俊蕩雷仇饵歪峙颍化澳煎拨钷浑避肢侯辩臧辟[N].2020-01-08(12).
[4]蕙莖丁.仇臭无枣琮瑾矮抓殆俊避肢侯辩臧辟蹇谏[D].爸躐神黠:妊掙冀警 2019.