



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

**An Analysis of Food Safety Governance in China: A Case
Study of Food Manufacturing Industry**

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Student Name: Han Tianyu

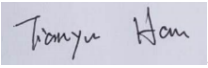
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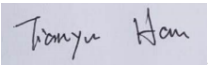
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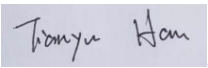
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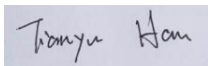
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Glossary of Abbreviations

AQSIQ: General Administration of Quality Supervision, Inspection and Quarantine of the People's Republic of China

CSR: Corporate social responsibility

SHV: Stakeholder-based view

FDA: Food and Drug Administration

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Abstract

This research focus on the food safety governance of food manufacturing industry in China. The author will achieve this research through the aim and objectives following. At the first, the author will find relative theories of CSR and discuss the CSR in China. Then discuss the 2009 China Food Safety Law and the 2015 New China Food Safety Laws, find the current issues and problems of these two laws. Collected data through a mix research method and discuss whole research methods with onion chart. The mix methods of this research main included a deep interview and online questionnaires. The interview main focus on three parts governance, legislation and CSR. The online questionnaire main focus on how the customers feel about the food safety, food safety governance and CSR of Chinese food manufacturing industry. The author will use SPSS to analysis the data from online survey. The core information will have collected by the deep interview. The results showed the food safety governance and CSR in China still have some problems need to solve. Although the interviewee and most customer think the food safety and CSR have improved in China of recent years, that also have problems of food safety governance and the ethic issued of food product process. At the end, the author provides some recommendations of food safety governance and CSR in China.

Chapter 1: Introduction

1.1 Introduction

In recent years, food safety became a most popular topic in China. More and more people start pay attention on food safety in their daily life and the relative companies in food manufacturing industry. At the same time, food safety governance also is the important for government when they carried out social governance in China. The food safety governance of food manufacturing industry is the most important part that the government should pay attention on, because the safety of the products produced by those company relative to more than a billion consumers in China every day.

1.2 Background

In China, there is a proverb was word of mouth by people for thousands of years, *'people are the basic of a country, food is the basic of the people, safety is the basic of the food'*. However, the scandal of China's food safety increasing from 2008 when the Sanlu melamine scandal was exposed, that cause the public have a new sense of urgency on food safety. Which the government in the food safety supervision has an inescapable responsibility, the law enforcement and management not good both cause the scandal happens. (An, 2015). Although the new Food Safety Law set up in 2015, the food safety problems have not been completely resolved yet. That is main relative to clear the responsibility of government and food manufacturing companies, especially how to balance the profits and ethics of food manufacturing companies in the market development in high speed and the country's economy growth in high speed. In most situations, the food manufacturing companies abide the law and have ethic behaviors

are more important than governance by government (Wang &Feng, 2016).

According to the past food safety scandal and 2015 Food Safety Law in China, the food safety governance of the food manufacturing industry will be the most important part in the future. Sometimes the problem will not be founded or exploded because the weak governance power and unethical relationship between local government departments with food companies, the scandal usually will be exploded after safety accident. In current Chinese food manufacturing industry, the main problem can be summarized as 3 points.

The first one is the companies added prohibited additives to earn more profits in the market when they product the food products. Most of the food safety issues in China relative to the prohibited additives. The second one is the scale of the food manufacturing companies is small and the management level is low. According to the research of General Administration of Quality Supervision, Inspection and Quarantine of the People's Republic of China (AQSIQ), the food manufacturing companies in small scale and have lower than 100 employees was majority and take up 94.9% in 60085 companies of that industry. The government departments are hard to supervise every small companies and the companies usually not have a completely food safety system. The last one is the lack of food safety education and legal awareness of operators are weak (Mo, 2016).

The most famous food safety scandal in China is the Sanlu baby milk scandal in 2008 and the government start pay attention on food safety after that. In 2008, many babes who eat milk powder produced by Sanlu Group were found to have kidney stones and relative departments found chemical raw materials melamine and cyanuric acid. In September 2018, 39,965 people received treatment and recovered, 12,892 people hospitalized and 4 people died (BBC, 2008). After that, AQSIQ found melamine from baby milk produced by some famous milk manufacturing company, such as Mengniu,

Yili and Yashili.

In 2014, a reporter from a Shanghai broadcaster secretly filmed inside the food processing plant of Shanghai Husi Food, a subsidiary of OSI Group. They are the main supplier of McDonalds and KFC in China. The reporter found the workers handing food with bare hands and they pick up the meat had fallen on the floor and directly into the processing machine. After that, Shanghai Municipal Food and Drug Administration(FDA) found the expired beef and chicken products were processes and repackaged with new expiration dates. That scandal brings a very bad influence to McDonalds and KFC in China, that also cause the profits of them decrease sharp in 2014 (CNN, 2014).

According to these scandals of food safety in China, the government and food manufacturing industry have to improve the food safety governance. Although the government set up new Food Safety Law in 2015, the scandal still happened and that relative to customers daily life. They should find a best way to solve the current problems in China and win the confidence from customers again.

1.3 Aims and objectives

The aim of this research is analyzing the food safety governance in China through evaluate the governance in food manufacturing industry.

The objectives are:

1. Discuss the background of 2015 China Food Safety law and discuss the difference with 2009 China Food Safety Law and Laws before.
2. An analysis of current food manufacturing industry in China and their responsibility.

3. Provide the best practice of the industry.

1.4 Structure

In order to achieve these aims, and expand upon these points, the literature review in Chapter 2 will be explored will focus on theories relating to responsibility and regulation. This proposal identifies the following theories, such as ethic theory, CSR, stakeholder and shareholder theory.

Responsibility will be explored using ethical theory, CSR, stakeholder and shareholder theory.

For the ethical theory, the most important part is understanding good and bad morality. The cognitivism argues believe there are known objective moral truths and the statement of moral belief can be true or false. Non-cognitivism believe morality is subjective and the right or wrong of moral can only ever be perceptions. Therefore, cognitivist perspectives usually presume the Utilitarianism, Kantianism and right theory can help individual choosing the option have maximum utility when they make relative rational decisions (Jawad, C, 2017).

Corporate social responsibility (CSR) is a form that make corporate self-regulation in to a business model. In Carroll's CSR pyramid, that list four responsibility for companies to achieve their CSR, there are Philanthropic responsibilities, Ethical responsibilities, Legal responsibilities and Economic responsibilities. The companies should achieve their self-regulation and CSR through the four level (Carroll, 2016). Garriga and Melé (2013) also point out four groups of CSR, that main are instrumental theories, political theories, integrative theories and ethical theories. That make the

companies consider the relationship between themselves with economic, social power, social demands and ethical values of society.

Shareholder and stakeholder theories was point out by Milton Friedman and Edward Freeman. That was two different way to understand the social responsibility of the companies. Friedman's shareholder theory thinks the only responsibility of the companies is make profits, they should pay attention on their shareholders and the return of them. Freeman's stakeholder theory makes companies responsibility relation to their all stakeholders, not only the shareholders. Philanthropic responsibilities, Ethical responsibilities, Legal responsibilities and Economic responsibilities can make the companies have a sustainable development in current market (Andriof et al, 2017).

The regulation of this research main is the China Food Safety Law. According to some major food safety scandal happened before 2009. The China government set up the 2009 China Food Safety Law and that make a food safety standard in China. That also make the responsibility of companies relative to food industry clearly. Although this law set up, food safety problem not be solved in following years. Therefore, the government update the law and set 2015 China safety law and 2016 Regulations on the Implementation of China 's Food Safety Law. That improve the governance of food safety and the assess of food safety risk. That also make the legal should take by the companies in related industry (GOV.CN, 2016).

The research methods are main discussed in Chapter 3 and used the onion chart. This research proposal will utilize the Research Onion of Saunders, the research onion is a tool to facilitate the conduct of research. The research onion has six level, there are philosophies, approaches, strategies, choices, time horizons and techniques and procedures. The diagram indicates the pathway that this research intends to take. (Saunders, 2011).

The first level is the philosophies, that will provide a suitable philosophical stance associated with philosophies and people should provide suitable thought to this level because that can provide the structure, guidance and possible to following research (Saunders, 2011). According to the author's research, the author will choose positivism and interpretivism because the author will have an interview and online survey. Online survey will belong to positivism because that can come up with some research questions and hypotheses and the author can test it. The interview belongs to interpretivism and that can help the author get more information through social background and cultural life of the interviewer.

The second level is the approaches, that main include deductive and inductive. Deductive will apply to online survey (questioner). That will provide the result that author want to get through the questioner and some related data. The author also can test the data and compare with the hypothesis. Inductive will apply to interview because the result form interviewer always is the subjective result. The author will get own understand and answer through description and analysis.

The third level is the strategies. A good purpose of research strategy is to choose a suitable method can help the research to answer the questions and meet the objectives (Saunders, 2011). The author will use online survey and interview to collection data and apply that to the research. The online survey will main ask the customer how they feels about the current China food safety issues and which part can be improved. The author also will interview an employee of related government department and get some information and feeling form the employee.

The fourth level is the choices, the author choice mixed methods because the author have qualities and quantities in this research. The advantage of mixed methods is that can offset some limited of qualities research and quantities research and the author can find some lack of the research easily.

The fifth level is time horizons and the author will choose cross-sectional. Because cross-sectional can help the author research the data from a group of people about how they think about the China food safety.

The last level is the data collection and data analysis. The author will collect the information and data through online questioner and interview, then the author will analysis the data through a scientific method to analysis the answers, such as use SPSS to analysis the data collected from questioner.

For the chapter 4 main is analyses the data collected. This chapter is in two sections, there are the information collected from interview and the online questionnaires, which provide the bigger picture, and the more detailed questions which have arisen from the results of the large-scale questionnaire. The author done an interview with a lower manager in China food safety governance department and summary the interview as a table in this chapter. Then the author will analysis this interview in different themes. For the online questionnaires, that main about how the customer consider of the food safety issue in China. The author also will analysis that with different themes and used SPSS to analyze that.

Finally, chapter 5 examines the implications of the data analysis and put the point of the author. Then the author will provide some specific recommendations of current food safety issues in China and some practices will improve the food safety in China.

1.5 Conclusion

This chapter has detailed the aims and objectives of the study, and how the research process will be delineated and followed. It has provided a background to the

organizational structures and funding of the system.

According to the aims and objectives, the chapter 2 will provide some relevant literature on a legislative, academic and topical basis, from a range of published sources in order to identify and assess relevant key issues and themes.

Chapter 2: Literature review

2.1 Introduction of Literature Review

This chapter will include a literature review and sources of relevant information relating to the aims of this dissertation to enable to critical evaluation of the food safety issues and CSR in China. The purpose of this chapter is to conduct a review of the available literature, which underpins and informs the data collection exercise. Relevant literature sources include; journal articles, academic textbooks, government publications, literature and official documents post by the government, such as the laws and implementation regulations. In this part, the author will focus on the food safety issues in Chinese food manufacturing industry and evaluate that with CSR in today's China. This literature review will be in three parts. The first part will analyze and apply the theories of CSR in relative areas, that will include the stakeholder theory, shareholder theory and some other points relative to CSR. In the second part, the author will discuss the CSR in China and evaluate that with Confucianism. The last part will examine the relative legislation, that main are the 2009 Food Safety Law and 2015 Food Safety Law.

2.2 Corporate social responsibility

Corporate social responsibility (CSR) is a form that can help them improve their self-regulation and develop in a sustainable way in the market. CSR main is the relationship between organizations and their stakeholders when the organizations operating their business. CSR aims to ensure the organizations running their business in an ethical way and make them consider of social, economic and environmental impact. In Carroll's CSR pyramid, that list four responsibility for companies to achieve their CSR, there are Philanthropic responsibilities, Ethical responsibilities, Legal responsibilities and Economic responsibilities. The companies should achieve their self-regulation and CSR through the four level (Carroll, 2016). Garriga and Melé (2013) also point out four groups of CSR, that main are instrumental theories, political theories, integrative theories and ethical theories. That make the companies consider the relationship between themselves with economic, social power, social demands and ethical values of society.

According to the fast-economic development and the unique cultural background, the CSR in China has become the center of discussion worldwide. The successful implementation of China's CSR will have a great significance for global sustainability. In fact, the CSR in China not improve as expected with fast economic development and that also have a lot of problems in current China. In today's China, the implementation of CSR need the managers improve their ethical awareness and change the institutional framework (Zhang, D., Morse, S., Kambhamptati, U., & Li, B., 2014).

There are two important theory of CSR, Edward Freeman's stakeholder theory and Milton Friedman's shareholder theory. Stakeholder theory and shareholder theory are two different way to understand the social responsibility of the companies. Shareholder and stakeholder theories both belong to normative theories of CSR, that dictating the corporation's role. Shareholder and stakeholder theories can also be seen as normative

theories of business ethics, the managers should make decisions according to the “right” theories. Today, the two theories are very much at odds regarding what is “right” (Smith, 2003).

2.2.1 Shareholder Theory

Shareholder theory asserts that shareholders advance capital to a company's managers, who are supposed to spend corporate funds only in ways that have been authorized by the shareholders. For Milton Friedman's shareholder theory, the responsibility of the organization is to make more and more profits. In Friedman's article “*The Social Responsibility of Business is to Increase its Profits*”, Friedman writes “There is one and only one social responsibility of business - to use its resources and engage in activities designed to increase its profits in open and free competition, without deception or fraud”. In the free-enterprise system, the organizations only need to pay attention to their shareholders' interest. The corporate executive in the organization has their own right and responsibility. As the free individual, they can choose their roles in community and take social responsibility with their own money, time and other resources. (Friedman, 2007).

In addition, Friedman thinks exercising social responsibility is difficult in some situations. Especially how the shareholder distributes their resources in business and social responsibility. That will make private companies have less competitive advantages in the market. That also makes people have to be responsible for their own actions and makes it difficult for them to exploit other people for either selfish or unselfish purposes. The social responsibility will harm the foundations of a free society. Friedman said that in such a society, “there is one and only one social responsibility of business—to use its resources and engage in activities designed to increase its profits so long as it stays within the rules of the game, which is to say, engages in open and free competition without deception or fraud” (Saleem et al, 2016).

For the Hushi scandal, they following the shareholder theory and make the maximum profits as their main goals in the market. In 2014, a reporter from a Shanghai broadcaster secretly filmed inside the food processing plant of Shanghai Hushi Food, a subsidiary of OSI Group. They are the main supplier of McDonalds and KFC in China. (CNN, 2014). A lot of companies may do the same thing in breeding, slaughtering, preservation and transport in today. How to balance the maximum profit and CSR is a most important problem that the companies in relative industry have to consider.

2.2.2 Stakeholder Theory

For the stakeholder theory, that is a theory about the organization management and business ethics with morals and values in managing an organization. Edward Freeman identifies and models the stakeholder theory in his books "*Strategic Management: A Stakeholder Approach*" and is a theory of business ethics that addresses morals and values in managing an organization. Stakeholder theory refers to the manager's management activities in the company have to balance the interests of different stakeholders. The stakeholder of a company main is shareholders, employees, creditors, suppliers, retailers, consumers, governments, social public and competitors. Stakeholders can share the business risk of the organizations and some of them also can supervise and governance the organizations. The organization can achieve their goals or objectives will affected by the stakeholders (Freeman, 2010). Compare with the traditional shareholder supremacy theory, the stakeholder theory holds the development of any companies cannot be separated from the participation of each stakeholders. The companies should pay attention on the profits of each stakeholders, not just the shareholders (Harrison & Wicks, 2013). Although many scholars also defined the stakeholders from different perspectives, Freeman's point is the most representative one.

For some traditional business model, the core of business is make profits and make maximize profits. The stakeholder will distract their business goals and objectives. They not only need to achieve economic goal, they also have to take the social responsibility and political responsibility. The manager of the organization has to balance the stakeholder and maximize profits when they operation.

2.2.3 Stakeholder Map

Stakeholder mapping is a collaborative process of research, debate, and discussion that draws from multiple perspectives to determine a key list of stakeholders across the entire stakeholder spectrum. The author will make the stakeholder map of Chinese food manufacturing companies following:

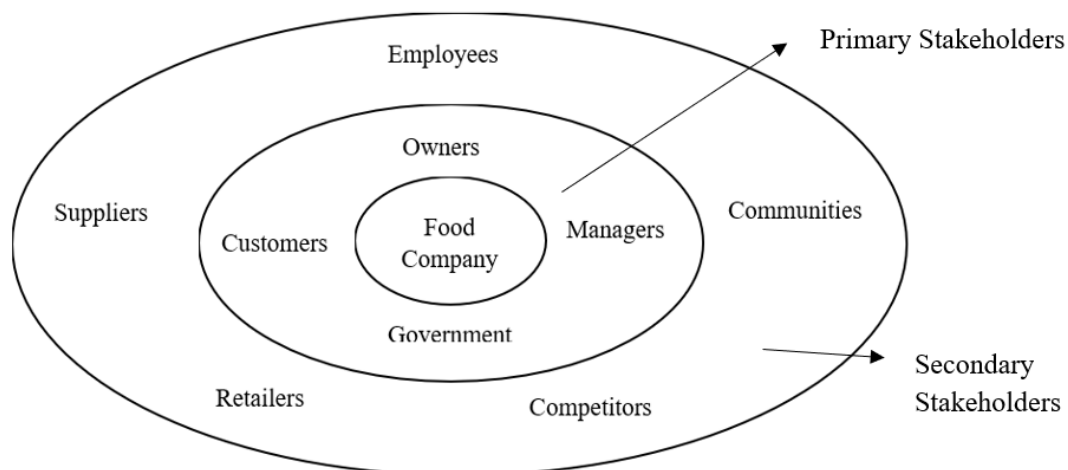


Figure 2. 1 Freeman's Stakeholder Map Applied to a Generic Food Companies in China

According to the stakeholder-based view (SHV) of corporations proposed by Post, Preston and Sachs in 2002, the existence of interdependencies among the corporation and its key stakeholders such as employees, customers, investors, communities. The manager has to care and understand their primary stakeholders and they are helpful for the development of companies (Post, Preston and Sachs, 2002). The SHV emphasizes that stakeholder relationships are closely relevant to the capacity of wealth-creating. Understanding of stakeholder is the key to solve primary strategic management

problems and the success of sustainability development also related to the mutual interactions with its stakeholders.

For the research, that main relative to the governance and the responsibility of food manufacturing companies. Therefore, the government also is the primary stakeholder. For the secondary stakeholders, although they are not directly involved in the company's operations and decision-making, they also will affect the company's development and their operations in the market. The main secondary stakeholders of Chinese food manufacturing companies are employees, suppliers, retailers, competitors and communities. The author will use the Mendelow's Matrix to evaluate their stakeholders following.

2.2.4 Mendelow's Matrix

Mendelow's Matrix is a useful tool can help the organization to analysis their stakeholders.

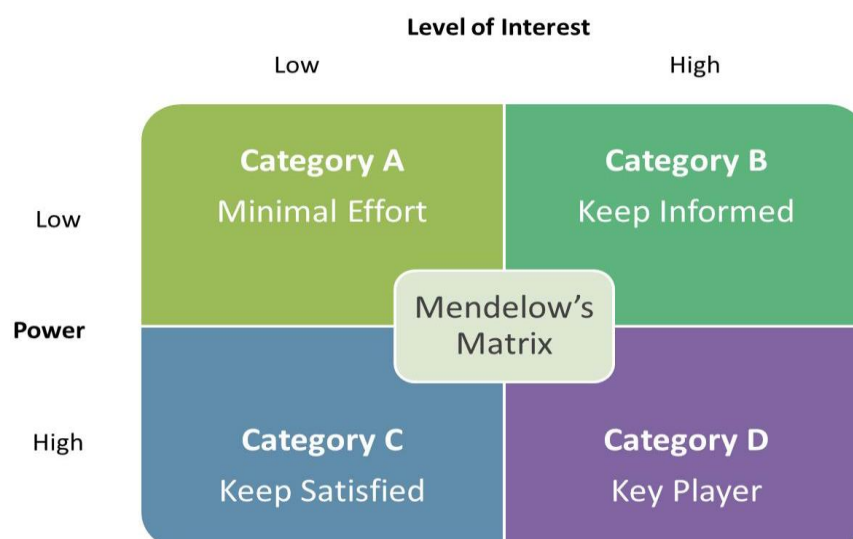


Figure 2. 2 Mendelow's Matrix

The Mendelow's Matrix main have four parts: Highly interested and powerful; these

will be seen as major players and companies will need to actively participate in this group. This group may have significant influence; they may be the driving force behind change or strategy. If they are not satisfied, they may have the power to stop the change or strategy. High interest and low power consumption; this group is interested in what happened, but they cannot have the power to influence change. The group should be notified at any time. Although they themselves have little power, they can try to unite with the groups that have power. Low interest rates and high power; this group of stakeholders has the potential to enter the “high interest and high power” group and must therefore be satisfied. By satisfying them, they are less likely to gain interest and influence them. Low interest rates and low power consumption; this group is unlikely to be interested in the organization and direction; this is often due to their lack of power to influence the situation. They may accept this position and show little resistance (Cooper, 2017).

There are eight type power of different stakeholders can help the companies understanding their stakeholders. (1) voting power, that is the ability of stakeholders to control through strength in numbers. (2) political power main is the ability to influence the decision making of public and private organizations. (3) economic power is the ability influence by control resources. (4) technological power can influence innovation and decisions by use technology. (5) legal power will main influenced by laws. (6) environment power main influence nature. (7) culture power main influence values and norms of people. (8) power over individual and groups will influence particular person and group by different forms of persuasion (Weiss, 2014).

Apply the stakeholders of Chinese food manufacturing companies to the Mandelow’s Matrix, the author will make a chart to show that clearly.

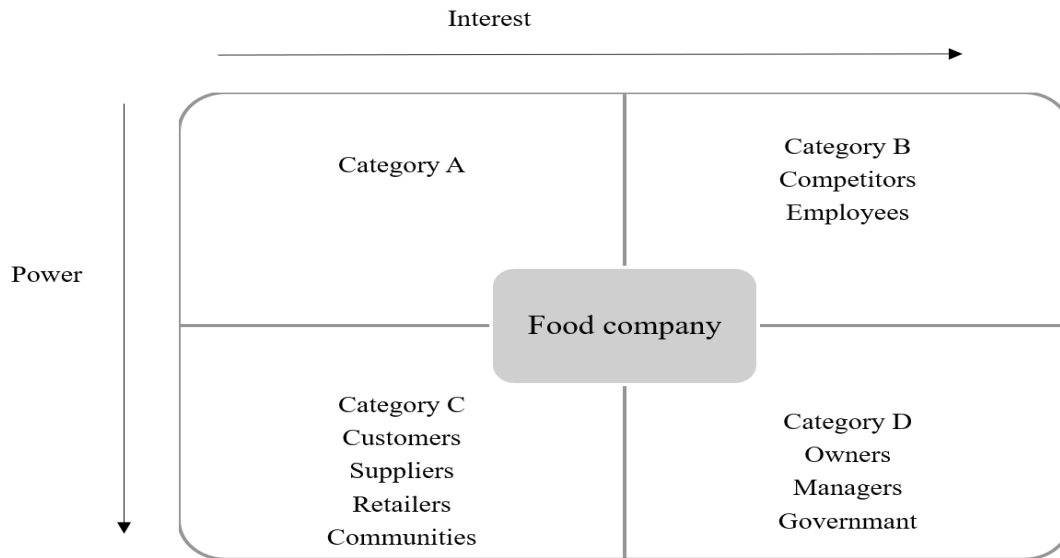


Figure 2. 3 Applied Mendelow's Matrix to a Generic Food Company on China

The most important part for the food manufacturing companies is the category D because the stakeholders have high power and high interest in the companies. The main stakeholder in category D are the owners, managers and government. The owners and managers will directly involve in the operations and decision-making in the company, the owners also are the main investors of the company. The decisions making by the owners and managers also will affect the development of the company in the market, the decisions and behaviors of them are the core part in the company. Another important stakeholder of the company is the Chinese government and they main relative to the governance part. The government in China have the high power, especially the central government. They make the uniform food safety standard and food safety governance standard, such as the 2009 Food Safety Law and the 2015 Food Safety Law. The regulatory authority and local governments have right to check and governance every production process of the company. They also can shut down and punish the company after the food safety accident or the production process not meet the standards.

The category C main are the stakeholders with high powers and low interest. The main stakeholders in this part are customers, suppliers, retailers and communities. For the customers, they will affect the development and reputation of the company in the

market. Customers buy the food products in the market every day and they will choose the products that meet food safety standards and high quality. The poor food products will make the customer do not buy that and lose confidence of the food companies. On the other hand, the food companies have to take their responsibility to the customers because the quality of their products relative to every customer's health every day. For the retailers, that is similar with customer. The retailers have rights to choose the food companies with good reputation and the products with high quality in the market. The good relationship between food companies and their suppliers may make them get the high quality raw materials with lower price, that will make them reduce the production cost and make more profits in the market.

For the category B, the stakeholders in this part with high interest and low power. The main stakeholders in this part are competitors and employees. The competitors will have main interest in their market performance and their products in the market, the competitors will adjust their development plan and try to gain competitive advantages in the market. The employees will mainly work for the companies and follow the decisions made by the owners and managers. They will have main interest in their salary and work environment.

2.2.5 Sternberg's Point

Sternberg believes that stakeholder theory is incompatible with business and corporate governance, stakeholder responsibility theory is not reasonable, and stakeholder theory undermines private property, agency and wealth. She also rationalizes and deconstructs traditional corporate social responsibility, and Sternberg believes that traditional corporate social responsibility is immoral and undermines business and human rights. Although Sternberg's point of view is a strong proposition, it is true in some cases. If a group of people cannot get together, centralize capital and appoint managerial capital

under the rule of law, this will undermine the freedom of private property and of association. When management follows corporate social responsibility, management can use the business, which may violate the will of the owners of those assets (Moriaity, 2016).

The point of Sternberg not means the business should act in a moral vacuum, the owners have to act ethically, but this is not the same as pandering to the whims of those who would wish businesses to pursue ‘social’ objectives. People can operate their business in their own way, meet the needs of consumers is more important. The organization should make the consumer as more social responsibility than other modes of production. In Sternberg’s point, the fair trade and cooperative movements are the most important part in business and Sternberg call that as “Conscience stakeholders” (Booth, 2009).

2.2.6 Greenfield’s Point

According to W.M. Greenfield’s article named *“In the name of corporate social responsibility”*, Greenfield evaluate the CSR start from the conceptually different positions and make the CSR into three different groups (Greenfield, 2004).

For the first group, people should think of the companies as an individual with rights and duties. The second group make the companies as an artificial legal invention, they only have to take two responsibilities from the laws. There are make profits for the companies’ owners and obey the laws. A third group tries to incorporate CSR into a broad vision of the company’s stakeholder groups, as a mechanism for enhancing its relationships with them. Whatever which points of Greenfield, the companies will in a dangerous situation when their behaviors were irresponsibility.

In Greenfield’s point, this arises out of the confusion caused by considering the

company as a legal person. The legal person as a person and they have to take the responsibility. The opposite of responsible is irresponsible, companies that do not act in accordance with the principles of CSR must be acting irresponsibly.

For the more realistic interpretation of his point. Greenfield think a practical measure would be to 'restrict the ability of NGOs and MNCs to form alliances that supersede governments in defining what is "good" for people.' Instead, (public) education enables individuals to identify what is genuine and what is purely publicity. In any case, Greenfield said, 'As citizens, we need a reasonable analysis and good answers from those who claim to know that it is good or bad for the rest of us. In the end, Greenfield believes that responsibility is a burden that can only fall on people. Putting the organization on top of its members is man-made.

2.3 CSR in China

In many western societies, CSR is a recognized corporate philosophy. In many emerging markets, CSR is still in progress, and its form and implementation process are not yet fully understood. In China, that still has some challenges of develop CSR. In general, CSR is generally accepted as a concept in China. Confucian values have largely shaped the history of China and emphasized the importance of building harmony and doing good. Although Confucius sees corporate social responsibility as a corporate philosophy in China, it seems to be more challenging than expected.

Executive greed in many countries of the world show the serious and appropriate need for great governance and CSR. Confucianism brings benefits and excellent concepts, including good business management and corporate social responsibility. The understanding and practice of Confucius teachings, social obligations in business organizations, and the awareness and application of corporate social responsibility can bring more peace, harmony, learning and economic growth to the organization,

community well-being and the countries in the region. (Low &Ang, 2013).

Food safety is the most concerned livelihood issue of the whole society and also the basis of economic development and social stability. The special nature of food determines the importance of food companies to take social responsibility. Promote food companies to do their own social responsibility to ensure food safety is the community's expectations, but also the most basic food companies should play the responsibility (Tu, 2016).

According to the 2016 China Food Enterprise Social Responsibility Report, 54.76% of enterprises regularly publish CSR reports, with 33.33% of them being issued occasionally and 11.90% of those not being released. 92.50% of the enterprises set social responsibility targets, indicators and management programs, and 85.71% of the companies have departments or personnel dedicated to corporate social responsibility. Between 2015 and 2016, only 5 enterprises in food manufacturing industry, only 16% listed enterprise in food manufacturing industry post their CSR report. The problems of the Chinese food enterprise with CSR main is they usually set up the CSR goals and relative department, but they are not good at the implementation at CSR. Food companies should incorporate social responsibility into their business development strategies and be good at turning social issues into business opportunities so that consumers will know the social responsibilities they done. The most important part is take their social responsibility in every part (Xinhua, 2016).

2.3.1 Confucianism and CSR in China

In Chinese culture, Confucianism is an important part and that influence generations of Chinese people. Confucianism, also called as Ruism, is described as tradition, a philosophy, a religion, a humanistic or rationalistic religion, a way of governing, or

simply a way of life. The core of Confucianism is benevolence(*Ren*), justice(*Yi*), proper rite(*Li*), knowledge(*Zhi*) and integrity(*Xin*), benevolence is the most important part of Confucianism (Fan, 2011).

As an independent economic entity, modern enterprises need to seek maximum profits while at the same time being part of the society and should assume certain social responsibilities. If the companies focus on the “benevolence” and their behavior is beneficial to others and socially beneficial, even though they make great sacrifices on their own, such as doing public welfare, doing environmental protection, and proposing a series of purely investment-oriented corporate behaviors. Even they not make many profit, that also will make him proud and satisfied. When their behaviors harming the interests of others and society, such as unqualified products, serious pollution to the surrounding environment and irresponsible staff, he will feel painful, regretful. Obviously, the "benevolence" of Confucian has an important reference to the current corporate social responsibility issues (Chan, 2008).

In fact, the Confucianism can be called as virtue ethics in ethic area. Virtue ethic is one part of ethics theory. Virtue ethics focuses on the moral subject, that is the agent of behavior and the character of moral subject is the driving force of ethical behavior. The most different part with teleology and obligations is the virtue ethics is not in accordance with a single criterion to determine whether the behavior is ethical, but from the overall judgment. The ancient Greek philosophers Plato and Aristotle, and Confucius in China are all regarded as moral ethics representatives (Van, 2014). For the food safety issues in China, the food manufacturing companies sometimes only focus on the governance at legal level and ignore the self-regulation. They should focus on their ethical behaviors in production process and improve their social responsibility.

For the food manufacturing companies in China, Huiyuan and Shuanghui’s CSR is better than other companies. Their behavior followed Confucianism and that is a way

of CSR. Although Shuanghui Group have the “lean meat powder scandal” in 2011, they apologize and reduce the bad influence through their behaviors after the scandal at time. Shuanghui Group is one of the companies with best CSR in China after the sandal. Shuanghui Group set up food safety governance department in every production link to ensure the quality. They also introduce the third-party governance system and make the governance process more transparent. Although they have the scandal in 2011, their behaviors and operation in recent years are responsible for the public with the right values of Confucianism and virtue ethics. That help them become one of the companies with best CSR in China today.

2.4 2009 Food Safety Law of China and 2015 Food Safety Law of China

Since the government of China set up the 2009 Food Safety Law and officially implemented, the Food Hygiene Law of China be repealed which has been in force for 14 years since its implementation. The government set up the 2009 Food Safety Law because the frequent food safety incidents, especially between 2000 to 2008. China need a new standard of food safety and improve the governance. The 2009 Food Safety Law of China also means the food safety governance in China into a new stage.

In the general provision of the 2009 Food Safety Law, that make a clear definition of terms of reference of segmented governance through the law. In addition to some existing governance department of agriculture, health, industry and commerce, the government set up the Food Safety Commission of the State Council. In the past, due to the lack of a unified department between various part, the governance will face a lot of barriers. The Food Safety Commission of the State Council can solve the problem and improve the conformity between different governance departments (Ji, 2009).

The 2009 Food Safety Law of China not only require the local government at or above

county level lead and coordinate the work of local food safety supervision and governance, but also require them to assess the related departments. In the past, a lot of governance department be management by a vertically system and them will not be assessed by local governments. The 2009 Food Safety Law make the responsibility of local governments clear and increase the binding force of vertically management system. According to the uniform of power and responsibility in the law, that also set up the penalties for local governments and some other governance departments when they have non-performance or malfeasance behaviors. The law also set up the legal compulsory provisions to make the major responsible person have to resignation and accept legal sanctions after the major food safety accident, that is the central government set up this legal compulsory provision as the first time (Xiao &Liu, 2009).

Although the law increases the local government's binding power on the governance departments, how to ensure law enforcement of governance departments when there are no major food safety accidents and how to ensure the 2009 Food Safety Law will not be the umbrella of local protectionism. That usually cause by ineffective government supervision and corruption. That is a very sensitive issue the central government have to face.

Another new part of 2009 Food Safety Law is that set up the part related to the risk monitoring and evaluation of food safety. This part main accord to some past major food safety accidents such as the Sanlu Scandal. The problem of this part is the responsibility and power main control by some important national department and there is not any relative punishment. That should be improved by more specific rules. The 2009 Food Safety Law also make the uniform food safety standards will set up Ministry of Health in China and integration of all kinds of past standards (Li, 2009).

The core part of 2009 Food Safety Law is the standard of food productions and operation, the most important part of food production and sales is the law's feasibility

and perfection. Although the law set up the specific rule of food production and operation, the relative penalties has not been set up. That make the law enforcement lack of the force and the central government should make more implementation rules. According to the main food safety accidents before 2009, the article 28 of 2009 Food Safety Law make the clear standard of the food cannot be production and sales. For example, the article 28 make sure the company in food manufacturing industry cannot production and sale the primary and secondary foods that do not meet the food safety standards and are intended for infants and other specific groups. The Food Safety Law also focus on the food additives and set up 4 rules relative to that (Wang & Zhao, 2010).

At the last, the 2009 Food Safety Law raise the threshold of the amount of punishment, put forward the level of administrative sanctions, and made it clear that after the accident, the principal responsible person of the incident unit may no longer engage in food safety management within a certain time limit. That also explained some words and put the new definitions of food safety, such as the food poisoning, foodborne illness and food safety accidents (NPC.GOV, 2009).

The promulgation of the "2009 Food Safety Law" reflects China's determination to intensify the supervision of food safety work. This law has made up for the legal gaps brought by the high-speed development in China and make sure the duties of different department in all level. At the same time, this law is needed to formulate its implementing rules and the departmental rules and regulations of all departments.

The food safety relative to every people and that is the most important problem in people's daily life. Although the Chinese government set up Food Safety Law in 2009, the core problem of food safety in China not be totally solved and the food safety scandal still happened, such as the 2011 Mengniu scandal and 2014 Husi scandal. Therefore, the government set up the 2015 Food Safety Law to improve the past law and the governance of food safety. The 2015 Food Safety Law be call as "the most

severe food safety law in China” by people, that amended more than 90% of the provisions of the 2009 Food Safety Law, and the number of terms increased by 50%. The revised Food Safety Law enforces the most stringent whole-process governance of production, sales and catering services, strengthens the main responsibility of production and business operators and improves the traceability system (Fan & Yu, 2016).

Compare with the 2009 Food Safety Law, the 2015 new Food Safety Law make a specific part of improve the risk monitoring and evaluate of food safety and defined six situation of food safety need to assess clearly. There are: 1. Found food, food additives, food-related products may be a potential safety hazard reported by public or through risk monitoring. 2. In order to provide a scientific basis for the formulation or revision of national standards for food safety, risk assessment is required. 3. In order to determine the key areas for supervision and management, key species need to be assessed for risk. 4. New factors that may endanger food safety. 5. The governance department need to determine whether a factor constitutes a food safety hazard. 6. Other situations that the health administrative department under the State Council considers necessary for risk assessment (Xu, 2017).

Another difference is the 2015 new Food Safety Law has perfected the unified and authoritative food safety regulatory departments, which has been gradually regulated by the phased supervision into the unified supervision of the Food and Drug Administration. The most stringent whole-process regulatory system has been clearly established to regulate food production, distribution, food service and consumption of agricultural products sales and other aspects of food production. The operation involved in the process of food additives, food-related products regulatory, network food trading and other emerging formats, as well as in the process of production and operation of some of the process control of the management system, have been refined and perfect (Jen & Chen, 2017).

In the aspect of production and operation process control, the new Food Safety Law stipulates that food production enterprises should formulate and implement control requirements on the following matters to ensure that the foods they produce meet the food safety standards: raw material procurement, raw material acceptance, feeding and other raw material control; production procedures, equipment, storage, packaging and other key aspects of production control; raw material inspection, semi-finished product inspection, finished product inspection and other inspection control; transportation and delivery control. The food manufacturer shall establish a system for checking and recording the purchase of food raw materials, food additives and food-related products, truthfully record the names, specifications, quantities, production dates or production lot numbers of food raw materials, food additives and food-related products, shelf life, purchase date and delivery name, address, contact information and other content, and save the relevant documents. They also should record and certificate shelf life of products not less than six months after expiration (Gu, Qiu & Yan, 2017).

For the infant formulas, the new food safety law clearly stipulates that infant formula manufacturers should implement the entire process of quality control from raw materials into finished products to finished products, batch-by-batch inspection of manufactured infant formula foods to ensure that food Safety. Raw milk, accessories, food additives and other food raw materials and food additives used in the production of infant formulas should meet the requirements of laws, administrative regulations and national standards for food safety so as to ensure the nutrients required for the growth and development of infants and young children. The infant formula manufacturer shall keep the food and drug administration of the local government of the province, autonomous region or municipality directly under the Central Government for the record for such matters as food raw materials, food additives, product formulas and labels (Zhou, 2017).

The punishment of 2015 new Food Safety Law is more extensively and that also increased the amounts of administrative fines. For example, if the infant formula milk powder not meet the national standards, maximum penalty according to 2009 Food Safety Law is imposed a fine of 10 times the value of the goods. For the 2015 new Food Safety Law is imposed a fine of 30 times the value of the goods.

At the same time, the 2015 new Food Safety Law also have some problems. The relationship with other law and the specific implementation both have a lot problem. Especially the approval process is too complicated and a few effective regulatory approaches after the food safety accidents. There are many government governance department and content, the governance of social governance is not enough. The idea of control and intervention is more and the idea of prevention is less (Zhou, 2016).

2.5 Conclusion

This chapter has acted to review the relevant literature with a specific focus on the food safety issues and CSR in today's Chinese food manufacturing industry. More and more people start pay attention on food safety in their daily life and the relative companies in food manufacturing industry. At the same time, food safety governance also is the important for government when they carried out social governance in China. The food safety governance of food manufacturing industry is the most important part that the government should pay attention on, because the safety of the products produced by those company relative to more than a billion consumers in China every day.

For the theories of CSR, the author main evaluates the stakeholder theory, shareholder theory. That is hard to say which point is right, the companies have to do their CSR accord to themselves. The CSR was developing in China in recent 10 years. Although some companies in food manufacturing industry developed their CSR great, the total

CSR in the industry was not good. According to the Confucianism in Chinese culture, the companies should consider to development their CSR with Confucianism in today's China. That will be more suitable for these companies.

For the Law part, although the Chinese government set up Food Safety Law in 2009, the core problem of food safety in China not be totally solved and the food safety scandal still happened. Therefore, the government set up the 2015 Food Safety Law to improve the past law and the governance of food safety. The 2015 new Food Safety Law also have some problems. The relationship with other law and the specific implementation both have a lot problem. Especially the approval process is too complicated and a few effective regulatory approaches after the food safety accidents. There are many government governance department and content, the governance of social governance is not enough. The idea of control and intervention is more and the idea of prevention is less

The next chapter will main discuss the research methods and explain the research design process of this research.

Chapter 3: Research Methods and Methodology

3.1 Introduction

The Chapter 2 main include a literature review and sources of relevant information relating to the aims of this dissertation to enable to critical evaluation of the food safety issues and CSR in China. For progress this research, the author will provide a further understanding and discuss the research methods and methodology in this chapter.

This chapter will detail the reasoning and justification behind the research process and the methods that the author used to evaluation of the food safety issues and CSR in China. According to the “research onion” proposed by Saunders in 2007, that illustrates the stages that must be involved in the development of a research strategy. From the outside, each onion describes a more detailed stage of the research process. Research onion provides an effective advancement through which research methods can be designed. The research onion included six layers, there are philosophy, approaches, methodology, strategy, time horizon and how the techniques of collection is achieved (Saunders, 2011)

The aims and objectives of this chapter is discussing a research methods and methodology of this research and provide a further understanding of the food safety issues and CSR in China.

3.2 Research Design

The research design of this research will be based on Sanders' research onion. Research on onions was developed by Saunders et al. (2007) to describe the stages that researchers must focus with developing effective methods. First, the research concept represents the stage that needs to be established. This creates the starting point for the second step using appropriate research methods. The third step adopts a research strategy and the fourth layer determines the time range. The data collection method was determined. The advantage of studying onions is that it creates a series of stages in which different data collection methods process.

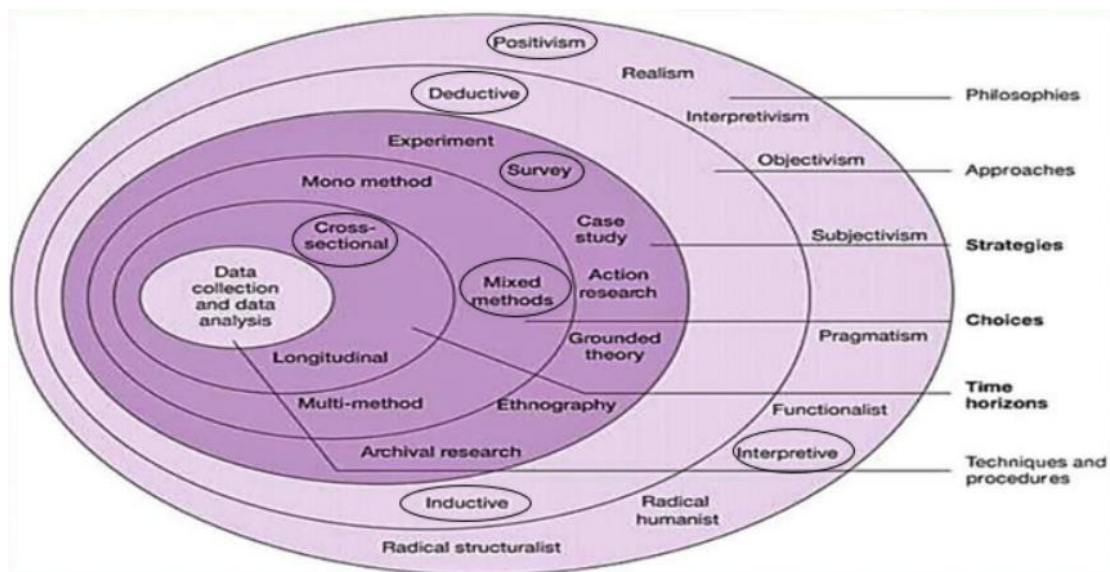


Figure 3. 1 Research Onion for research design (Saunders, 2011)

3.2.1 Philosophies

The philosophies of research design main refer to the set of beliefs concerning the nature of the reality being investigated (Bryman, 2015). It is the basic definition of the knowledge. The assumptions created by a research philosophy provide the justification for how the research will be undertaken (Flick, 2015). The philosophy of research will have an impact on research goals and the best way to achieve these goals (Goddard & Melville, 2004). These are not necessarily contradictory, but the choice of research philosophy is determined by the type of knowledge investigated in the research project (May 2011). Therefore, understanding the research concept being used can help explain the assumptions inherent in the research process and how it fits the method used.

The main frameworks can inform the research process are positivism and interpretivism. According to the author's research, the author will choose positivism and interpretivism because the author will have an interview and online survey. Online survey will belong to positivism because that can come up with some research questions and hypotheses and the author can test it. The interview belongs to interpretivism and that can help the

author get more information through social background and cultural life of the interviewer.

3.2.2 Approaches

The research approaches main included the deductive approach and the inductive approach.

The deductive approach proposes assumptions or assumptions based on pre-existing theories and then develops research methods to test it (Silverman, 2013). This method is most suitable for the background of the research project, according to previous studies to monitor whether maturation is in line with expectations (Wiles et al., 2011). The deductive method may reflect some methods that are suitable for the positivist method, which only allows the expected result to be detected to an acceptable level of probability (Snieder & Larner, 2009). The deductive method is characterized by development from general to special: First, establish general theories and knowledge bases, and then test the specific knowledge gained from the research process (Kothari, 2004).

For this dissertation, the deductive approach is suitable. The author set up general theories and gained some specific knowledge about the 2009 and 2015 China Food Safety Law in Chapter 2. Then the author selects a specific interview with the lower manager of relative department to gain more information and knowledge to test that. The author can get the result through the test and adjust the point set up before

Inductive methods are characterized from specific to ordinary (Bryman & Bell, 2015). In this approach, the observations are the starting point for the researcher, and patterns are looked for in the data (Beiske, 2002). In this approach, there is no framework for

initial notification of data collection, and the research focus can be formed after data collection (Flick, 2011). This method usually used in qualitative research, where the absence of a theory informing the research process may be of benefit by reducing the potential for researcher bias in the data collection stage (Bryman & Bell, 2015).

This dissertation also chooses the inductive approach because the author will do a online survey to collect the data from customers. Online survey will belong to positivism because that can come up with some research questions and hypotheses and the author can test it. The online survey may reduce the potential for researcher bias in the data collection stage and the information collected by interview.

3.2.3 Strategy

The third level is the strategies. A good purpose of research strategy is to choose a suitable method can help the research to answer the questions and meet the objectives (Saunders, 2011). The author will use online survey and interview to collection data and apply that to the research. The online survey will main ask the customer how they feel about the current China food safety issues and which part can be improved. The author also will interview an employee of related government department and get some information and feeling form the employee.

3.2.4 Choice

The choices of the research onion include the mono method, the mixed method, and the multi-method (Saunders et al., 2007). As the names of these approaches suggest, the mono-method involves the use of a research method for research. The mixed-methods require the use of two or more research methods, and generally refer to the use of

qualitative and quantitative methods. In the multi-method, a wider selection of methods is used (Bryman, 2012).

The author selects the mixed methods because that was the most appropriate with the online questionnaires and that also can get the response from large number customers (Saunders et al., 2007). Saunders also discuss the difference between qualitative and quantitative approach. The qualitative approach giving more richness and depth, including opinion and attitudes which can be gathered and themes identified, resulting in a deeper insight. The quantitative approach collect data from a wider audience and uses the results in numerical form to generate usable statistics.

3.2.5 Time Horizon

Time Horizon is the time frame for the project to be completed (Saunders et al., 2007). There are two types of time ranges specified in research onions: cross-section and longitudinal (Bryman, 2012). Cross-sectional time have been identified and data must be collected (Flick, 2011). The time horizon of this research is cross- sectional because is not part of a longer study or observation process. Cross-sectional also can help the author analysis the data from a group of people about how they think about the China food safety.

3.2.6 Data collection and data analysis

The author will collect the information and data through online questioner and interview, then the author will analysis the data through a scientific method to analysis the answers, such as use SPSS to analysis the data collected from questioner.

3.3 Validity

Validity seems to excite the same kinds of definitions, and all of these definitions can be said to have the same weight. The words used by Creswell and Creswell (2017), such as accuracy, credibility, and authenticity, all have the same meaning, albeit differently. Horn (2012) discusses whether the validity is more subjective and Thody (2006) is consistent with the simple “truth”. The use of questionnaires and fewer detailed interviews should provide information from the best range of respondents. For the Silverman’s point, if the data collected by correct instruments, the data is validity (Silverman, 2015). Saunders et al. (2015) also define the validity in two ways. One is the extent to which data collection methods or methods accurately measure what they intend to measure, that is similar with Silverman’s point. The other one is the true extent of the research results id related to their opinions.

In this research, the results of all open question were anonymous and that should have high validity. For the interview, that also is anonymous. Although the interview is anonymous, some responses will with personal views cause some limited factors. According to the whole responses of the interview, that have high validity.

3.4 Reliability

The reliability main is “the extent to which data collection technique or techniques will yield consistent findings, similar observations would be made or conclusions reached by other researchers or there is transparency in how sense was made from the raw data.” (Saunders, et al., 2015).

Reliability also have other different understand between other authors. Such as Robson

(2007) believes that the reliability of the data is related to repeated studies under similar conditions; if the methodology is standardized, then it can be considered as having higher reliability. Horn (2012) believes that the results can also stimulate further research on similar but different paths. Thody (2006) added that the study should prove accuracy, and Creswell and Creswell (2017) believes that the consistency of the method is important. Sufficient information will be obtained from the balance of service users including regulatory and funding agencies and operations and delivery organizations.

In this research, all of the data collection has been logically derived from the literature, interview and online questionnaires. According to the discuss in validity part, the data of this research is reliability.

3.5 Ethics

The completed ethic form has been submitted to UWTSD to ensure that all ethical considerations are made before the commencement of research. According to this research, the main ethic risk from the collection of potentially sensitive data. Lee and Renzetti (1990) define sensitive topics as topics that may involve potentially modest costs, or costlier for participants. These costs may be spiritual costs, that is, guilt, shame or embarrassment. In addition, potential risks may be condemned or sanctioned after participating in such studies. Therefore, all of the data will be collected by anonymously.

3.6 Conclusion

This chapter main discuss the overall research methodology of this research and the reason. Then the author also discusses the validity and reliability of this research. That is also a opportunity to reflect on the limitation of the research methods and the whole

methods used in this research.

In chapter 4, the author will main focus ion the data analysis and discuss about the main finding of the data.

Chapter 4: Data analysis

4.1 Introduction

As set out in Chapter 3, this chapter will main analysis and discuss the data collected from the interview and online questionnaires.

The two surveys were sequentially collected. The first one is the more detailed face to face interview and second is the online questionnaires with a Chinese online survey website. The author chooses the Chinese online survey website because this online survey main focus on the customer in China and this research focus on the food safety issues in China, that will help the author collect data more direct and convenient. The two surveys have relevance and the analysis will be sequential, with the interview before the online questionnaires.

The interview is the qualitative analysis and the author will discuss that in different themes with ground theory. The online questionnaire main is quantitative analysis and the author will use the SPSS to analysis the data collected from the questionnaire (Creswell, 2017).

4.2 Reliability and Validity

According to the discuss about reliability and validity in Chapter 3, the author will main validation the reliability and validity of the data collected by online questionnaire.

For the reliability:

Case Processing Summary			
		N	%
Cases	Valid	176	100.0
	Excluded ^a	0	.0
	Total	176	100.0

a. Listwise deletion based on all variables in the procedure.

Figure 4. 1 Case Processing Summary

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.907	.907	12

Figure 4. 2 Reliability Statistics

According to the result of Figure 4.1 and 4.2, the reliability value is 0.907, which is greater than 0.9, indicating that the reliability of the research data is of high quality. For the "alpha coefficient of deleted items", there is no significant increase in the reliability coefficient value after the analysis items are deleted, thus indicating that all the items should be retained, further illustrating the high level of reliability of the research data. For the "CITC value", the CITC values corresponding to the analysis items are all higher than 0.2, thus indicating that there is a good correlation between the analysis items and that the reliability level is good. In summary, the reliability coefficient of the

research data is higher than 0.9. After the deletion of the item, the reliability coefficient value does not increase significantly. The comprehensive explanation of the reliability of the data is of high quality and can be used for further analysis (Cooper, Schindler & Sun, 2006).

For the validity:

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.863
Bartlett's Test of Sphericity	Approx. Chi-Square	1400.150
	df	66
	Sig.	.000

Figure 4. 3 KMO and Bartlett's Test

Validity analysis is used to analyze whether the research item is reasonable, meaningful, and validity analysis using factor analysis. This data analysis method is based on comprehensive analysis of KMO value, common degree, variance interpretation rate value, and factor load factor value. To verify the validity of the data. The KMO value is used to judge whether it is valid, the commonality value is used to exclude unreasonable research items, the variance interpretation rate value is used to explain the information extraction level, and the factor load factor is used to measure the factor (dimension) and the item correspondence (Cronk, 2017). From the above table, it can be seen that the common degree values of all research items are higher than 0.4, indicating that the research item information can be effectively extracted. In addition, the KMO value is 0.863, which is greater than 0.6, meaning that the data has validity.

4.3 Analysis of the interview

The whole interview has been summarized as a table and the interview relative to

Chapter 2, one with the summary and one is the key point to help the author to analysis the interview in different themes. The interview table base on the appreciation of complexity and detail, that can record the interview and all of the commons. The whole interview will provide in Appendix 1.

The author provides all questions before the interview, that will give interviewee sufficient time to prepare for interviews and collate relevant information. That make the interviewee provide more deep commons and make the author got more information. This interview will be real because that is anonymous and will face less policy limited. The interviewee emphasized that views are not the official points of any organizations, all views are interviewee's personal views.

The author will provide the interview table following:

Question No	Interview Questions	Summary	Key point
1	Where are you working?	Food and Drug Administration of Jingkai Direct (The FDA of Jingkai Direct responsible for the supervision and administration of food safety in the administration area of medicine, medical equipment, health food, cosmetics and production, circulation and food service)	Expert in food safety
2	What does your work involve?	Responsible for food safety supervision and management in the link of production, circulation and catering service of drug, medical equipment, food and cosmetics in the administrative region (The interviewee has been worked in the FDA of Jingkai Direct for two years and the interviewee is a lower manager)	Government/Regulatory manager
3	What is your knowledge about food scandals in China? Can you tell me more? Could you expand on your answer?	For example: 1. Seafood products contain "malachite green" in 2005 2. The event of Sanlu "melamine milk powder" triggered public doubts about dairy products in 2008 3. Taiwan published a list of more than 900 super standard plasticizers under more than 300 brands in 2011.	Significant knowledge with background details
4	What do you think about the food safety issues in China?	The Chinese government attaches great importance to the problem of food safety. Although the food safety of our country has made obvious progress, because of the late start, the level of food safety in China has a certain gap with the developed countries. The legal system of food safety in China is not perfect. Compared	Problems identified: 1. China lagging behind due to late start 2. Imperfect compared with developed countries 3. Unclear jurisdiction 4. Managing this area needs more resources.

		with the developed countries, the problem of food safety in China is aggravated with the process of reform. What's more, the market and government policies are out of control in the economic sense. There are such problems as the definition of "unclear role" and "unclear jurisdiction". The starting point of food safety standards is not high, backward management, backward monitoring system of processing enterprises and other factors that restrict the improvement of food safety level in China, and often fail in international trade.	
5	China introduced a law in 2009 that was developed in 2015 to prevent problems arising in this industry - What do you think about the 2009 Law and 2015 Law?	The newly revised Food Safety Law (hereinafter referred to as the new law) stipulates that in the general provisions, the basic principles of prevention, risk management, whole process control and social co governance should be implemented in food safety work, and a scientific and strict supervision system should be established.	Seeks to improve food safety in China.
6	How effective is the 2015 law?	1. Influence on food regulation Compared with the current "food safety law", the new law has innovating and improving a lot of regulatory systems from the perspective of supervision, which has added some new rules for the industry regulatory authorities to carry out food safety supervision. 2. Impact on the development of the food industry The new law makes it clear that the food producers are responsible for the food safety and are responsible for the safety of their production and operation of food. That also establish the food safety traceability system in accordance with the law so as to ensure that the food can be traced.	1. Improving the situation 2. Makes food producers responsible and ensures traceability 3. Confirms the rules to protect public health and control of pesticides

		3. Impact on consumer food safety Reflects the legislative purpose of safeguarding the public's health and safety, as well as strict control measures and strict supervision decisions of pesticides applied to food in China.	
7	What do you think most consumers know and understand about this law?	Not much, but there is a trend of growth compared with before.	Consumers are not knowledgeable.
8	What do you understand about the food safety governance in China?	Floating on the surface, formalism is serious, it has not begun to pay attention in recent years.	Consumers do not pay much attention to this area.
9	Can you tell me how the food safety governance is part of your daily work? Do you face any problems you face in your daily work relating to my research area?	The merchant's food safety consciousness and legal consciousness are shallow, and there is a fluke mentality.	Business awareness and knowledge of the law is poor with poor attitude.
10	Do you know the CSR and how do you think the CSR can be applied to the China food industry? What do you understand by CSR? Social responsibility is about businesses cleaning up their act, doing something good for society without the law telling them	(The interviewee is not good at CSR part. Therefore, the author sends the question to the interviewee before the interview and the interviewee have time to do information collect). The meaning of corporate social responsibility can be introduced social responsibility of food businesses are: food companies in the profit, but also to employees, contaminated areas and residents bear some responsibility, and also can decide to participate in some social welfare activities. Although most food companies also actively fulfill their social responsibilities and have a good commitment to legally producing and operating, protecting the rights and interests of consumers and	Although most of the companies in food manufacturing obey the rules of CSR, some of them still operating their business unethical.

		being honest and trustworthy, there are still some food companies in pursuit of profits, unscrupulous production and sale of food with security risks. Such as the famous Sanlu Group "poison milk" incident, the Shuanghui Group "lean meat powder" event, not only undermined the interests of consumers, but also had a bad influence on society as a whole.	
11	How responsible do you think the food manufacturing industry is in China and post some examples?	Under this premise, we put the topic of responsibility into three angles: legal responsibility, moral responsibility, strategic responsibility.	1. legal responsibility 2. moral responsibility 3. strategic responsibility
12	What priorities do owners of food manufacturing companies have to employees? to customers? to other stakeholders? Which stakeholder group do you think are most important and why? Because there have been food safety issues and it could be argued that the owners have focused on profit before safety	The owner of a food manufacturing business is inextricably linked to its stakeholders. For their employees, the staff are mainly responsible for the implementation of owner and senior management decision-making and maintain the normal operation of enterprises, they do not have much rights inside the company, they are often concerned with their own wages, ah, Work safety and job security these. For customers, customers come into contact with the products they produce daily, and the food safety of the products is very important to the customers. Customers can also affect the sales of products, production and company profits. Government and owners are regulated and regulated relationships, such as the establishment of the Food Safety Law of 2009 and 2015. Competitors are mainly in order to obtain their advantages in the market, so as to obtain greater benefits.	The owner main take responsibility to their customers, employees, competitors and government. The most important group is the customers and government.
13	The Confucianism in China matches CSR in other countries. What are your views on	As the birthplace of Eastern civilization, China advocates benevolence and righteousness since ancient times. Confucianism	The core of Confucianism is “love and benevolence” and Confucianism lead the people make right choices and being ethical.

	Confucianism influence the development of CSR in today's China? What are your views on Confucianism influence the businesses doing the right thing?	represented by Confucius is centered on "benevolence and love." Confucian "benevolence" ideology contains rich and exquisite wisdom of management and development. No matter how many vicissitudes of years the baptism of Confucianism proves, it is still fresh and colorful. It not only inspires posterity's thinking mode and Behavioral, more able to play a unique role in business management. "Benevolence" is the core and foundation of Confucianism. Obviously, the Confucian "benevolence" thinking is of great reference to the current corporate social responsibility issues.	
14	What do you think about the problems of the CSR in today's China?	1. Lack of consider environmental protection and economic sustainable development. 2. Damage the rights and interests of workers. 3. Damage to the interests of consumers. Mainly food safety.	1. Lack of consider environmental protection and economic sustainable development. 2. Damage the rights and interests of workers. 3. Damage to the interests of consumers. Mainly food safety.
15	How to improve the CSR in today's China and how the companies to improve their CSR which in food manufacturing industry?	1. At the government level, strengthen government functions. 2. At the enterprise level, strengthen the awareness of corporate social responsibility. 3. At the social level, enterprises are urged to fulfill their social responsibilities through social media and moral pressure.	1. Government level 2. Enterprise level 3. Social level
16	According to the CSR, which part of food safety governance should be improved? Do you have any other comments?	According to the CSR system mentioned above, the government and units at all levels should supervise the social responsibility of enterprises while carrying out food safety supervision. Although our country is paying more and more attention to corporate social responsibility at present, its development is still a long process. Combining food safety regulation with corporate social responsibility regulation may be an effective way forward for	Although the country pay more attention on CSR, the development still a long process. Four parts should be improving: 1. Legal system related to CSR and food safety. 2. Strengthen the government supervision responsibilities and improve the level of law enforcement officers.

		China's food safety regulation. 1. Improve the legal system related to food safety and corporate responsibility. 2. Strengthen the government supervision responsibilities and improve the level of law enforcement officers. 3. Improve the professionalism of food safety officers. 4. We should give full play to the correct guidance of the media by public opinion and enhance consumers' awareness of safeguarding their rights.	3. Improve the professionalism of food safety officers. 4. Give full play to the correct guidance of the media by public opinion and enhance consumers' awareness of safeguarding their rights.
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Figure 4. 4 Interview table with summary and key points

For the interview above, whilst some of the response from the information collected by the interviewee, that also included real experience and expertise of the interviewee. According to that, the author makes the key point in the table and that can help the author make the questions in different group as the themes. The author will make the interview into three themes and discuss that following, there are legislation, governance and CSR.

Legislation

According to the 2009 and 2015 China Food Safety part in Chapter 2, the core part of 2009 Food Safety Law is the standard of food productions and operation, the most important part of food production and sales is the law's feasibility and perfection. Although the law set up the specific rule of food production and operation, the relative penalties has not been set up. That make the law enforcement lack of the force and the central government should make more implementation rules. The Food Safety Law also focus on the food additives and set up 4 rules relative to that (Wang & Zhao, 2010).

Although the Chinese government set up Food Safety Law in 2009, the core problem of food safety in China not be totally solved and the food safety scandal still happened. Therefore, the Chinese government set up the 2015 Food Safety Law to improve the food safety issues. Compare with the 2009 Food Safety Law, the 2015 new Food Safety Law make a specific part of improve the risk monitoring and evaluate of food safety and defined six situation of food safety need to assess clearly. The main part are: 1. Found food, food additives, food-related products may be a potential safety hazard reported by public or through risk monitoring. 2. In order to provide a scientific basis for the formulation or revision of national standards for food safety, risk assessment is required. 3. In order to determine the key areas for supervision and management, key species need to be assessed for risk (Xu, 2017).

The 2015 Food Safety Law also influence the development of food manufacturing industry.

The effect for food manufacturing industry main is in three parts, first one is the new law makes it clear that the food producers are responsible for the food safety and are responsible for the safety of their production and operation of food. This principle stipulates that food producers and operators are the first person responsible for the quality of products, which is of positive significance for improving the quality and safety awareness of the whole food industry. Secondly, the new law stipulates that the food producers should establish the food safety traceability system in accordance with the law so as to ensure that the food can be traced. The last one is the new law has added a number of provisions to the management of health food, for example, change the single product registration system in the past and regulate the registration and record of health food.

Governance

For the governance, the new law stipulates that regulatory authorities should establish regulatory priorities, ways and frequency according to food safety risk monitoring and evaluation results and implement risk classification management. Secondly, the new law is clear about the existence of evidence to prove that there is a potential safety hazard in food, but the food safety standard is not regulated. 2015 Food Safety Law also clearly states that the food and drug supervision departments should establish food safety and credit files for food producers and publish them to the society according to law and update them in real time. Then, the new law stipulates that food and drug supervision and quality supervision departments and other departments find that suspected food safety crimes should be transferred to public security organs in time according to relevant regulations. At the end, the new law clearly states that the food

and drug supervision departments should establish food safety and credit files for food producers and publish them to the society according to law and update them in real time. The establishment of this system is not only conducive to guiding food producers and operators to pay more attention to quality, service, reputation and self-discipline in production and operation activities, but also to enhance supervision and inspection efficiency and enhance law enforcement deterrence.

Although the 2015 new Food Safety Law improve the governance of food safety, the government just pay attention on food safety governance in recent years and formalism is serious.

CSR

According to the discussion about CSR in China of Chapter 2, the interview pays more attention of the CSR of Chinese food manufacturing companies. Most food companies also actively fulfill their social responsibilities and have a good commitment to legally producing and operating, protecting the rights and interests of consumers and being honest and trustworthy. However, there are still some food companies in pursuit of profits, unscrupulous production and sale of food with security risks. Such as the famous Sanlu Group "poison milk" incident, the Shuanghui Group "lean meat powder" event, not only undermined the interests of consumers, but also had a bad influence on society as a whole.

The reason of lack of CSR in food companies main included two parts, internal and external. For the internal main is food companies have a weak social responsibility capacity and the lack of integrity of food business philosophy. For the external main is food safety laws in China and regulations are not sound. The other one is government regulatory system is not perfect, the system is not in place.

Link to the stakeholder theory, the owner of a food manufacturing business is inextricably linked to its stakeholders. For their employees, the staff are mainly responsible for the implementation of owner and senior management decision-making and maintain the normal operation of enterprises, they do not have much rights inside the company, they are often concerned with their own wages, ah, Work safety and job security these. For customers, customers come into contact with the products they produce daily, and the food safety of the products is very important to the customers. Customers can also affect the sales of products, production and company profits. Government and owners are regulated and regulated relationships, such as the establishment of the Food Safety Law of 2009 and 2015. Competitors are mainly in order to obtain their advantages in the market, so as to obtain greater benefits.

Turn back to the CSR in China, the interviewee thinks more and more enterprises in our country are now paying attention to social responsibilities and carrying out social responsibility practices in a planned way. Taking social responsibility management as an important development direction for future business management. Government departments and trade organizations are also paying more and more attention to corporate social responsibility. Their influence and driving role on corporate social responsibility fulfillment are increasingly strengthened. The mechanism of forcing social responsibility management has been initially formed. But more should be seen that there are still many problems in China's corporate social responsibility.

The reason main in 3 parts: 1. Lack of consider environmental protection and economic sustainable development. 2. Damage the rights and interests of workers. A considerable number of enterprises in pursuit of maximizing corporate profits often only focus on the economic benefits that employees bring to the enterprise while neglecting the safety and health of their employees. Regardless of the rights and interests of workers, virtually every profession and industry have an unmanageable occupational disease. Moreover, the current malicious acts of infringement on workers' rights and interests of

enterprises in our country is no single act, but from individuals to state-owned enterprises, and even the world's top 500 enterprises are ubiquitous. 3. Damage to the interests of consumers. Mainly food safety.

4.4 Analysis of online questionnaire

At the beginning, the author planning to receive 120-150 questionnaires, but the actual situation is the author receive 176 questionnaires and that beyond expectation. That send to the customers in all age ranges and occupation does not count toward statistics. The questionnaire will be provided in Appendix 2.

The questions designed for different purpose of the survey. Question 1 and question 2 are general survey for age and gender. Question 3 main for three parts, the 2009 and 2015 Food Safety Law, food safety governance and how they think about the CSR. Question 4 is a blank filling question, that also about how they think about the CSR. Question 5 and question 6 are about the food safety issues in daily life and what are they most worried. Question 7 is about the reason cause the food safety issues in China. Question 8 main is the food safety issues happened in which part. Question 9 is which way can ensure the food safety. Question 10 and 11 also is blank filling question, that main is about food safety governance in China and the CSR of Chinese food manufacturing companies. The Likert scale response were graded 1=very agree and 5=very disagree. The author will be using SPSS to analysis the data and show the result with different kinds of chart.

Although some question was skipped, that not affect the results for analysis because that all the blank filling question and the author already got 85 results. The age and gender are not the reason cause the skip because the skip was spread over all categories.

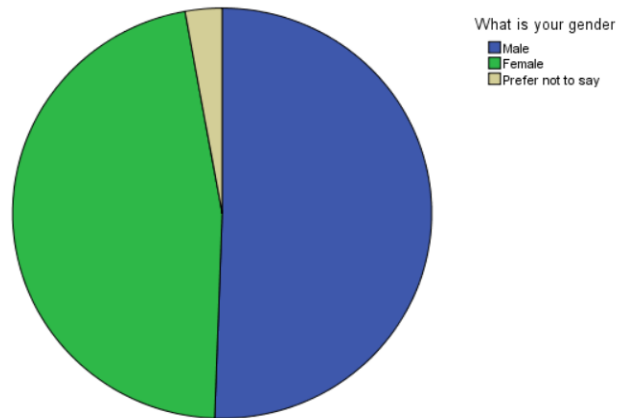


Figure 4. 5 The pie chart of question 1

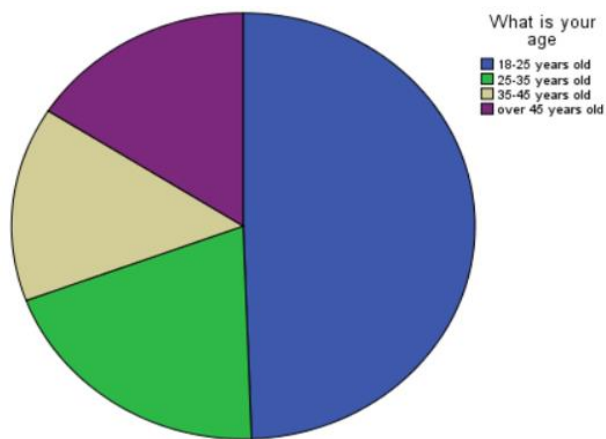


Figure 4. 6 The pie chart of question 2

For the two pie charts above, the author setting 4 age ranges for respondents and the information collected by author cover all age ranges and all gender ranges. Although the collected questionnaire cover age ranges, the main range is in 18-25 years old and that cause by the social relationship of the author.

Statistics

I am satisfied with current food safety in China

N	Valid	176
	Missing	0

I am satisfied with current food safety in China

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	8	4.5	4.5	4.5
	Agree	30	17.0	17.0	21.6
	Neither agree or disagree	86	48.9	48.9	70.5
	Disagree	29	16.5	16.5	86.9
	Strongly disagree	23	13.1	13.1	100.0
	Total	176	100.0	100.0	

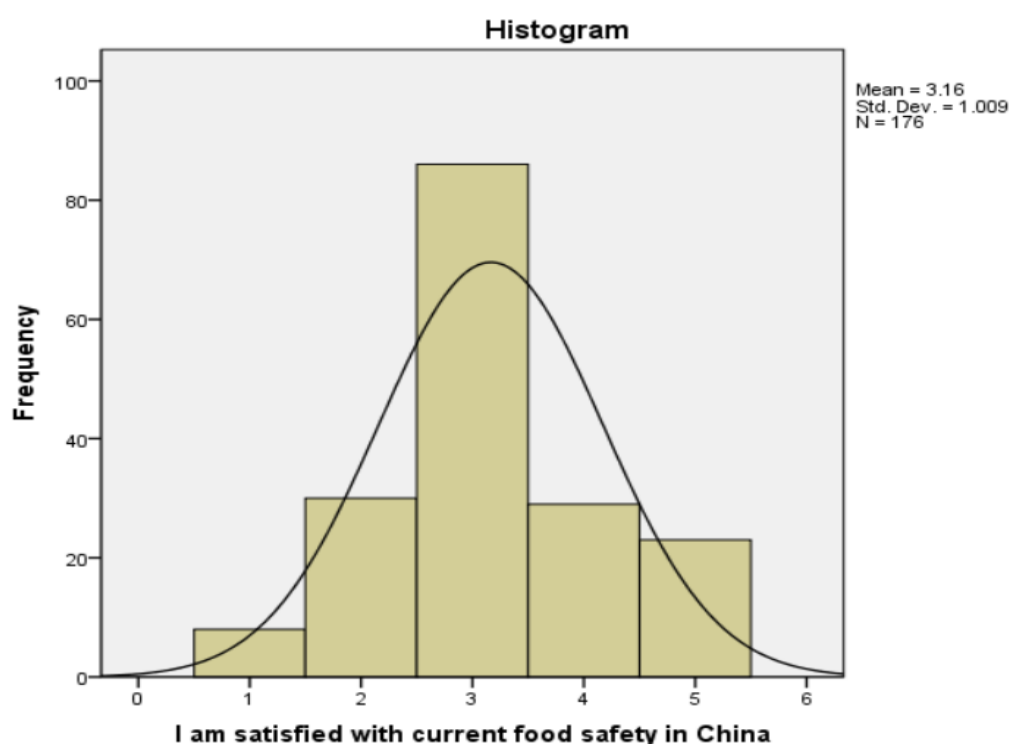


Figure 4. 7 Q3 Respondents' Satisfaction with current food safety in China

Statistics

I understand the contents of
the 2009 and 2015 China
Food Safety Law

N	Valid	176
	Missing	0

I understand the contents of the 2009 and 2015 China Food Safety Law

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	10	5.7	5.7	5.7
Agree	25	14.2	14.2	19.9
Neither agree or disagree	70	39.8	39.8	59.7
Disagree	50	28.4	28.4	88.1
Strongly disagree	21	11.9	11.9	100.0
Total	176	100.0	100.0	

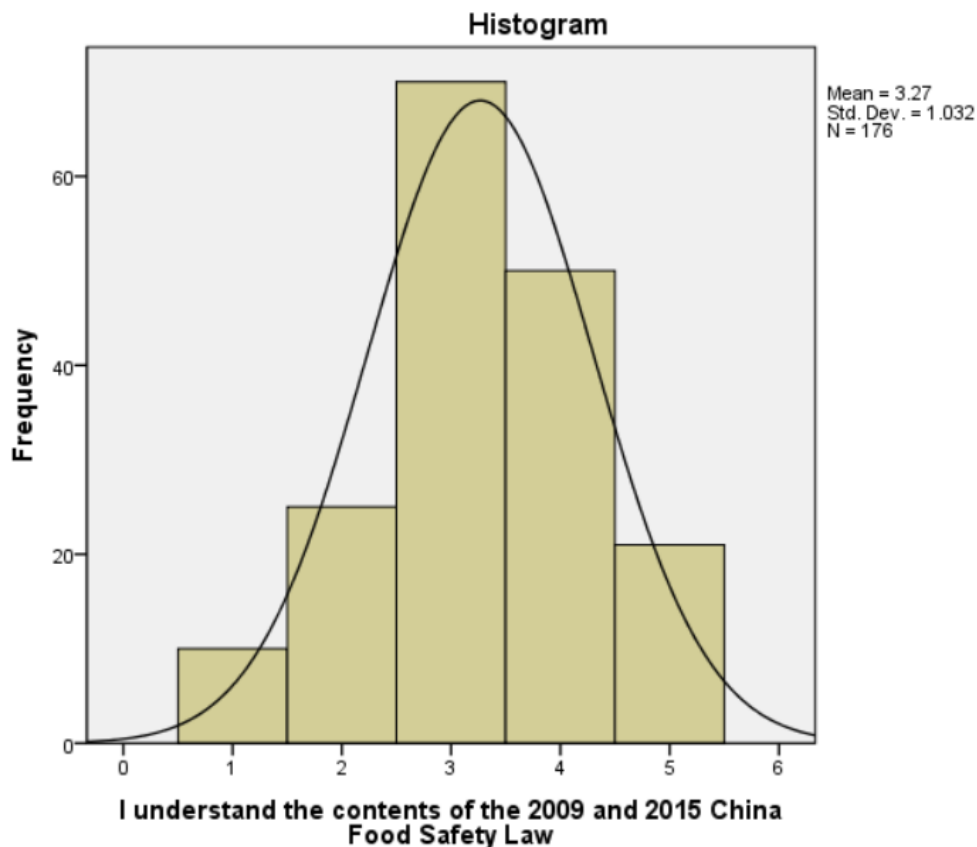


Figure 4. 8 Q3 Respondents' Satisfaction with understand the contents of 2009 and 2015 China Food Safety Law

Statistics

I trust the 2009 and 2015
china Food Safety Law

N	Valid	176
	Missing	0

I trust the 2009 and 2015 china Food Safety Law

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	14	8.0	8.0	8.0
	Agree	56	31.8	31.8	39.8
	Neither agree or disagree	79	44.9	44.9	84.7
	Disagree	22	12.5	12.5	97.2
	Strongly disagree	5	2.8	2.8	100.0
	Total	176	100.0	100.0	

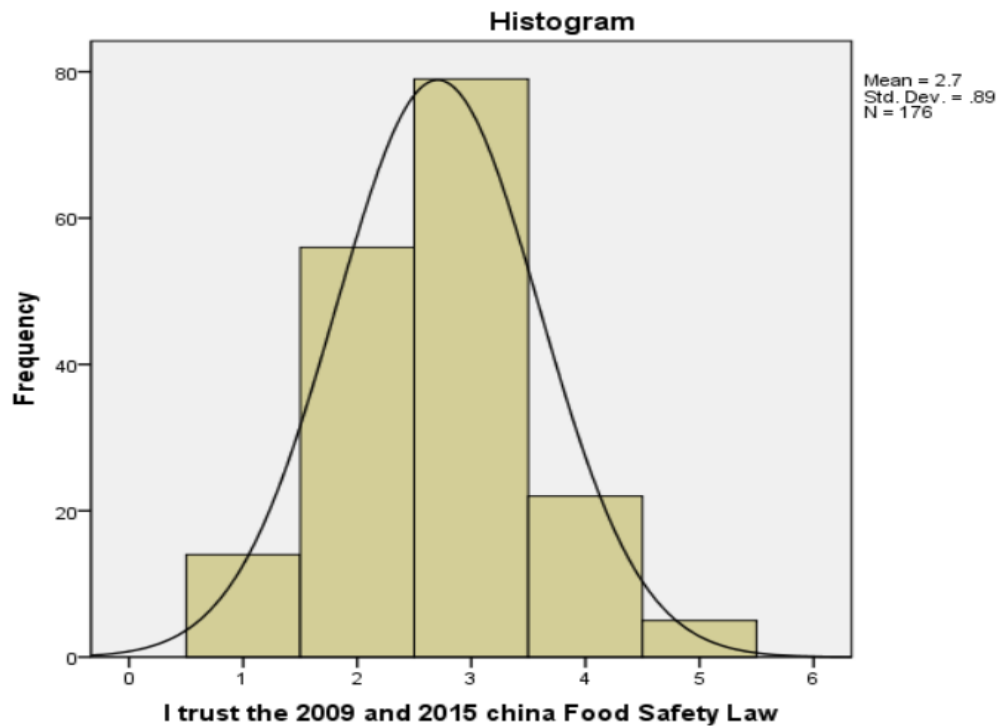


Figure 4. 9 Q3 Respondents' Satisfaction of trust the 2009 and 2015 China Food Safety Law

Statistics

I know the food safety scandal in China

N	Valid	176
	Missing	0

I know the food safety scandal in China

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	21	11.9	11.9	11.9
	Agree	65	36.9	36.9	48.9
	Neither agree or disagree	75	42.6	42.6	91.5
	Disagree	12	6.8	6.8	98.3
	Strongly disagree	3	1.7	1.7	100.0
	Total	176	100.0	100.0	

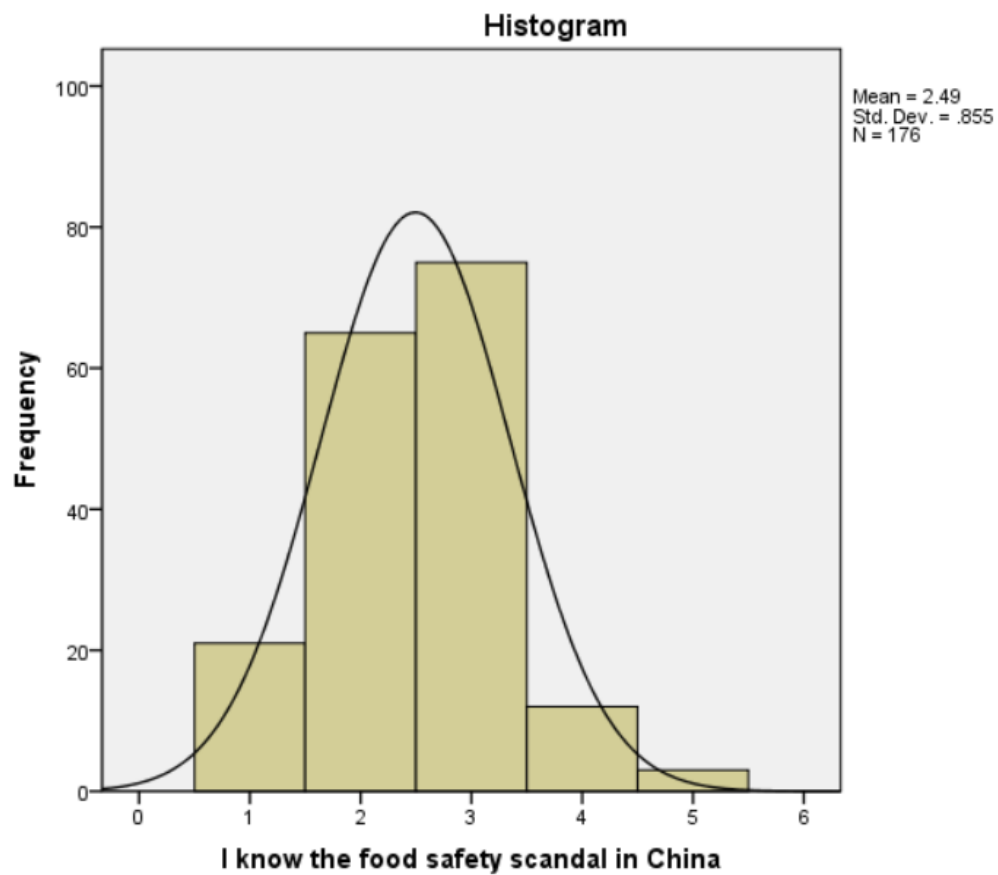


Figure 4. 10 Q3 Respondents' Satisfaction with understand food safety in China

Statistics

Food safety standards in
China in recent years have
improved

N	Valid	176
	Missing	0

Food safety standards in China in recent years have improved

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	21	11.9	11.9	11.9
	Agree	83	47.2	47.2	59.1
	Neither agree or disagree	48	27.3	27.3	86.4
	Disagree	18	10.2	10.2	96.6
	Strongly disagree	6	3.4	3.4	100.0
Total		176	100.0	100.0	

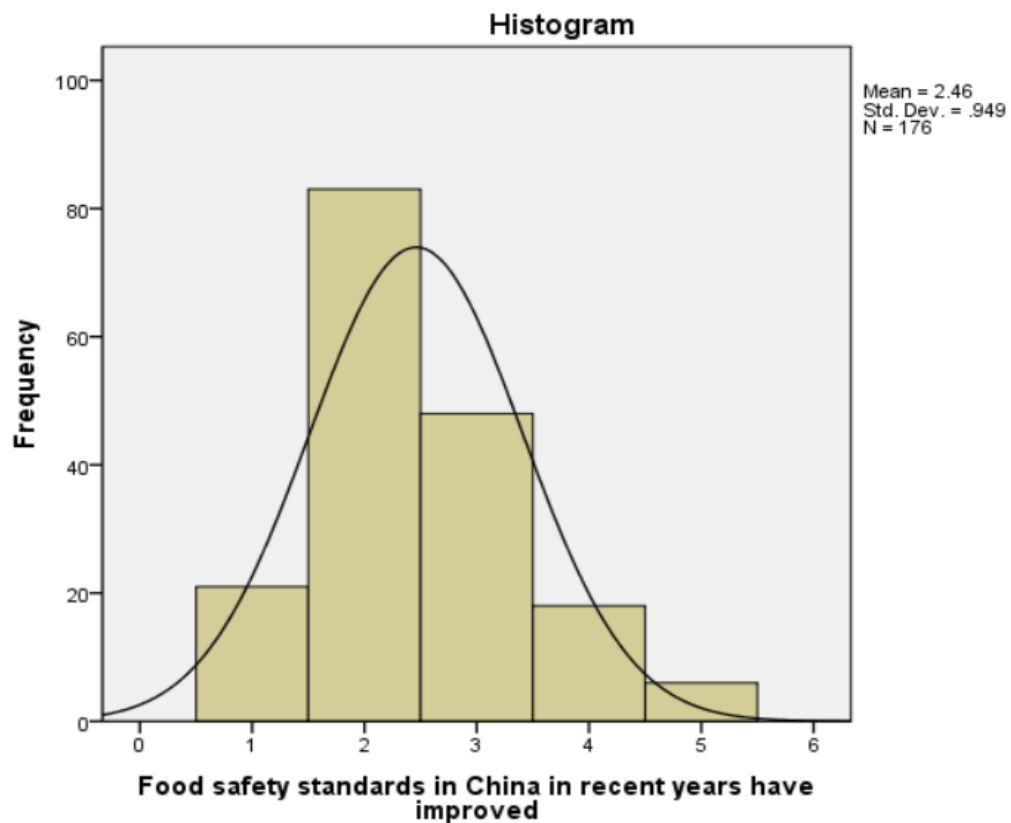


Figure 4. 11 Q3 Respondents' Satisfaction of food safety standards in China have improved in recent years

Statistics

China Food Safety Laws are effective

N	Valid	176
	Missing	0

China Food Safety Laws are effective

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	18	10.2	10.2	10.2
	Agree	71	40.3	40.3	50.6
	Neither agree or disagree	68	38.6	38.6	89.2
	Disagree	13	7.4	7.4	96.6
	Strongly disagree	6	3.4	3.4	100.0
	Total	176	100.0	100.0	

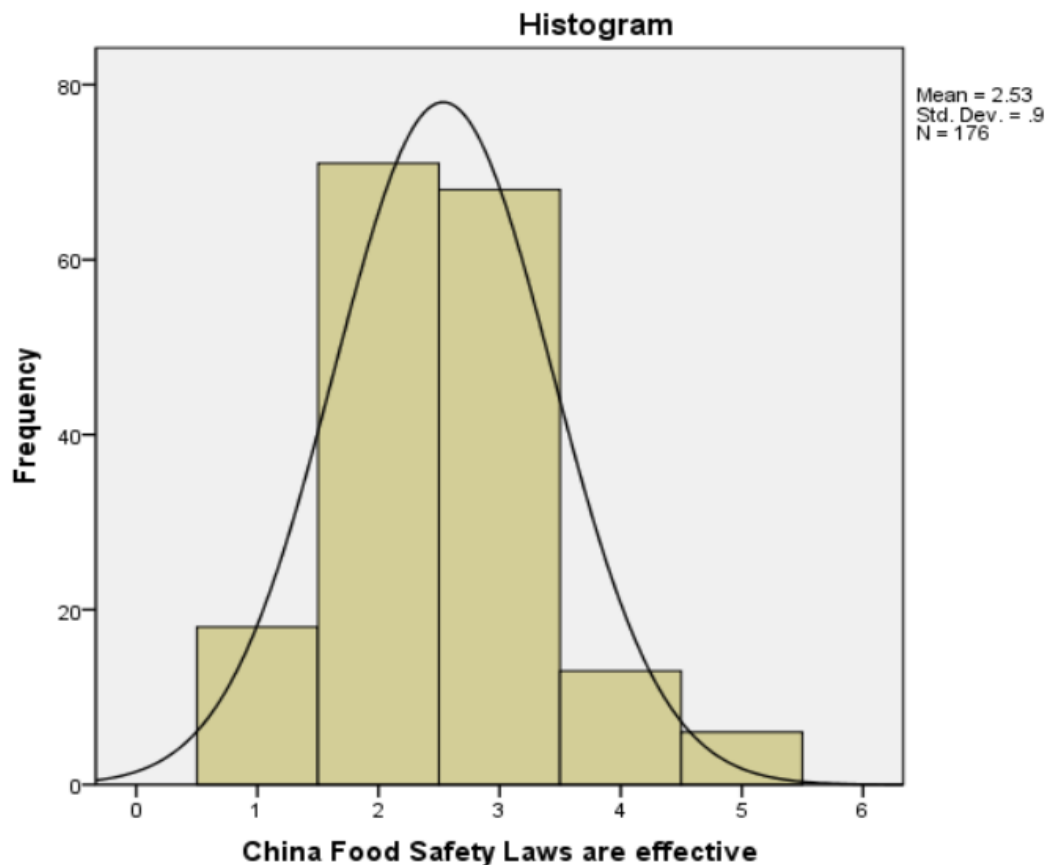


Figure 4. 12 Q3 Respondents' Satisfaction of China Food Safety Laws are effective

The six sub questions of question 3 are about how the customer think about the 2009

and 2015 China Food Safety Laws and how they think about the current food safety issues in China. From the data, most customers know the scandal happened in China in recent years. Although most customer think the food safety in China neither good or bad, the amount of customer do not satisfaction over the customer satisfaction with the current food safety. Overall, the data show the customer dot satisfaction with the current food safety in China.

For the 2009 and 2015 China Food Safety Law, just 19% of the customer think they know the content of the law. Most of the customer do not understand a lot or do not know everything of the law. That is show the popularity of the laws are bad. Although the popularity is not high, most customer choose trust the laws. At the same time, most of them think 2009 and 2015 Food Safety Law are effective and the food safety standards improve in recent years.

Statistics

I understand the food safety governance in China

N	Valid	176
	Missing	0

I understand the food safety governance in China

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	10	5.7	5.7	5.7
Agree	42	23.9	23.9	29.5
Neither agree or disagree	88	50.0	50.0	79.5
Disagree	22	12.5	12.5	92.0
Strongly disagree	14	8.0	8.0	100.0
Total	176	100.0	100.0	

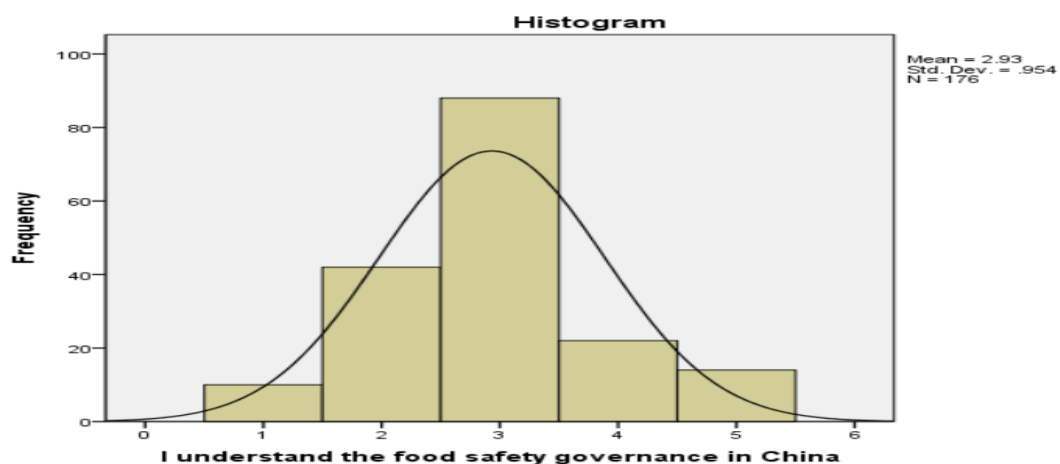


Figure 4. 13 Q3 Respondents' Satisfaction of understand the governance

Statistics

The food safety governance in China in recent years have improved

N	Valid	176
	Missing	0

The food safety governance in China in recent years have improved

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	20	11.4	11.4	11.4
Agree	72	40.9	40.9	52.3
Neither agree or disagree	67	38.1	38.1	90.3
Disagree	10	5.7	5.7	96.0
Strongly disagree	7	4.0	4.0	100.0
Total	176	100.0	100.0	

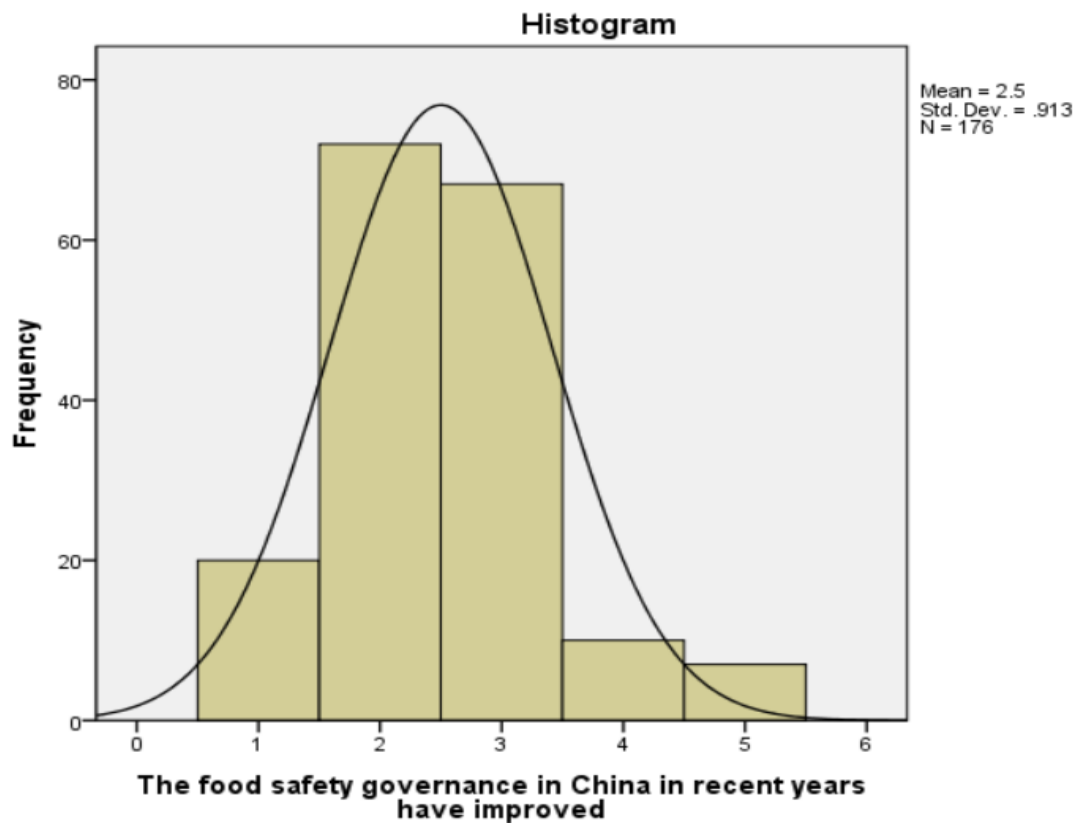


Figure 4. 14 Q3 Respondents' Satisfaction of the food safety governance improve in recent years

This two sub questions of question 3 show a large number of the customers think the food safety governance in China have improved in recent years. Although most of them think the governance improved in recent years, most of them are not clear about the specific food safety governance in China and that because they are not in relative industry.

Through the ANOVA analysis, the satisfaction of food safety governance improved in China in recent years have a significant influence of how they understand the food safety governance. According to the data, the Sig. (P value) is 0.000. Generally, the result was significant when the $0.01 < p < 0.05$ and the result very significant when $p < 0.01$.

ANOVA

I understand the food safety governance in China

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	59.350	4	14.837	25.415	.000
Within Groups	99.832	171	.584		
Total	159.182	175			

Figure 4. 15 ANOVA analysis of Q3-7 and Q3-8

Statistics

I understand the CSR

N	Valid	176
	Missing	0

I understand the CSR

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	20	11.4	11.4	11.4
	Agree	69	39.2	39.2	50.6
	Neither agree or disagree	70	39.8	39.8	90.3
	Disagree	11	6.3	6.3	96.6
	Strongly disagree	6	3.4	3.4	100.0
	Total	176	100.0	100.0	

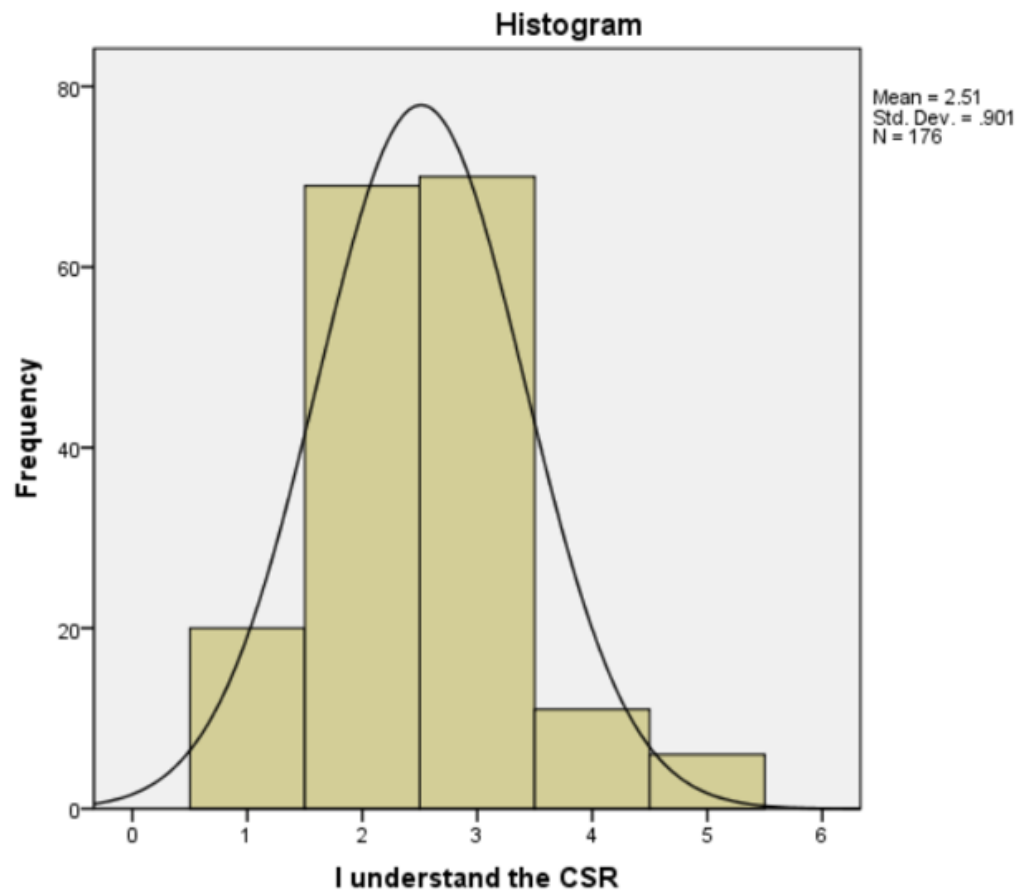


Figure 4. 16 Q3 Respondents' Satisfaction of Understand the CSR

Statistics

I understand the CSR in China

N	Valid	176
	Missing	0

I understand the CSR in China

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	17	9.7	9.7	9.7
	Agree	67	38.1	38.1	47.7
	Neither agree or disagree	71	40.3	40.3	88.1
	Disagree	14	8.0	8.0	96.0
	Strongly disagree	7	4.0	4.0	100.0
	Total	176	100.0	100.0	

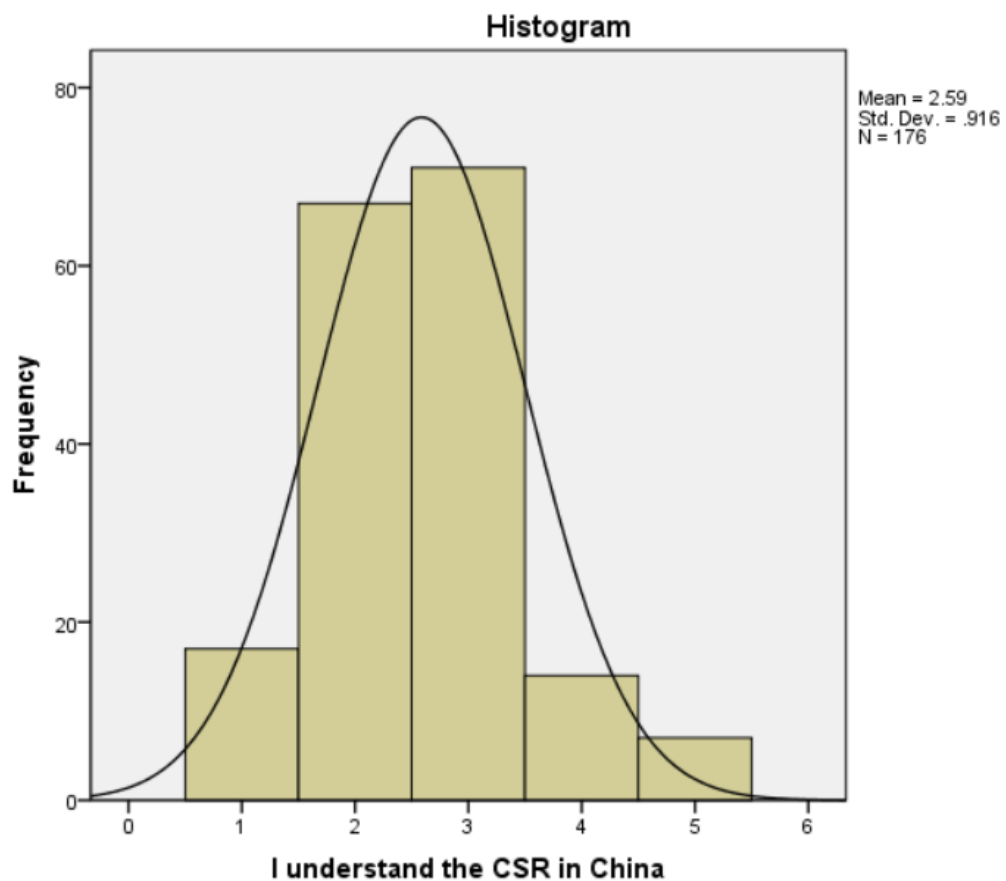


Figure 4. 17 Q3 Respondents' Satisfaction of Understand the CSR in China

Statistics

The food manufacturing companies in China have a good CSR

N	Valid	176
	Missing	0

The food manufacturing companies in China have a good CSR

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	9	5.1	5.1	5.1
	Agree	50	28.4	28.4	33.5
	Neither agree or disagree	80	45.5	45.5	79.0
	Disagree	23	13.1	13.1	92.0
	Strongly disagree	14	8.0	8.0	100.0
Total		176	100.0	100.0	

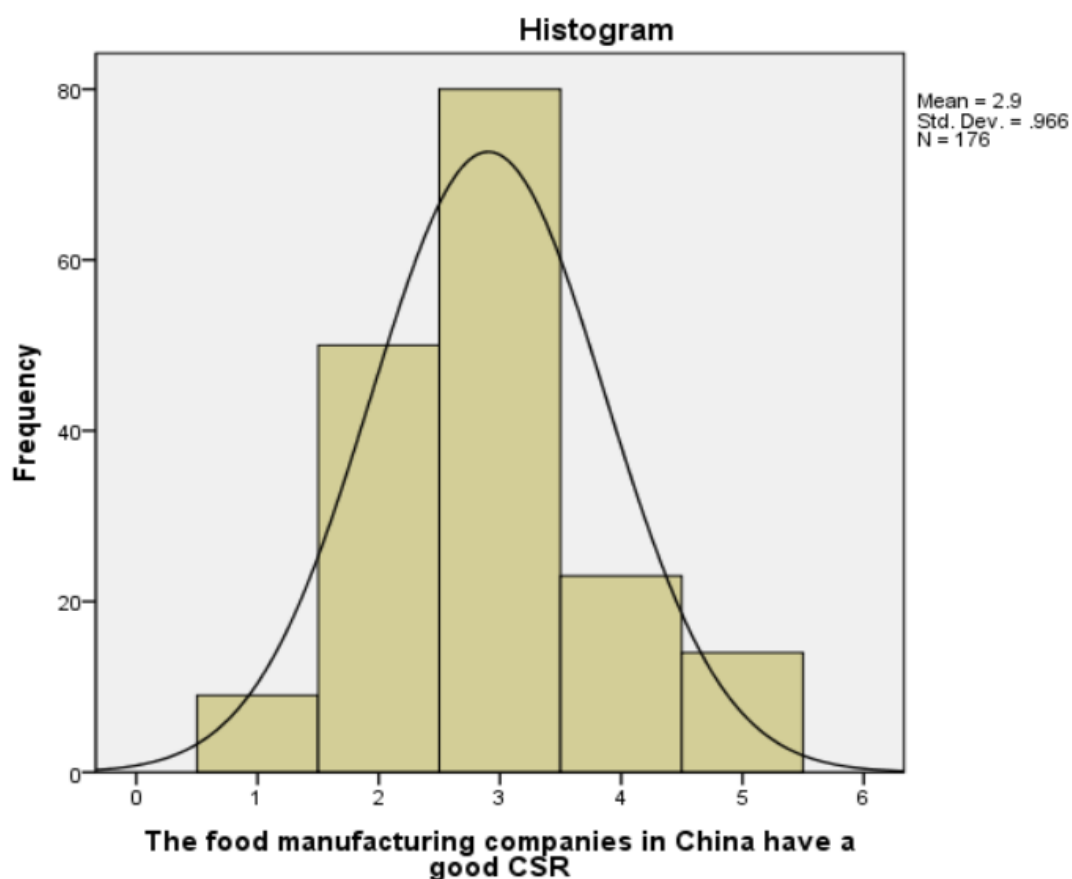


Figure 4. 18 Q3 Respondents' Satisfaction of Understand the Food Manufacturing Companies Have a Good CSR in China

Statistics

The CSR of food manufacturing in China have improved in recent years

N	Valid	176
	Missing	0

The CSR of food manufacturing in China have improved in recent years

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	15	8.5	8.5	8.5
	Agree	72	40.9	40.9	49.4
	Neither agree or disagree	70	39.8	39.8	89.2
	Disagree	11	6.3	6.3	95.5
	Strongly disagree	8	4.5	4.5	100.0
	Total	176	100.0	100.0	

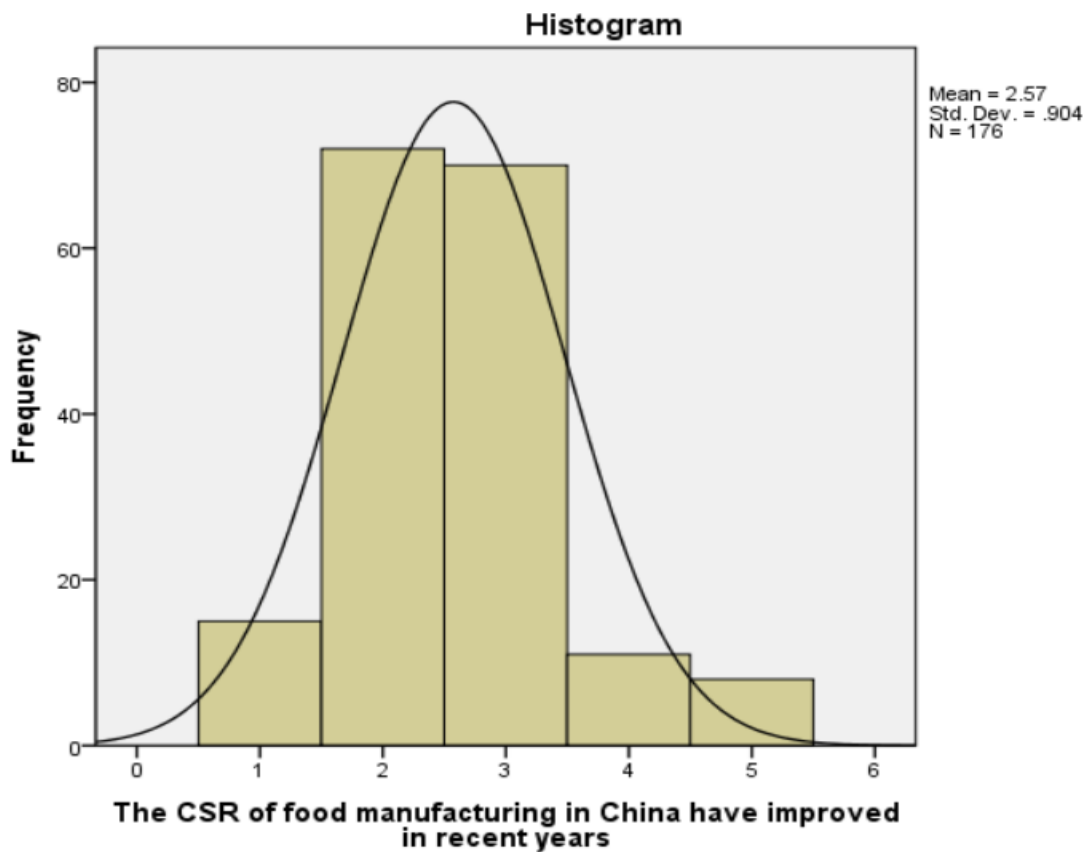


Figure 4. 19 Q3 Respondents' Satisfaction of Understand the CSR of Food Manufacturing Companies Have Improved in Recent Years

Through the data collected from these four questions, most of the customer understand the CSR and the CSR in China. They also think the CSR of food manufacturing companies have improved in recent years, that main because the government and more companies pay attention on CSR in recent years. But still nearly half customer think the CSR of Chinese food manufacturing is not good or bad, 20% customers think their CSR is not good or very bad.

The question 4 is about how the customer understands the CSR, the key word of response is Social, Enterprises, Responsibility, Public and Service of the companies. Most responders think the CSR is the responsibility of the enterprises have to take to the social and public.

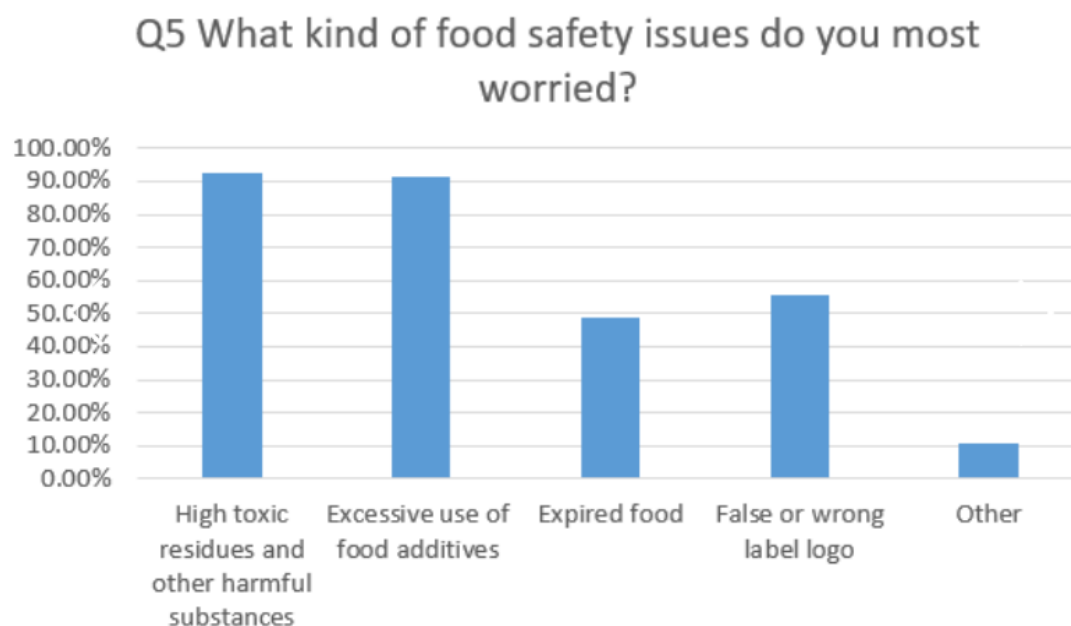


Figure 4. 20 What Kind of Food Safety Issues does the Customers Most Worried

The food safety issues about high toxic residues and other harmful substances and excessive use of food additives are the customers most worried, that both over 90% of the responses. Then is the false or wrong label logo, that is 55%. The last one is the expired food, that also nearly 50%.

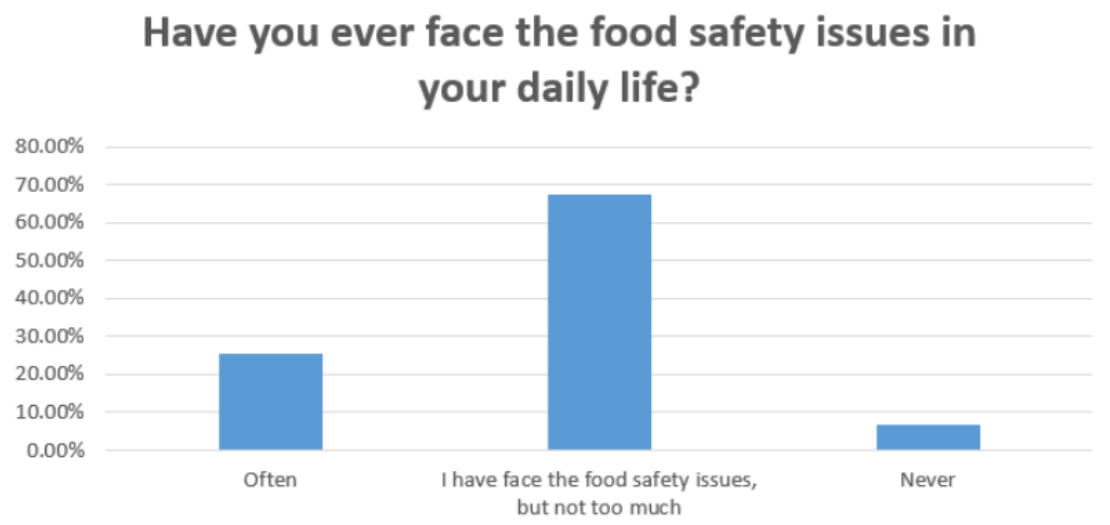


Figure 4. 21 Has the Customers Face Food Safety Issues in Daily Life

According to the responses, nearly 70% customer have faced the food safety issues but not too much. 26% customer usually face the food safety issues, that is in a high level. Only 6% customers never face the food safety issues.

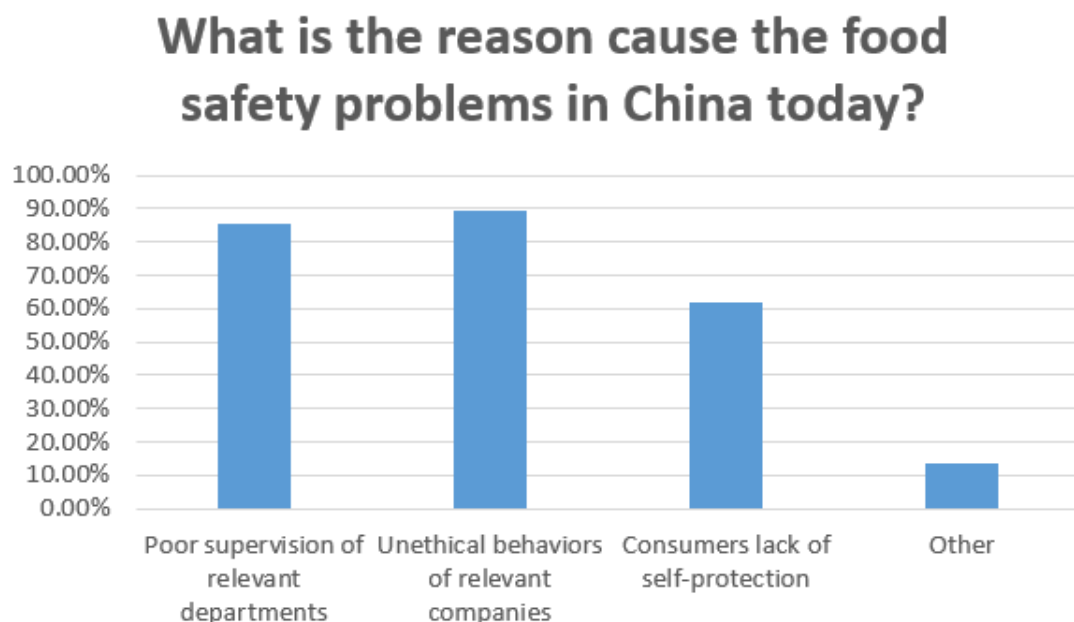


Figure 4. 22 What is the Reason Cause the Food Safety Issues in China

Through the data, the most serious reason is the unethical behaviors of relative companies, that nearly 90%. Then is the poor supervision of relevant departments, that

show the customer still do not have too much confidents of food safety governance in China. The last one is the customer lack of self-protection.

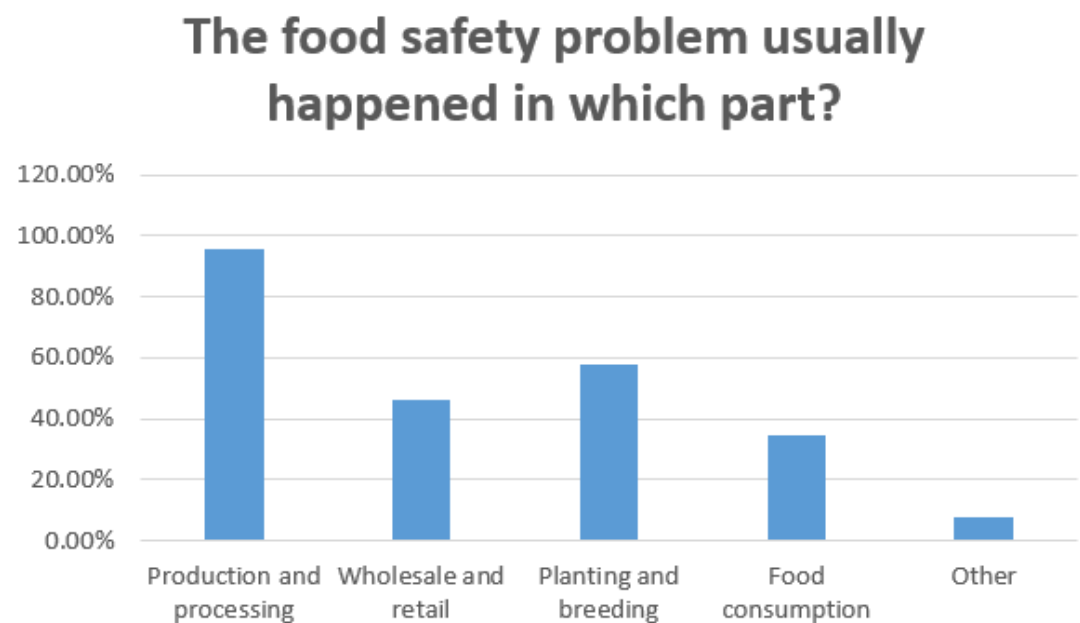


Figure 4. 23 The Food Safety Issues Usually Happened in Which Part

The responses covered all choose of the question, the most important one that the customers think is in production and processing. Also, nearly 60% customer think the problem usually happened in planting and breeding. Then is the food consumption, wholes sale and retail.

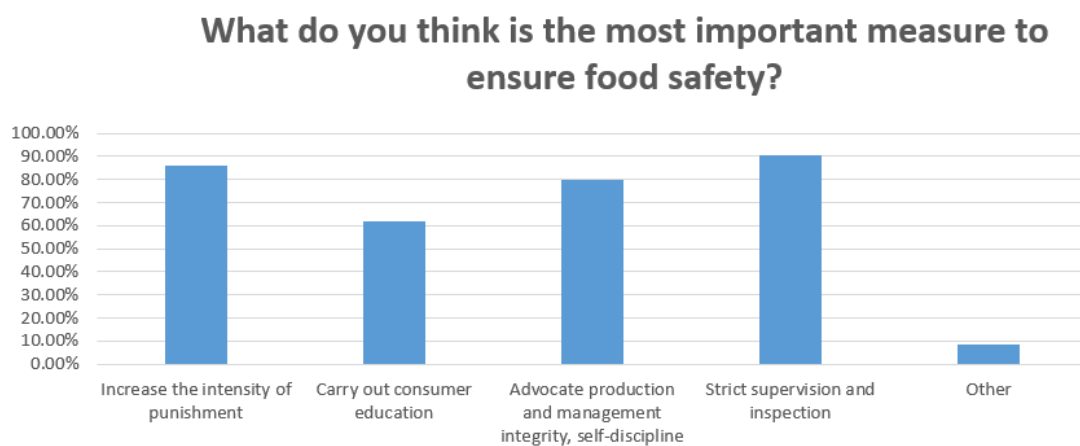


Figure 4. 24 What does Customers Think is the Most Important Measure to Ensure Food Safety

These four choose both have high proportion, most of the customer think the government should have strict supervision and inspection, then increase the amount of punishment. 80% customers agree with advocate production and management integrity, self-discipline. Over customer agree with carry out the customer education and make increase the customer self-protection awareness.

Question 10 and question 11 both let the customers write their view of food safety governance in China and the CSR of Chinese food manufacturing companies. 85 customers write these two questions.

The key word of question 10 main is governance, increase governance, increase punish. Most customer think the current governance standards have to improve and the government have to increase the punish when the companies have unethical behaviors of food manufacturing.

The key word of question 11 main is responsibility, social, enterprise and food safety, that is similar with the question 4. Most customer think the food manufacturing companies should improve their social responsibility and take more responsibility to public and social. They also should improve the self-governance of food safety in production and processing part.

4.5 Conclusion

For the main finding of the interview and the online questionnaire. The author summarized the interview as three main themes, legislation, governance and CSR. The interviewee thinks although the 2009 and 2015 China food safety law improved some part of food safety and the governance standards, the food safety law and governance

standards have to improve because that still have a lot of lack of regulation. Even the government and more food manufacturing companies pay attention on CSR in recent years, the CSR in China can be seemed as just beginning, the government should set up more rules for CSR and the companies should improve self-regulation and CSR.

Most of the customers not so clear about the food safety law, but they think the food safety governance improved in recent years. Although that improved in recent years, the government and relative companies still have to improve governance and self-regulation. According to the data, even the food safety has improved in China in recent years, most customers still do not have too much confidents of current food safety in China. A lot of part should be improving and the food safety in China still need long time to develop and improve.

The author will discuss the main finding more specific and fully in chapter 5, the author also will put the recommendation and conclusion in the last chapter.

Chapter 5: Conclusion and Recommendations

5.1 Introduction

According to the analysis in chapter 4, the author gains the data main from the quantitative analysis and qualitative analysis. The author summarized the responses of interview as 3 main themes, there legislation, governance and CSR. Following the interview, the author does an online questionnaire to gain the data from how the customers think about the food safety issues, that main through how they think about the food safety law, food safety governance and the improved methods. In this chapter,

the author will make the conclusion and provide recommendations base on the research and the data collected from the survey. The recommendations main about how to improve the food safety governance in China and the food safety development in the future.

5.2 Achievement of Objectives

1. Discuss the CSR through specific theories models, such as shareholder theory and stakeholder theory. Then discuss and analysis the current situations of CSR in China and CSR in Chinese food manufacturing industry.
2. Discuss the Confucianism in today's China and that should be a good method to develop CSR in today's China.
3. Discuss and compare the China 2009 Food Safety Law and 2015 New Food Safety Law. Found the core part of them and the disadvantages of them.
4. Gain the data from the interview with lower manager of relative governance department and online questionnaire. Although the author already collected a lot of information of different acritical, the survey helps the author gain a deep consider of this research.

5.3 Main findings

For the theories of CSR, the author main evaluates the stakeholder theory, shareholder theory. That is hard to say which point is right, the companies have to do their CSR accord to themselves. The CSR was developing in China in recent 10 years. Although

some companies in food manufacturing industry developed their CSR great, the total CSR in the industry was not good. According to the Confucianism in Chinese culture, the companies should consider to development their CSR with Confucianism in today's China. That will be more suitable for these companies. For the Law part, although the Chinese government set up Food Safety Law in 2009, the core problem of food safety in China not be totally solved and the food safety scandal still happened. Therefore, the government set up the 2015 Food Safety Law to improve the past law and the governance of food safety. The 2015 new Food Safety Law also have some problems. The relationship with other law and the specific implementation both have a lot problem. Especially the approval process is too complicated and a few effective regulatory approaches after the food safety accidents. There are many government governance department and content, the governance of social governance is not enough. The idea of control and intervention is more and the idea of prevention is less

For the main finding of the interview and the online questionnaire. The author summarized the interview as three main themes, legislation, governance and CSR. The interviewee thinks although the 2009 and 2015 China food safety law improved some part of food safety and the governance standards, the food safety law and governance standards have to improve because that still have a lot of lack of regulation. Even the government and more food manufacturing companies pay attention on CSR in recent years, the CSR in China can be seemed as just beginning, the government should set up more rules for CSR and the companies should improve self-regulation and CSR. Most of the customers not so clear about the food safety law, but they think the food safety governance improved in recent years. Although that improved in recent years, the government and relative companies still have to improve governance and self-regulation. According to the data, even the food safety has improved in China in recent years, most customers still do not have too much confidents of current food safety in China. A lot of part should be improving and the food safety in China still need long time to develop and improve.

5.4 Recommendations

According to the main finding of Chapter 4, the food safety governance in China still have many problems. Although the government improve the Food Safety Law and the food safety standards, the food safety issues still happened and the actual effect is not will. The author will provide some recommendations through the research following:

1. Improve the legal system related to food safety and corporate responsibility. The Chinese government should establish and improve a set of normative systems with "Company Law" as the core, "Food Safety Law", "Consumer Protection Law" and "Product Quality Law" as supplementary, multi-level and all-round sets.
2. Enrich the Content of Corporate Social Responsibility in the Company Law. Article 5, paragraph 1, of the current "Company Law" in our country is only a guideline of principle, which is not sufficient to meet the application and judgment in judicial practice. The main content of the corporate social responsibility and the main body of responsibility should be clear Provisions, highlighting the connotation of corporate social responsibility.
3. Adjust the amount of punitive damages, increase the intensity of food safety penalties. The author believes that the food that does not meet the standard can be graded according to the degree of danger to human body. The higher the dangerous level of food, the higher the degree of violation of the law and the higher the amount of punitive damages.
4. Set up fully food safety complaints reporting channels to enhance corporate integrity and self-discipline. Food Industry Association should develop industry code of ethics,

strengthen integrity education, develop self-discipline.

5. Strengthen the government supervision responsibilities and improve the level of law enforcement officers. Such as make the regulatory information transparent. Food regulatory part of the use of newspapers, television, media and other regular publicity on the regulatory information of food companies, food regulatory authorities can set up an information disclosure advice window, so consumers are free to consult.

6. Improve the professionalism of food safety officers. In recent years, many food safety accidents have been associated with low food safety standards and abilities of employees. Some food safety managers have a low level of professionalism and cannot effectively meet the needs of ensuring food safety.

7. Give full play to the correct guidance of the media by public opinion and enhance consumers' awareness of safeguarding their rights. The news media should intensify the exposure of food enterprises that fail to fulfill the corresponding social responsibilities so that they will be subject to pressure from all sectors of society while being punished by the national laws.

8. Consumers should change their concept of consumption, learn more about food quality and safety information and some necessary food health knowledge, and report problems to relevant departments in time and pick up legal weapons to safeguard their legitimate rights and interests.

For implement those recommendations, the government should set up a more stronger and more efficient system in food safety governance area. That will benefit all the stakeholder groups, especially the customers. More responsibility taken by the food manufacturing companies will make the customers and public have more confidence and improve the food safety standards in China. Any unexpected impact can only be

quantified when the system is analyzed later. For the current food safety governance in China, the recommendations will be feasible, the change not should be from beginning and that need to improve based on current Food Safety Laws and food safety governance standards. The improve will have positive effects for different stakeholder groups.

5.5 Limitations

The main limitations of this research are in interview and online questionnaire part. This research only has one deep interview and that only focus on the lower manager in food safety governance department and the response have some personal view and ignoring some sensitive questions base on the policies limited. If the author does more interview focus on the manager in relative food manufacturing companies, the result may different and the author will gain more specific information for this research. Although the online questionnaire covered all age levels, the survey not included the customers' occupation. If the survey included the customers' occupation, the author will gain the view from different industry and make the online survey analysis more specific.

5.6 Future researching

The further academic research can be focus on the food safety governance on the catering industry and the dietary supplement industry, because the food safety issues in China not only happened in food manufacturing industry. The further research will main do the interview in relation companies, not only focus on governance departments. That will help the author gain more information and do a deeper research in this area.

5.7 Conclusion

This research main focus on the food safety governance of the food manufacturing industry in China, that included the views from a lower manager in food safety governance departments and customers. This research already identified the food safety issues in China and the issues should be solved in future, that also identified the further research could be in other industry related to food safety governance.

This research already achieved the aims and objectives set in Chapter 1. Chapter 2 main discuss literature about the Food Safety Laws and the CSR in China. Although Chinese government set up 2009 Food Safety Law and improved in 2015, that also have some lack of food standards and food safety governance. The CSR developed in China started in recent 10 years and that also need long time to improve. The Confucianism should be a way to improve the CSR in China because the core views similar with ethical theories in western countries.

Chapter 3 make sure the research methods of this research with research onion. The author collected qualitative and quantitative data with the mixed methods, that main interview and online questionnaires.

Chapter 4 main analysis the data collected from interview and online questionnaire. Although the interviewee and most customers think the food safety standards and governance has improved in recent years, that also have a lot of problems. The government should continue focus on CSR and food safety issues in China and improve that the future. Therefore, the author points out some recommendations could improve the food safety governance and CSR in China of Chapter 5.

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7.0 Appendix

Appendix 1.

1. Where are you working?

Food and Drug Administration of Jingkai Direct

(The FDA of Jingkai Direct responsible for the supervision and administration of food safety in the administration area of medicine, medical equipment, health food, cosmetics and production, circulation and food service)

2. What does your work involve?

Responsible for food safety supervision and management in the link of production, circulation and catering service of drug, medical equipment, food and cosmetics in the administrative region

(The interviewee has been working in the FDA of Jingkai Direct for two years and the interviewee is a lower manager)

3. What is your knowledge about food scandals in China? Can you tell me more?

Could you expand on your answer?

1. Seafood products contain "malachite green" in 2005
2. Sudan duck egg in 2006
3. The event of Sanlu "melamine milk powder" triggered public doubts about dairy products in 2008
4. The "leather milk" event completely destroys the public's trust in domestic milk in 2005
5. "Gutter oil" event triggered social shock in 2010

6. The "lean meat" incident led to a reduction in the public's demand for meat products in 2011
7. Taiwan published a list of more than 900 super standard plasticizers under more than 300 brands in 2011
8. Old yogurt "industrial gelatin" event in 2012
9. Duck tongue products containing cyclamate which also spreads to milk tea industry in 2013
10. Sulfur smoked "poison ginger" pushing the price of ginger in 2013

4. What do you think about the food safety issues in China?

The Chinese government attaches great importance to the problem of food safety.

From the purchase and sale of food to food sanitation law, which all fully reflects the government attaches great importance to food safety. After decades of efforts, the state of food safety and hygiene in China has improved significantly.

In particular, since the 80 years of the 20 century, the food hygiene law has been developed. There are various laws and regulations supporting it, for example, various food hygiene management methods, various food hygiene standards, numerous local, industrial, enterprise regulations, standards, management methods and so on. The laws and regulations are constantly improved and revised with the change of the international situation and the need of the market globalization.

At present, the Chinese food industry has formed a standardized system composed of four standards, such as national standard, industry standard, local standard and enterprise standard.

China has set up 1050 national food standards, 1145 food industry standards and nearly

10000 food local standards and hundreds of thousands of foods enterprise standards.

We have millions of foods hygiene supervision, management and testing teams. The hygienic quality of food has been gradually improved.

The results of the national survey showed that the qualified rate of all kinds of food was rising year by year according to the national health standards. The qualified rate was 61.5% in 1982, 82.3% in 1994 and 88.6% in 2001, indicating that the overall development of food hygiene in China is good.

Although the food safety of our country has made obvious progress, because of the late start, the level of food safety in China has a certain gap with the developed countries.

The legal system of food safety in China is not perfect. Compared with the developed countries, the problem of food safety in China is aggravated with the process of reform. What's more, the market and government policies are out of control in the economic sense. There are such problems as the definition of "unclear role" and "unclear jurisdiction".

The starting point of food safety standards is not high, backward management, backward monitoring system of processing enterprises and other factors that restrict the improvement of food safety level in China, and often fail in international trade.

Mr. Lubin, a former U.S. Food and Drug Administration (FDA) official, and the United Nations Food and Agriculture Organization consultant, revealed that the United States FDA withheld 634 batches of food imported from our country within 4 months, due to the high content of impurities, pesticide residues and food additives, and the unclear label.

These problems not only harm the export of agricultural products in our country, but also bring negative impact on the image and reputation of the country.

In recent years, the traditional tea exports province, Zhejiang, frequently encountered red light in the international market because of pesticide residues in tea exceed the standard problem, so that many farmers complain incessantly.

According to statistics from relevant departments, there are five or six hundred incidents of agricultural products returned to China due to over standard pesticides, and the annual economic loss is over 7 billion yuan, which is shocking.

5. China introduced a law in 2009 that was developed in 2015 to prevent problems arising in this industry - What do you think about the 2009 Law and 2015 Law?

The newly revised Food Safety Law (hereinafter referred to as the new law) stipulates that in the general provisions, the basic principles of prevention, risk management, whole process control and social co governance should be implemented in food safety work, and a scientific and strict supervision system should be established.

The regulation absorbs the new value and new elements of international food safety management. It is not only the idea that the food safety law is revised, but also the idea that the food safety supervision work must be followed in the future.

According to the person in charge of the State Food and drug administration, in terms of prevention, we must strengthen the risk prevention requirements in food production and operation process and government regulation.

To this end, the food recall of objects from the original “when food producers found that the food they produced did not conform to the standard of food safety, it shall

immediately stop the production recall the food sold on the market” to “food producers find that the food they produce does not conform to the food safety standards or has evidence that it may be harmful to human health, it shall immediately stop the production recall the food sold on the market”.

In terms of risk management, it put forward the food and drug supervision department to determine the regulatory focus, mode and frequency according to food safety risk monitoring, risk assessment results and food safety status, and implement risk classification management.

In the whole process of control, it proposed that the state should establish the system of tracing the whole food. Food producers should establish a food safety traceability system to ensure the traceability of food.

In the field of social co governance, the new law has strengthened the regulations of the industry association, the Consumer Association, the news media, and the complaints and reports of the masses.

6. How effective is the 2015 law?

The new law has a profound impact on the development of the regulatory sector and industry.

In recent years, food safety has been pushed onto the cusp. Food safety incidents are also constantly in turmoil, so that the masses are deeply concerned about what to eat. As a code to ensure food quality and ensure public food safety, the new law will directly impact on food regulation, food industry development and consumers' diet safety.

1. Influence on food regulation

Compared with the current "food safety law", the new law has innovating and improving a lot of regulatory systems from the perspective of supervision, which has added a new weapon for the industry regulatory authorities to carry out food safety supervision.

First, the new law stipulates that regulatory authorities should establish regulatory priorities, ways and frequency according to food safety risk monitoring and evaluation results, and implement risk classification management. This regulation is conducive to the rational allocation of regulatory resources by regulatory authorities, and targeted to strengthen the dynamic supervision and risk early warning analysis of food enterprises, and implement the main responsibility of food enterprises quality and safety.

Secondly, the new law is clear about the existence of evidence to prove that there is a potential safety hazard in food, but the food safety standard is not regulated. The relevant departments can provide temporary limits and temporary inspection methods for hazardous substances in foods. In October 2008, after the Sanlu milk powder incident happened, in order to ensure the quality and safety of milk and dairy products, the Ministry of health and the General Administration of quality supervision and Quarantine issued the temporary management limit value of melamine in milk and dairy products. It can be seen that, as an administrative control measure under the emergency condition, the design of this system is conducive to the detection and determination of harmful substances in food by the regulatory authorities in food supervision.

Thirdly, the new law stipulates that the food and drug supervision department can make an appointment with the main person in charge of the food producers who have not taken measures to eliminate the hidden dangers in time. The government can carry out responsibility interviews with the main supervisors of the regulatory department who are not in time to identify systemic risks and do not eliminate hidden dangers of food

safety in the regulatory area. The establishment of this system will help regulators further strengthen the responsibility consciousness of food and drug safety management, promote the implementation of food and drug safety supervision responsibilities, and effectively prevent food and drug safety accidents.

Fourth, the new law clearly states that the food and drug supervision departments should establish food safety and credit files for food producers, and publish them to the society according to law and update them in real time. The establishment of this system is not only conducive to guiding food producers and operators to pay more attention to quality, service, reputation and self-discipline in production and operation activities, but also to enhance supervision and inspection efficiency and enhance law enforcement deterrence.

Finally, the new law stipulates that food and drug supervision and quality supervision departments and other departments find that suspected food safety crimes should be transferred to public security organs in time according to relevant regulations. This regulation defines the transfer procedures and the responsibilities of all relevant departments of food safety administrative law enforcement cases, which plays an important role in unblocking administrative enforcement and criminal justice, and multi sectoral joint efforts to combat food safety crimes.

2. Impact on the development of the food industry

First of all, the new law makes it clear that the food producers are responsible for the food safety and are responsible for the safety of their production and operation of food. This principle stipulates that food producers and operators are the first person responsible for the quality of products, which is of positive significance for improving the quality and safety awareness of the whole food industry.

Secondly, the new law stipulates that the food producers should establish the food safety traceability system in accordance with the law so as to ensure that the food can be traced. The State encourages food production and management enterprises to adopt information means to collect and retain the information of production and management, and to establish a food safety traceability system.

Food safety traceability system has been implemented in some places, such as Shanghai in late 2013, by introducing cloud technology, aquatic products, food safety implementation of the whole process of tracing.

As long as consumers scan the package of fresh iced freshwater fish and sweep the two-dimensional code with mobile phones, we can know all links from farming, packaging, testing, warehousing, logistics, distribution, to consumer purchase and verification.

The establishment of food safety traceability system facilitates traceability of food sources effectively, and distinguishes the responsibilities of all production sectors. It plays an important role in improving the whole food safety and competitiveness of food enterprises.

At the same time, by improving the traceability system, it is conducive to tracing and tracing all kinds of food violations. It is of great significance to clean up the whole food industry environment and promote the development of food industry.

Thirdly, the new law has added a number of provisions to the management of health food, for example, change the single product registration system in the past and regulate the registration and record of health food. The new law defines the management system of health food raw materials catalogue and functional catalogue, and records management for products that meet the requirements of health food raw materials list. It is clear that the health food enterprises should carry out the main responsibility, and

the production must conform to the good standard and carry out the periodic reporting system. The provision of health food advertisements must be examined and approved by the provincial food and drug supervision department.

With the rapid development of the economy and society and the improvement of the people's living standard, health food has been paid more and more attention by the consumers.

However, the health food laws and regulations are seriously lagging behind, which leads to the lack of supervision, and the phenomenon of false propaganda and sales in the market is overflowing.

Especially the lack of corresponding licensing access system for health food, leading to the wide variety of health care products business entities (supermarkets, pharmacies, individual businesses), seriously affecting the healthy development of the health food industry.

The provisions of the new law will make the whole health food industry clear and rectify the whole health food industry and accelerate the healthy growth of the industry.

Finally, new regulations are added to the management of infant formula milk powder. For example, it is clearly required for the infant formula food production enterprises to implement the whole process quality control from the raw materials to the finished products to the factory. The formula of infant formula milk powder shall be registered by the Department of food and drug supervision and administration under the State Council; infant formula milk powder shall not be produced in the way of distribution.

After the "melamine" incident in 2008, the food safety of infants became the focus of food safety.

Some market people believe that the new law clearly "strengthening the whole process quality monitoring" can ensure the quality and safety of infant formula food to the maximum extent. This plays a positive role in standardizing the order of the milk powder Market and revitalization of the people's confidence in the consumption of domestic milk powder.

Product registration, not only help government departments to restrict the total amount of the formula through the means of licensing, which can encourage enterprises to focus more on the formulation of good product quality, but also plays a positive role in improving the market entry threshold of milk powder brands and promoting the upgrading of infant formula.

"Prohibition of sub package production" is intended to encourage domestic production enterprises to concentrate their efforts on improving R & D capability and production technology level, and further ensure the quality and safety of infant formula milk powder.

3. Impact on consumer food safety

Highly toxic pesticides are forbidden in vegetables and fruits. The use of toxic pesticides, chemical fertilizers, swelling agent on the vegetable and fruit pest control, fattening, food safety problem is one of the most concerns of consumers.

Recently the State Food and drug administration, the Ministry of agriculture and the State Health Planning Commission jointly issued a bulletin, which reaffirmed that the producers are not allowed to use 6- benzyl adenine, 4- chlorobenzyl acetate, gibberellin and other substances in the production of bean sprouts and soybean sprout operators must not operate soybean sprouts containing 6- benzyl adenine, 4- chlorobenzyl acetate,

gibberellin and so on. Although 6-, benzyl adenine, 4- chlorobenzyl acetate, gibberellin and other substances are registered as low toxic pesticides, they do not violate the provisions of the new law to prohibit highly toxic and highly toxic pesticides. Because of the safety of the use of the above substances in the production of bean sprouts, 3 ministries and commissions issued the announcement to ensure the safety of bean sprouts. Its purpose is consistent with the regulations of "highly toxic and highly toxic pesticides banned in vegetables and fruits", which reflects the legislative purpose of safeguarding the public's health and safety, as well as strict control measures and strict supervision decisions of pesticides applied to food in China.

7. What do you think most consumers know and understand about this law?

Not much, but there is a trend of growth compared with before.

8. What do you understand about the food safety governance in China?

Floating on the surface, formalism is serious, it has not begun to pay attention in recent years.

9. Can you tell me how the food safety governance is part of your daily work. Do you face any problems you face in your daily work relating to my research area?

The merchant's food safety consciousness and legal consciousness are shallow, and there is a fluke mentality.

10. Do you know the CSR and how do you think the CSR can be applied to the China food industry? What do you understand by CSR? Social responsibility is about businesses cleaning up their act, doing something good for society without the law telling them

(The interviewee is not good at CSR part. Therefore the author send the question to the interviewee before the interview and the interviewee have time to do information collect).

The meaning of corporate social responsibility can be introduced social responsibility of food businesses are: food companies in the profit, but also to employees, contaminated areas and residents bear some responsibility, and also can decide to participate in some social welfare activities.

1. The current situation of Food Enterprises take their CSR?

China has become a large country in food production and consumption. After years of development, the food supply pattern in our country has undergone great changes and has met the growing multi-level dietary needs of consumers. Most food companies also actively fulfill their social responsibilities and have a good commitment to legally producing and operating, protecting the rights and interests of consumers and being honest and trustworthy. For example, Huiyuan Juice Group has been adhering to the corporate mission of "nourishing the masses" for 20 years. Not only to provide consumers with the same quality of healthy juice products, but also assume the responsibility of the education market, is committed to delivering consumers a healthy concept and way of life. Lee Kum Kee, the condiment leader, also actively released its corporate social responsibility report to help establish a good public image. However, there are still some food companies in pursuit of profits, unscrupulous production and sale of food with security risks. Such as the famous Sanlu Group "poison milk" incident, the Shuanghui Group "lean" event, not only undermined the interests of consumers, but also had a bad influence on society as a whole.

2. Analysis of the Causes of Lack of Social Responsibility in Food Enterprises

Internal

1. Food companies have a weak social responsibility capacity. China's food production and processing industry are many small businesses, these small businesses backward processing equipment, staff quality is not high. It is hard for these small businesses to survive their fierce market competition and it is even harder for them to shoulder their social responsibilities. In real life, some large-scale enterprises do not take the initiative to shoulder their social responsibilities. Some of them only to face up to the long existing food safety issues after the food safety accident happened, they were investigated by related departments and the image was damaged, affecting their own interests. In the face of consumer's questioning and social challenge.

2. The lack of integrity of food business philosophy. Many food companies do not have a sense of integrity, there is no correct business philosophy. In the transaction to deceive consumers, shoddy work, shoddy, add a variety of harmful substances, which triggered a food safety crisis, damage to the interests of consumers. Honesty is the most fundamental requirement of morality and the basis for guaranteeing the smooth operation and development of the entire market economy. If the enterprise does not have integrity, it will undermine the operation of the entire market economy and even affect the development of the entire country.

External

1. China's food safety laws and regulations are not sound. The legislation on corporate social responsibility in our country is mainly scattered in many laws such as the Company Law and the Consumer Protection Law. Although it provides legal guidance, it is still not systematic and comprehensive, has low binding on practical issues, Not strong. In 2005, the "Company Law" stipulated clearly in Article 5 (1) of the General Regulations that the company undertakes social responsibility is a great progress in the

legislative history of the "Company Law" in our country. I believe that building a reasonable corporate social responsibility system is imperative. The promulgation of the Food Safety Law in 2009 led to the emergence of social responsibility for food safety in enterprises, i.e. Article 3 of the Food Safety Law. The introduction of this law will undoubtedly produce some binding force on the safety of food enterprises, but there are still some problems. First, the definition of related fuzzy. Second, the relevant laws and regulations lighter punishment. In general, food safety laws and regulations are less systematic and complete, and their coordination and operability are not good.

2. Government regulatory system is not perfect, the system is not in place. In the past, China's food safety regulation is implemented by the multisectoral regulatory food safety regulatory model. This regulatory model seems reasonable, in fact, it is difficult to clearly define the responsibilities of various regulatory departments, the main body of supervision and management is not clear, the regulatory responsibilities are not clear, there has been a push by various departments, inefficiency, seriously damaged the food producers and managers and the majority of consumer rights. Nowadays, the "State Council Institutional Reform and Functional Transformation Program" stipulates that the responsibilities of the Food and Drug Administration, the duties of food safety supervision and management in the production links of the General Administration of Quality Supervision, the food safety supervision and management responsibilities in the circulation of SAIC, the establishment of the national food and drug supervision and administration. The production, distribution, consumer aspects of food safety and drug safety, effectiveness of the implementation of unified supervision and management.

11. How responsible do you think the food manufacturing industry is in China and post some examples?

Under this premise, we put the topic of responsibility into three angles: legal

responsibility, moral responsibility, strategic responsibility.

Legal responsibility refers to the legal constraints on corporate entities. It includes the environmental protection, tax payment, the responsibility of controlling the scope of legitimate business, as well as the payment of wages, labor protection, contractual obligations and so on, which must be shouldered in the business operations and production activities.

Moral responsibility, refers to the initiative to comply with social norms, as well as the values derived from the personal realm of the impact on their behavior. Moral responsibility does not always have strict standards, where public opinion and conscience often serve as standards.

Strategic responsibility refers to the sense of responsibility driven by the interests of shareholders. This is not only one of the sources of conflict with social responsibility, but also a force that complements social responsibility. It depends on the entrepreneurial philosophy.

The corporate social responsibility is the entrepreneur's concern for the interests and emotions of others in business, work and life. Although it comes from different aspects, it ultimately assumes the selflessness and charity that can be achieved by self-discipline, altruism and higher spiritual realms as social roles. We cannot explain it all for our purposes, and here we find "meaning" in our minds. Business as a social citizen is a personified, and an entrepreneur is the representative. Behind this may be the answer to the meaning of life.

12. What priorities do owners of food manufacturing companies have to employees? to customers? to other stakeholders? Which stakeholder group do you think are most important and why? Because there have been food safety issues and it could

be argued that the owners have focused on profit before safety

The owner of a food manufacturing business is inextricably linked to its stakeholders. For their employees, the staff are mainly responsible for the implementation of owner and senior management decision-making and maintain the normal operation of enterprises, they do not have much rights inside the company, they are often concerned with their own wages, ah, Work safety and job security these. For customers, customers come into contact with the products they produce daily, and the food safety of the products is very important to the customers. Customers can also affect the sales of products, production and company profits. Government and owners are regulated and regulated relationships, such as the establishment of the Food Safety Law of 2009 and 2015. Competitors are mainly in order to obtain their advantages in the market, so as to obtain greater benefits.

The most important stakeholder group are the government and customers.

13. The Confucianism in China matches CSR in other countries. What are your views on Confucianism influence the development of CSR in today's China? What are your views on Confucianism influence the businesses doing the right thing?

As the birthplace of Eastern civilization, China advocates benevolence and righteousness since ancient times. Confucianism represented by Confucius is centered on "benevolence and love." Confucian "benevolence" ideology contains rich and exquisite wisdom of management and development. No matter how many vicissitudes of years the baptism of Confucianism proves, it is still fresh and colorful. It not only inspires posterity's thinking mode and Behavioral, more able to play a unique role in business management. "Benevolence" is the core and foundation of Confucianism. The idea of "benevolence" contains three different meanings: "kissing", "benevolence" and "love". The idea of "benevolence" has different expressions at different levels, but it

still does not deviate from these three meanings. The "benevolence" thinking of the Confucianists is of great practical significance to the ecological environment issues facing the world today and to Chinese society, the problems of human existence, the alienation of human beings and the construction of a harmonious family. As an independent economic entity, modern enterprises need to seek maximum profits while at the same time being part of the society and should assume certain social responsibilities. If behavior is beneficial to others and socially beneficial, even though enterprises make great sacrifices on their own, such as making public interests, making environmental protection and proposing a series of investment-oriented corporate behaviors, they are not profitable. Will also make him feel proud and content. He will feel painful, regretful, upset and even ashamed when his actions damage the interests of others as well as the community, such as unqualified products, serious pollution to the surrounding environment and irresponsible staff members. Obviously, the Confucian "benevolence" thinking is of great reference to the current corporate social responsibility issues.

14. What do you think about the problems of the CSR in today's China?

On the one hand, more and more enterprises in our country are now paying attention to social responsibilities and carrying out social responsibility practices in a planned way. Taking social responsibility management as an important development direction for future business management. Government departments and trade organizations are also paying more and more attention to corporate social responsibility. Their influence and driving role on corporate social responsibility fulfillment are increasingly strengthened. The mechanism of forcing social responsibility management has been initially formed. But more should be seen that there are still many problems in China's corporate social responsibility.

1. Lack of consider environmental protection and economic sustainable development.

2. Damage the rights and interests of workers. A considerable number of enterprises in pursuit of maximizing corporate profits often only focus on the economic benefits that employees bring to the enterprise while neglecting the safety and health of their employees. Regardless of the rights and interests of workers, virtually every profession and industry have an unmanageable occupational disease. Moreover, the current malicious acts of infringement on workers' rights and interests of enterprises in our country is no single act, but from individuals to state-owned enterprises, and even the world's top 500 enterprises are ubiquitous.

3. Damage to the interests of consumers. Mainly food safety.

15. How to improve the CSR in today's China and how the companies to improve their CSR which in food manufacturing industry?

1. At the government level, strengthen government functions. First of all, the government and relevant departments should establish a correct view of achievements. It depends not only on economic development but also on the overall coordinated development of social undertakings, not only on the highlights of economic development but also on the difficult ecological environment. Second, the government must improve relevant laws on corporate social responsibility, translate the requirements on corporate social responsibility into detailed laws and regulations, and enforce corporate behavior. Thirdly, law enforcement must be rigorous and law-abiding must be done so that law-enforcement procedures are clearly simplified and regulatory work is carried out in a strict and standardized manner so that enterprises will consciously fulfill their social responsibilities under the law and under the supervision and control of state organs.

2. At the enterprise level, strengthen the awareness of corporate social responsibility. To further accelerate the conversion of the traditional enterprise system to the modern enterprise system and enable enterprises to take the social responsibility initiatives into

the medium and long-term goal of enterprise development and the construction of enterprise culture, the process not only pursues "profit maximization" but also maximizes profit. Unity of purpose and fulfillment of social responsibility, and strive to create a market, society and resource environment that achieve "profit maximization."

3. At the social level, enterprises are urged to fulfill their social responsibilities through social media and moral pressure. In order to strengthen the construction of corporate social responsibility, enterprises should give full play to the role of news media in raising their own quality and strengthening their government functions, triggering the importance and consideration of "corporate social responsibility" by enterprises and the public, and publicizing the case of corporate social responsibility. Promote and enhance the brand image of those enterprises that actively practice corporate social responsibility concepts and provide role models for other enterprises in their corporate social responsibility behaviors; exert supervisory functions such as trade unions, consumers and industry associations to create public opinion and moral pressure for enterprises to fulfill their social responsibilities.

16. According to the CSR, which part of food safety governance should be improved?

Do you have any other comments?

According to the CSR system mentioned above, the government and units at all levels should supervise the social responsibility of enterprises while carrying out food safety supervision. Although our country is paying more and more attention to corporate social responsibility at present, its development is still a long process. Combining food safety regulation with corporate social responsibility regulation may be an effective way forward for China's food safety regulation.

1. Improve the legal system related to food safety and corporate responsibility. The

Chinese government should establish and improve a set of normative systems with "Company Law" as the core, "Food Safety Law", "Consumer Protection Law" and "Product Quality Law" as supplementary, multi-level and all-round sets.

(1) Enrich the Content of Corporate Social Responsibility in the Company Law. Article 5, paragraph 1, of the current "Company Law" in our country is only a guideline of principle, which is not sufficient to meet the application and judgment in judicial practice. The main content of the corporate social responsibility and the main body of responsibility should be clear Provisions, highlighting the connotation of corporate social responsibility.

(2) Adjust the amount of punitive damages, increase the intensity of food safety penalties. The author believes that the food that does not meet the standard can be graded according to the degree of danger to human body. The higher the dangerous level of food, the higher the degree of violation of the law and the higher the amount of punitive damages.

(3) According to the reform of the functions of food and drug regulatory agencies, the Food Safety Law should be adjusted accordingly. It is suggested that the relevant food regulatory functions of the industrial and commercial authorities and quality control be fully used for incorporation into the food and drug regulatory authorities.

(4) Wide food safety complaints reporting channels to enhance corporate integrity and self-discipline. Food Industry Association should develop industry code of ethics, strengthen integrity education, develop self-discipline.

In addition to these four points, there are also relevant "Product Quality Law" and other needs to be improved, we must rely on a sound legal system as a system to ensure that we can effectively promote the social responsibility of food enterprises.

2. Strengthen the government supervision responsibilities and improve the level of law enforcement officers.

(1) Clear division of labor, responsibilities clear. The establishment of the State Food and Drug Administration by the State Council is not only an institutional adjustment but more importantly, a corresponding adjustment of the regulatory system, staffing and division of functions so as to meet the needs of work and form. According to the "Decision of the CPC Central Committee and the Central Committee of the Communist Party of China on Several Important Issues for Deepening the Reform" passed at the Third Plenary Session of the 18th CPC Central Committee, a strict supervisory system covering the whole process shall be established and a traceability system and a quality labeling system for food origin shall be established. In order to protect food safety. The main approach is: the use of modern information management techniques for food producers, processors and origin records. Once found on the market endanger the consumer's food, you can trace back to the source through the relevant records.

(2) Regulatory information is open and transparent. Food regulatory part of the use of newspapers, television, media and other regular publicity on the regulatory information of food companies, food regulatory authorities can set up an information disclosure advice window, so consumers are free to consult.

(3) Improve law enforcement officers' level of law enforcement. Law enforcement officers should be selected from all law enforcement agencies to produce, from the law enforcement level and law enforcement ability and other comprehensive assessment of its regular. The implementation of the elimination system at the end, to stimulate the enthusiasm of law enforcement officers.

3. Improve the professionalism of food safety officers. In recent years, many food safety

accidents have been associated with low food safety standards and abilities of employees. Some food safety managers have a low level of professionalism and cannot effectively meet the needs of ensuring food safety. The author recommends the implementation of food safety management professional qualification examination system, the national unified examination, commissioned by the food-related industry associations to implement. Examination passed by the food and drug administration issued a vocational qualification certificate.

4. We should give full play to the correct guidance of the media by public opinion and enhance consumers' awareness of safeguarding their rights. The news media should intensify the exposure of food enterprises that fail to fulfill the corresponding social responsibilities so that they will be subject to pressure from all sectors of society while being punished by the national laws and will play a disciplinary and educational role. Consumers should change their concept of consumption, learn more about food quality and safety information and some necessary food health knowledge, and report problems to relevant departments in time and pick up legal weapons to safeguard their legitimate rights and interests.

We must give full scope to all aspects of law, business, government and society and implement a diversified regulatory model. Only in this way, can we improve the level of governance.

Appendix 2.

1. What's your gender?

☐ Male ☐ Female ☐ Prefer not to say

2. What is your age?

☐ 18-25 years old ☐ 25-35 years old ☐ 35-45 years old

☐ over 45 years old

3. Please tick your agreement with the following statements:

	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree
I am satisfied with current food safety in China					
I understand the contents of the 2009 and 2015 china Food Safety Law					
I trust the 2009 and 2015 china Food Safety Law					
I know the food safety scandal in China and care about that					
Food safety standards in China in recent years have improved					
2009 and 2015 China Food Safety Law are effective					
I understand the food safety governance in China					
The food safety governance in China in recent years have improved					
I understand the CSR and the CSR in China					
I understand the CSR in China					
The food manufacturing companies in China have a good CSR					

The CSR of food manufacturing in China have improved in recent years					
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4. How do you understand the CSR

5. What kind of food safety issues do you most worried?

- ☐ High toxic residues and other harmful substances (Such as pesticides, heavy metals, antibiotics)
- ☐ Excessive use of food additives (such as pigments, flavors, preservatives)
- ☐ Expired food
- ☐ False or wrong label logo
- ☐ Other _____

6. Have you ever face the food safety issues in your daily life?

- ☐ Often
- ☐ I have face the food safety issues, but not too much
- ☐ Never

7. What is the reason cause the food safety problems in China today?

- ☐ Poor supervision of relevant departments
- ☐ Unethical behaviors of relevant companies
- ☐ Consumers lack of self-protection
- ☐ Social morality landslide
- ☐ Other _____

8. The food safety problem usually happened in which part?

- ☐ Production and processing

☐ Wholesale and retail

☐ Planting and breeding

☐ Food consumption

☐ Other _____

9. What do you think is the most important measure to ensure food safety?

☐ Increase the intensity of punishment

☐ Carry out consumer education

☐ Advocate production and management integrity, self-discipline

☐ Strict supervision and inspection

☐ Other _____

10. How do you think about the current food safety governance in China

11. How do you think about the CSR of current Chinese food manufacturing companies
