

UNIVERSITY OF MACAU

FACULTY OF BUSINESS ADMINISTRATION

**A COMPARATIVE STUDY OF CORPORATE SOCIAL
RESPONSIBILITY DISCLOSURE IN HONG KONG AND CHINA**

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M-A7-5719-3

Thesis presented to the

Faculty of Business Administration

University of Macau

In partial fulfillment for granting the MBA Degree

2012

Acknowledgements

This is a good chance for me to express my gratefulness for those who have helped me with my thesis writing.

Firstly, I would like to express my sincerest gratitude to my supervisor, Professor Carlos Noronha, who gave me valuable advices and contributed his best effort during the entire process. I would also like to thank the examination committee members, Dr. Susan Ren and Dr. Philip Law, who have spent their valuable time to attend my presentation and gave very helpful comments to improve my thesis. This thesis could not have been accomplished without their great support and guidance.

Secondly, I would like to thank my MBA classmates, who gave me useful ideas and comments at the initial stage of the thesis writing. Besides, especial thanks to my friends and colleagues, who gave me strength and encouragement to complete the thesis.

Lastly, and most importantly, I would like to thank my family, particularly my dearest parents, for their endless love and continued support all these years.

Abstract

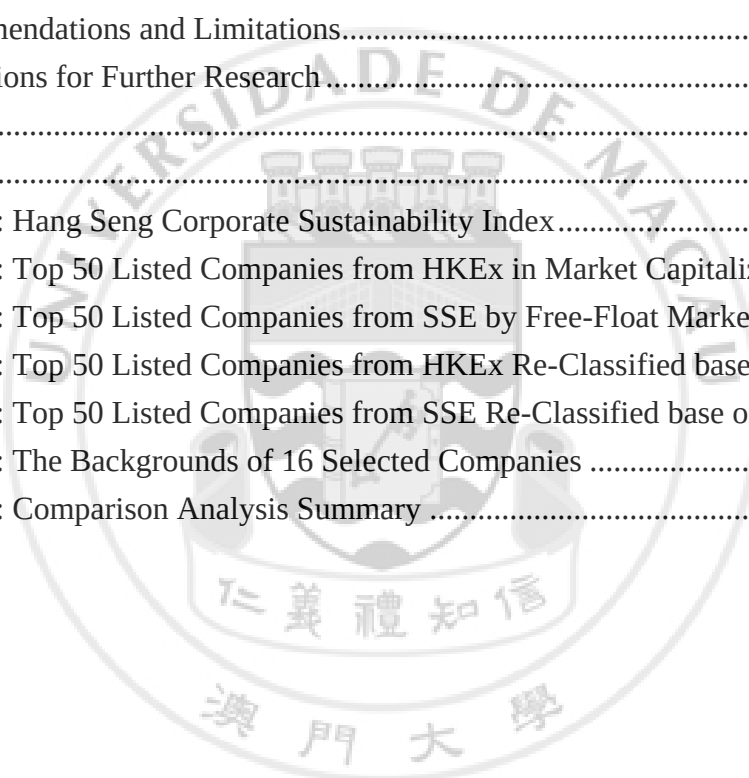
This comparative study was an attempt to analyze corporate social responsibility (CSR) disclosure practices of Hong Kong and mainland Chinese listed companies against economic, social and environmental dimensions (triple bottom line). In addition, the level and trend of disclosure practices were compared to provide a deeper understanding of the challenges of CSR development in these companies. The study was designed to employ qualitative analysis of the annual financial reports and the stand-alone CSR reports for the fiscal year ended 2009. Content analysis of CSR components of 16 leading companies listed in Hong Kong and China across eight industries was conducted. Findings from the study revealed that most of the Chinese companies caught up the trend of issuing separate stand-alone CSR reports, while most of the Hong Kong companies integrated the CSR sections into their financial reports. Further, several CSR practices and industry features were found aligning toward the triple bottom line. Although both Hong Kong and Chinese companies have proven to be making efforts in CSR reporting, different challenges and variations were found in the rapid growth of CSR development. Interestingly, none of the eight Chinese companies were selected as members of global sustainability indices. Overall, Chinese companies lagged behind Hong Kong companies in CSR reporting, especially with a lack of international perspectives and the neglect in negative responses of feedback and complaints from stakeholders. As the initial stage of CSR development in Hong Kong and China, there is still much progress needed to move toward international standards. Also, the companies should pay attention to increase the creditability and comparability of CSR reporting by adopting systematic standards as well as third party verification.

Key Words: corporate social responsibility, triple bottom line, sustainability, reporting, disclosure, social accounting

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