



# Sustainable Development of Enterprises In COVID-19

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## ABSTRACT

*As a long-term and uncontrollable public crisis, the COVID-19 pandemic has had a significant impact on the global economy. The emergence of the mutant virus delta continues to break through the lower limit of corporate development and has become a test for corporate economic resilience. This study proposes that the sustainable development strategy of enterprises in the COVID-19 era aims to transform their strategic management and organizational models, so that they can adapt to the current environment of COVID-19 and make adjustments so as to proactively benefit from the pandemic. Therefore, this research proposes that companies keep their promises to gain the trust of employees, customers and financial institutions to maintain long-term cooperation; companies self-suppress their desire to monopolize, and the more mergers and monopolies, the more negative the company's market will be, and the company itself will ultimately be damaged; Should undertake social responsibility, increase public welfare investment, and proactively coexist with COVID-19 for a long time; at the same time, companies should develop labor-only industries to improve production efficiency while preventing and controlling COVID-19. Companies can achieve long-term harmonious symbiosis with COVID-19 and gain from it Return, this is the meaning of sustainable development.*

**Keywords:** *COVID-19 Pandemic, Sustainable Development, Commitment to Trustworthiness, Antitrust, Social Responsibility, Artificial Intelligence.*

## I. INTRODUCTION

COVID-19 has triggered a global public health crisis and changes in international business, and has had a profound impact on the future strategic development of companies. Companies can't continue to maintain the benefits of a free economy and begin to lay off a large number of employees, and then layoffs can only reduce the company's current debt and crisis, but it cannot fundamentally reverse the company's continuous loss. The larger the scale of the enterprise, the more it consumes, and in the 19-month public crisis, it has continuously tailored its scale in order to survive. In the end, the company will face bankruptcy because it cannot afford losses and shrink.

For companies in Europe and the United States, in the absence of government support, more and more companies have begun to implement batch layoffs. In fact, the abolished departments and the dismissed employees are very capable and creative, and they can still continue to bring value to the company. The reason for this is that companies can no longer pay their employees and take the initiative to reduce the scale to maintain their survival. But such measures are not a healthy corporate life and business model. The company lacks the ability to expand the

market. The funds and resources of the market will only find better business groups. In this way, it will continue to lay off employees. In this way, large enterprises continue to shrink, small and medium-sized enterprises continue to disappear, and businesses continue to degenerate.

The sustainable development of an enterprise means that in the process of pursuing self-survival and sustainable development, an enterprise must not only consider the realization of its business goals and improve its market position, but also maintain the enterprise in the leading competitive field and the business environment of future expansion. Always maintain continuous profit growth and capacity improvement to ensure that the company will remain prosperous for a long time. Sustainable development is not only to consider the needs of the survival and development of enterprises in the current COVID-19 pandemic, but also the needs of future development. Enterprises cannot trade for development and satisfy their interests at the expense of their later interests. At the same time, sustainable development also includes a view of development that continues to maintain development trends in the face of unexpected environmental shocks.

The purpose of this research is to make suggestions for changing the state of continuous losses of global companies. Through a sustainable strategy constructed by promises and trustworthiness, antitrust, social responsibility, and artificial intelligence, companies will gradually cultivate the ability to co-exist with COVID-19 for a long time. The -19 pandemic and the business development of enterprises will become the business norm in the future. Sustainability strategies test the ability of companies to adapt to COVID-19 and the global economic downturn. This research proposes suggestions and reform directions for the adaptability of enterprises, so as to help enterprises gradually restore long-term momentum in future development and promote global economic development.

## II. RESEARCH METHODS

This research uses qualitative analysis and research methods to study the sustainable development strategy of enterprises in COVID-19, and proposes suggestions and plans for achieving sustainability. Qualitative research, also called qualitative research, is a basic research paradigm in the field of social sciences, and it is also one of the important steps and methods of scientific research. Qualitative research refers to gaining keen insights by discovering problems, understanding event phenomena, analyzing human behavior and opinions, and answering questions. Qualitative research is conducted almost every day in every workplace and learning environment. The purpose of qualitative research is to explain, explain, or predict real-world phenomena, that is, how to use qualitative data, such as interviews, documents, and data from participatory observations, to explain or experience social phenomena. In terms of research methods, qualitative research often uses induction rather than deduction. The focus of qualitative research is not on operating variables or answering questions with verification hypotheses, but more on observing with the intention of description and understanding, and then turning research into opinions, feelings and experiences. The commonly used methods of qualitative research include group talks, in-depth interviews, and participatory observations. One of the advantages of this method is that the information obtained is relatively rich. Insufficient.

## III. RESULT AND DISCUSSION

### 3.1 Composition of Sustainable Development Strategy

#### 3.1.1 Corporate Social Responsibility

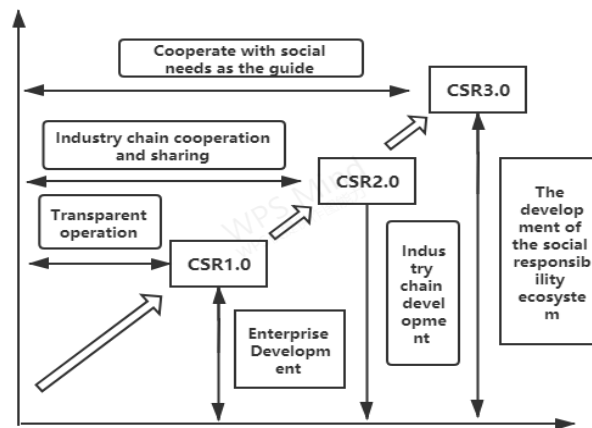
Almost everyone knows the concept of Corporate Social Responsibility (CSR), but it is a pity that most companies are still at a relatively early stage in practice. At the same time, whether it is a company or a follower, it is often only possible to focus on how much money the company has donated, what title is obtained, and so on. Did not notice that corporate social responsibility should be organically combined with the company's long-term development strategy and competitive advantages to be able to continue; also ignored corporate social responsibility. In addition to the number of zeros behind the donation number, it should also pay attention to whether the company is genuine Put in

wisdom to implement CSR efficiently, instead of inefficiently "spending money for honor." Corporate social responsibility means that while creating profits and assuming legal responsibilities to shareholders, companies must also assume responsibilities to employees, consumers, communities, and the environment. We believe that corporate social responsibility requires companies to go beyond the traditional concept of profit as the only goal, emphasize the concern for human value in the production process, and emphasize the contribution to consumers, the environment, and society. And we also believe that a business organization's commitment to CSR in its business process is not only a responsibility, but also a capability. Commercial organizations with this ability can not only realize social value, but also promote the sustainable development of the enterprise itself-this is CSR competitiveness.

The vastness of the Universe is enshrined within us and humans are the microcosm of the Universe. According to Bluestone (1997), "Western and Chinese alchemist had one thing in common...the smallest object of material reality was a reflection of a larger cosmic whole. [For] Monk Basil Valenti the human body was a microcosm of the universe. In the Chinese Tao, everything on earth was a reflection of its divine form." (p. 62). Thus, our body is an embodiment of the universe. We are encapsulated by the Great Mother and the Great Mother is within us.

The purpose of business operation is to create higher company value, and the basic subject is "enhancing the company's profit." However, in recent years, with the rise of social care, environmental protection issues, and civic awareness, the success of a company's business operations is not only measured by the increase or decrease in the short-term financial report, but more importantly, the company's sustainable development potential. Therefore, "corporate social responsibility" (Corporate Social Responsibility, CSR)" has become a new trend in corporate operations, and relevant international evaluation indicators have also been developed accordingly (such as the Dow Jones Sustainability Index DJSI, FTSE4Good under the London Stock Exchange system), reflecting corporate social responsibility Not only social expectations, but also the investment trend of the future! However, in the promotion process of corporate social responsibility (CSR), not only can it not effectively achieve the good intentions of the company to give back to the society, but the company cannot recover the long-term value creation that this strategy should bring to the company from CSR. In fact, CSR is not only "helping others" but also "self-interested".

The low level of employee CSR participation is often because employees cannot clearly understand the relationship between CSR strategy and personal function development and the company's future prospects. In formulating CSR strategies, companies usually have to go through a rigorous benefit evaluation first; with these analytical foundations, the company's senior management can better understand how much this move can bring to the company's operations in addition to demonstrating the company's sincerity to give back to the society. Substantial help. In addition, these analyses and evaluations can also enable companies to understand that CSR is not only a simple charity act, but also has a substantial positive impact on the company and employees themselves, and truly achieves a "win-win-win" situation for society, the company, and employees. For example, "using recycled paper" and "encouraging double-sided printing" are both very basic CSR environmental protection strategies. The company will estimate that after the strategy is implemented, it will specifically reduce the consumption of paper and reduce the cost of buying paper for the company. With the reduction of the cost, the company's profit margin will increase, which is positive for the company's stock price and stock dividends. help. Similarly, the logic of "helping others and self-interest" can also be applied to other aspects of CSR: for example, in a volunteer program that employees respond to, the content of the plan can be matched with the expertise that employees can provide and the core value of the company's operations. Because the content of the plan is similar to the company's business attributes, all employees have competent skills and potential. Moreover, employees can also improve their work skills through volunteers, which is conducive to their own career development.



**Figure 1 - CSR strategy**

### 3.1.2 The role of social responsibility in sustainable development strategy:

(1) The fulfillment of social responsibilities by enterprises will help solve employment problems. In addition to increasing investment, adding new projects, and expanding employment, the most important thing is to encourage companies to scientifically arrange labor, expand employment channels, create experience that does not reduce employees but can increase efficiency, and minimize the promotion of personnel to society and increase employment pressure. This standard clearly stipulates those enterprises need to ensure that the working environment of workers is clean and hygienic, eliminate hidden dangers of work safety, and must not use child labor, etc., to effectively protect the vital interests of workers. Many companies are now actively fulfilling their social responsibilities and striving to obtain international certifications. Not only can they attract labor resources and encourage them to create more value, but more importantly, through this management, a good corporate image can be established, reputation and trust can be achieved. The long-term business goals of the enterprise. In this sense, the fulfillment of social responsibilities by enterprises can help solve employment problems;

(2) The fulfillment of corporate social responsibilities helps protect resources and the environment and achieve sustainable development. As a social citizen, an enterprise bears an inescapable responsibility for the sustainable development of resources and the environment, and an enterprise fulfills its social responsibility. Through technological innovation, it can first reduce the environmental pollution caused by all links of production activities, and it can also reduce energy consumption and save energy. Resources, reduce the production cost of enterprises, thereby making product prices more competitive. Companies can also build environmental protection facilities with the community through public welfare undertakings to purify the environment and protect the interests of the community and other citizens. This will help alleviate the contradiction between urban economic development, serious environmental pollution and deteriorating human settlements, especially in cities where industrial enterprises are concentrated;

(3) The fulfillment of social responsibilities by enterprises can help alleviate the gap between the rich and the poor and eliminate the hidden dangers of social instability. On the one hand, large and medium-sized enterprises can concentrate their capital advantages, management advantages, and human resources advantages to develop resources in poor areas. They can expand their production and operations, obtain new growth points, and make up for the lack of funds in poor areas. The problem of idle local labor and resources has helped the locals get rid of poverty and become rich. On the other hand, companies can also help people in underdeveloped areas develop education, social security, and medical and health services through charitable and public welfare activities. This not only solves the problem of local governments' inability to invest due to financial difficulties, and helps underdeveloped areas to gradually develop social undertakings, but also through public welfare. The business achieves unparalleled advertising effects, enhances the corporate image and consumer recognition, and increases market share.

### 3.2 Oppose Monopoly

The Internet platform economy is prone to the impulse to monopolize due to the breakthrough of operating geographical restrictions, time restrictions, and consumer environment restrictions, which bred a business model of "one family, winner takes all", such as the common "two choose one" and big data "Kill familiar" and other issues. When the Internet abuses its monopoly position, it will inevitably stifle the innovation of small companies, endanger the overall fair competition environment, and ultimately harm the entire industry, as well as the interests of consumers. In fact, driven by mobile internet technology and capital accelerators, the Internet will form a monopoly faster and faster. As a result, there will be a phenomenon of "no grass under the big tree", and the living space of small businesses will become increasingly narrow. The significance of anti-monopoly is that only under the incentive of market competition can Internet platform companies continue to promote innovation in technology and business models. In the final analysis, the reason why Internet platform companies have become big and strong is that they have broken barriers that hinder competition, that they have created an environment of fair competition, and that they have made positive innovations.

The roles of "innovator" and "monopolist" are interchangeable. For example, Google, Apple, Facebook, Amazon and other companies that once challenged the "evil dragon" have now become "guests" in antitrust lawsuits. And platform companies such as Ali, which have challenged traditional industries and traditional companies, have also become targets of "anti-monopoly" due to issues such as "choosing one of the two" and "smashing familiarity" with big data. The reason lies in the fact that after companies become bigger, they tend to indulge in the benefits brought by market concentration, and even slack in innovation. In a word, as the so-called innovation is endless, platform companies can only seek sustainable development if they strengthen self-regulation, be wary of the inertia of the company after expansion, and return to the original intention of innovation.

We need to be clear: Anti-monopoly is not about protecting backwardness. Looking at the world, the four major US Internet companies, Google, Apple, Facebook, and Amazon, have all encountered antitrust investigations in various regions of the world. However, antitrust investigations have forced these companies to compete for innovation; at the same time, innovation around the world has not been lagging behind due to antitrust; on the contrary, it has spawned an atmosphere of "a hundred flowers" innovation. It is worth mentioning that, for anti-monopoly supervision, companies such as Ant Group have given a positive response to "stick to the essence of serving the real economy and the people"; and promised to adhere to the principle of "two no increase, two no reduction" in the rectification process. : Do not increase consumer costs, do not increase the cost of partners such as financial institutions; do not reduce consumer service experience, do not reduce risk prevention standards and requirements. Some people in the industry pointed out that one of Ali's most important Chinese and Taiwanese organizations, the entire Ali's AI hub, the new retail intelligent engine business group, was split. This coincides with Ali's initiative to cater to the general trend of Internet antitrust. In any case, the purpose of the country's strengthening of anti-monopoly supervision is to remove obstacles that affect the healthy development of the platform economy and usher in a better development environment for the platform economy.

### 3.3 Corporate Integrity

In the capital market, corporate bonds are an important part. In the future, in the COVID-19 era, corporate bonds may account for an increasing proportion of the capital market and will become an important channel for corporate financing. When a company issues bonds, corporate credit reflects the credit of the bond itself. When companies issue bonds, they need to assess the credit of corporate bonds. Bond credit and corporate credit are related to a certain extent, but there are differences between the two. The credit of the debt is reflected in the company's willingness and ability to repay the debt and interest when the specific debt expires, and the credit at this time is reflected in the record of the bond maturity redemption.

In the course of business dealings, including normal business dealings such as joint ventures, cooperation, bidding, credit sales, etc., in these processes, the credit of the enterprise is the manifestation of the ability and willingness to perform the contract. Enterprise credit is the record of the results of contract execution. In any market environment at any time, especially when global capital is shrinking in the COVID-19 era, corporate credit is very important. Only companies with good credit will have long-term development. Benefit from the aspect. On the contrary, bad credit must bear the due consequences. Through the establishment of a credit system, a system for publicly disclosing bad corporate records can be established, so that companies with bad records can have a negative impact on their own operations, and companies with bad credit records may face steps in their future operations. It is a difficult and difficult situation.

In modern economic society, honesty is not only a moral standard, but also an important resource that can bring economic benefits to enterprises, and to a certain extent is even more important than material resources and human resources. In a letter to its shareholders, General Electric first talked about the issue of corporate integrity, "Integrity is the most important point in our values. Integrity means always following the spirit of the law. However, integrity is far more than just a law. The problem is that it is the core of all our relationships." Shaping and adhering to corporate integrity as the core value of corporate culture has a huge stimulating effect on the formation of the unique cultural characteristics that support the healthy development of the company and the promotion of the company from excellence to excellence.

Integrity is the spiritual driving force that promotes the improvement of enterprise productivity. People are the most active and active factor in productivity, and they are also the only active and creative subject factor in productivity. No matter how good management and no matter how good the system is, people need to be executed and operated. Therefore, the integrity of an enterprise is fundamentally determined by the integrity of the individual employees and the quality of the employees. Building a first-class team is the guarantee for promoting the establishment of an enterprise's integrity system. Shaping corporate integrity as a core value is to attach great importance to the human factor in productivity. Through the spiritual appeal, the company can treat each other sincerely, so as to fully mobilize the enthusiasm, initiative and creativity of the employees, and highly recognize and support the company's operating policies. Harmony policy to further release and develop the productivity of enterprises;

Integrity is a bridge to promote effective communication inside and outside the enterprise. For business management, the main body of management is people, and the human factor is the key factor for the success of an enterprise. In the final analysis, all management problems are communication problems. The diversification, diversity, and change of contradictions during the transformation of the tobacco industry determine the breadth, inclusiveness and depth of effective communication. The deeper the reform of the industry, the more communication and guidance must be done. Communication is the constant liberation of ideas and concepts, so that people can be honest and friendly, live-in harmony, unity and help each other, and develop together. When an enterprise has an honest culture environment that is willing to communicate, there will be more mutual respect between people, more friendship, more peace of mind, and popularity. This is conducive to overcoming the standardism between departments and cultivating and inspiring employees as masters. Spirit, enhance the cohesion and centripetal force of the enterprise. Only when there is integrity can there be communication, when there is communication, there is living water, and when there is living water, there is vitality;

Honesty is the cornerstone of the survival and development of an enterprise. Corporate cohesion is an important symbol of corporate vitality and corporate vitality, and corporate integrity is the source of enhancing corporate cohesion. On the one hand, honesty, as the core value of corporate culture, can excavate and refine the excellent quality and tenacious style formed in the long-term struggle of the company, and become a value standard that everyone recognizes and abides by, which helps to improve the simplicity of employees at all levels. Emotion is sublimated into a strong sense of responsibility and pride, transforming the spontaneous awareness of dedication and



love into the conscious actions of employees, so that the enthusiasm of each individual is integrated into a whole, thereby enhancing the vitality and vitality of the enterprise. On the other hand, if an enterprise is honest and trustworthy to the outside world, it can form a huge attraction to continuously win opportunities for entrepreneurship and development, and its credibility will continue to improve.

Honesty is the foundation for a company to obtain maximum profits. The survival and development of an enterprise is aimed at maximizing economic benefits, and the true and lasting economic benefits come from honest management. Only by truly winning retail customers and increasing their satisfaction and loyalty to tobacco companies can the company develop the market better and faster in the increasingly fierce market competition, and ensure the stable, healthy and sustainable growth of the company's economic benefits. Get the maximum profit in a longer time span.

As a company, maintaining good credit records is of great significance to the development of the company. Each piece of information in the credit file plays a key role in the success of business activities such as sales, cooperation, recruitment, bidding, and credit. Enterprises should pay attention to their credit records. As a corporate legal person, personal behavior will affect the sustainable development of the company.

### **3.4 Artificial Intelligence**

Artificial intelligence is a branch of computer science. It attempts to understand the essence of intelligence and produce a new intelligent machine that can react in a similar way to human intelligence. Research in this field includes robotics, language recognition, image recognition, Natural language processing and expert systems, etc. Since the birth of artificial intelligence, the theory and technology have become increasingly mature, and the field of application has continued to expand. It is conceivable that the technological products brought by artificial intelligence in the future will be the "containers" of human wisdom. Artificial intelligence can simulate the information process of human consciousness and thinking. Artificial intelligence is not human intelligence, but it can think like humans and may exceed human intelligence.

Artificial intelligence has received more and more attention in the computer field. It is also used in robots, economic and political decision-making, control systems, and simulation systems. Artificial intelligence is the study of making computers to simulate certain human thinking processes and intelligent behaviors (such as learning, reasoning, thinking, planning, etc.). It mainly includes the principles of computer realization of intelligence, manufacturing computers similar to human brain intelligence, and making computers Can achieve higher level applications. Artificial intelligence will involve disciplines such as computer science, psychology, philosophy, and linguistics. It can be said that almost all disciplines of natural sciences and social sciences have a scope far beyond the scope of computer science. The relationship between artificial intelligence and thinking science is the relationship between practice and theory, and artificial intelligence is at the technological application level of thinking science. It is an application branch. From the perspective of thinking, artificial intelligence is not limited to logical thinking. It is necessary to consider image thinking and inspirational thinking to promote the breakthrough development of artificial intelligence. Mathematics is often regarded as the basic science of many disciplines. Mathematics also enters the field of language and thinking. Intelligence disciplines must also borrow mathematical tools. Mathematics not only plays a role in standard logic, fuzzy mathematics, etc., but when mathematics enters artificial intelligence disciplines, they will promote each other and develop faster.

Artificial intelligence has made many contributions to the sustainable development of the entire planet and some companies, and there are countless examples of this. Now, we should use emerging technologies like artificial intelligence to solve some of the world's most serious problems, such as COVID-19. Artificial intelligence should promote the development of the world, not go against it.

The United Nations has issued 17 sustainable development goals that will change our world.



**Figure 2 - The 17 Sustainable Development Goals issued by the United Nations.**

The field of artificial intelligence, some companies are using natural language processing and machine learning models to create virtual employee assistants. Gartner predicts that by 2021, 25% of employees in the digital industry will use virtual employee assistants every day. This means that artificial intelligence technology and its indirect effects will greatly improve people's productivity and efficiency. Therefore, people will have more time to invest in innovation and sustainable development. If we can understand the capabilities of artificial intelligence technology and the impact of our human beings on sustainable development, then we can focus on those important things and achieve better results.

The importance of education cannot be expressed in words. It not only opened a door to many career choices for the enterprise, but also cultivated a person. Gone are the days when we need some guidance to get an education. But today, thanks to the existence of artificial intelligence, education has become more acceptable. Receiving education without a human teacher may be one of the best innovations proposed by artificial intelligence in the field of education. For students whose eyesight is challenged, this can't be better, the only reason is that they can also realize their desire to receive education with the help of voice assistants. Artificial intelligence can also track student performance at any time. Recommending content based on students' past experience is another area that artificial intelligence focuses on. In short, in the future, more students will be trained by artificial intelligence machine tutors instead of manual tutors.

As a Chinese Internet company, Tencent took the lead in proposing "AI for FEW" to the international community, exploring the use of artificial intelligence (AI) and other emerging technologies to provide solutions to human problems and help achieve global sustainable development goals. On April 3, 2019, UN-Habitat and Tencent jointly held a thematic seminar at the United Nations Headquarters in New York to discuss the most basic challenges facing mankind and how to use emerging technologies such as artificial intelligence (AI) to provide solutions and achieve innovative and efficient implementation Sustainable development goals.

Under Tencent's promotion, AI for FEW has become an international issue and has received widespread attention and positive responses at home and abroad. From AI for SDG to AI for FEW, this shows that Chinese companies have in-depth thinking, innovative ideas, and powerful hands in using artificial intelligence to help sustainable development. How to make AI For FEW become a broad consensus of all sectors of society and implement specific actions is an important starting point for using technology to promote sustainable development.



As one of the most cutting-edge technologies, artificial intelligence has been initially applied in the field of FEW, but it still faces several difficulties in order to fully realize its potential.

The obstacles of artificial intelligence technology still need to be broken through. Although artificial intelligence can perform well in some virtual or artificial environments, it is still difficult to directly migrate to reality due to technical difficulties. First, in the real environment, goals or rewards are often uncertain or no single. For example, for driverless cars, the goals include at least sending passengers to their destinations, ensuring the safety and comfort of passengers, and observing traffic rules. Second, the reward is delayed. That is, the impact of actions may take a long time to become apparent, which makes it more difficult to find the best strategy. For example, regarding the impact of changing the growth environment of crops on yield, it is not possible to immediately draw judgments and assessment results. Thirdly, artificially constructed simulated environments are often not accurate, but abstract and simplify the real environment; and there may be some external or unknown factors in the real world that affect the consequences of our behavior, but the simulated environment may not reflect these factors. Finally, there are obstacles to model versatility. Artificial intelligence cannot draw analogy from experience, which makes it necessary to repeat the training data in some cases with high similarity because of some subtle adjustments.

The training and research and development of artificial intelligence requires a large amount of data support, but the current data island phenomenon in various industries is more serious. For example, the energy and food field require a large amount of data labeling, but as a traditional industry, its production process standards are relatively backward, and there is a lack of large-scale labeled data samples. At the same time, upstream and downstream enterprises and institutions in the same industry that have valuable data have poor data circulation channels and lack unified and compatible reliable management. In addition, identification data, as a manifestation of the data property rights and core competitiveness of AI research and development institutions, has no incentive to share or even cross-border transmission of identification data. The emergence of data ownership issues makes it difficult for AI research and development institutions to obtain targeted and sufficient data to support development. In the long run, problems such as poor data quality, limited quantity, and incomplete data will lead to AI bias, which will have a negative impact on the development and application of artificial intelligence.

In major basic areas such as food, energy, and water, cyber security issues are of paramount importance. Taking energy as an example, most energy companies are involved in public services, and artificial intelligence links the connection points of the energy network together, and security issues cannot be ignored. Especially in the cross-border transmission of power, data errors or delays will cause equipment configuration errors, which will affect the stable supply and integrity of the system. In addition, because the application of artificial intelligence requires a large amount of data to maintain, it is particularly important to prevent data source pollution, deep forgery, and intelligent theft.

Shortage of cross-field talents. Using artificial intelligence to solve basic problems such as food, energy, and water requires a large number of high-level interdisciplinary talents. They must understand both high-tech fields such as artificial intelligence and basic fields such as food, energy, and water. This requires cross-disciplinary talents. At present, we lack such talents.

The following are suggestions for achieving sustainable artificial intelligence

(1) When formulating technology strategies, companies must also consider the impact and results of artificial intelligence on sustainable development. Both artificial intelligence solutions can have a significant impact on the efficiency of the company. Artificial intelligence solutions that have a direct impact can bring short-term benefits, while artificial intelligence solutions that have an indirect impact can bring long-term benefits.

(2) Technology companies rely on sustainable development to realize their own value. While developing core products and services, they are also contributing to sustainable development. For example, AWS initiated a project called "One Hour of Programming". Millions of students can take the first step in programming, create new solutions,

and get better jobs. Through this project, we have the opportunity to learn knowledge, obtain grants, contact and learn cloud computing, artificial intelligence services and many other related knowledge.

(3) Popularize the concept of sustainable development and cause the whole society to pay more attention to FEW related issues. As an emerging concept of sustainable development, AI for FEW has received widespread attention and positive response in the international community. The concept still needs to be further popularized in China. It requires active attention from all sectors of society, jointly promote sustainable development work, and commit to solving related problems.

(4) Strengthen the basic research and development and application of artificial intelligence in the field of FEW. Artificial intelligence has broad application space in food, energy, and water, and it is also the development direction of the future industrial Internet. The state should actively guide the basic research and development and application of related artificial intelligence, including investment in the field of artificial intelligence security, to overcome technical problems, and relevant core enterprises can be included in the national artificial intelligence open innovation platform.

(5) Speed up personnel training. Currently, interdisciplinary talents are shortcomings in the development of artificial intelligence in the FEW fields, and there is an urgent need to cultivate interdisciplinary talents with interdisciplinary backgrounds.

(6) Further improve relevant systems and mechanisms. The issue of sustainable development requires active guidance from the government, as well as the active participation of relevant enterprises and research institutions. Therefore, relevant communication mechanisms should be improved, an effective coordination mechanism of government guidance, enterprise participation, and social concern should be formed, and technology should be used to promote sustainable development.

### **3.5 Sustainable Development of Chinese Enterprise**

Facing the impact of the novel coronavirus pneumonia epidemic, companies need to take advantage of the situation to reshape new business formats for sustainable development and achieve business for good. The parallel forum of the 2020 China Top 500 Enterprise Summit Forum "Sustainable Development CEO Forum-Corporate Sustainable Development under the Anti-epidemic" was officially held on the morning of September 27 in Zhengzhou, Henan.

The forum focuses on the sustainable development practiced by enterprises under the new normal of the epidemic, and is divided into two topics. The first is to reshape the new ecology of sustainable development of enterprises, and the second is to release the corporate sustainability index report and the top 100 sustainable development of enterprises. The forum invited government leaders, well-known experts and scholars, and senior corporate leaders to discuss together, share best practices in industry and commerce, promote continuous optimization and strengthening of enterprises, and accelerate the realization of high-quality and sustainable development. At the beginning of the forum, Wang Jiming, chairman of the China Business Council for Sustainable Development, specially invited chairman of the China Enterprise Confederation, and academician of the Chinese Academy of Engineering, presided over the opening ceremony. Yin Yuanping, the vice chairman of the China Enterprise Confederation, delivered a speech. In the forum "Reshaping the new business form of sustainable development of enterprises", Zhang Xiaohong, deputy director of the Bureau of Science and Technology Innovation of the State-owned Assets Supervision and Administration Commission of the State Council and the Bureau of Corporate Social Responsibility, shared some practices of central enterprises in 2020 facing the test of the epidemic.

Ms. Zhang Xiaohong, deputy director of the Bureau of Science and Technology Innovation and the Bureau of Corporate Social Responsibility of the State-owned Assets Supervision and Administration Commission of the State Council, is giving a keynote speech on "Being a Model of Social Responsibility and Contributing to Sustainable Development". She said that in 2020, first, the central enterprises will fully participate in the fight against the epidemic, mobilize all the forces that can be mobilized, all the resources that can be organized, and work hard with all

sectors of society. When medical supplies are severely in short supply, emergency conversion and expansion of production, and rapid investment of resources to the front line, resolutely achieve continuous oil, continuous gas, unlimited electricity, unlimited gas, and reorganize the supply of living materials. The second is to work hard and work hard to minimize the impact of the epidemic on business operations. Central SOEs have taken the lead in resuming work and production, and have successively introduced and implemented a series of hard-core measures to resolutely fight the tough battle to improve quality and efficiency. The third is to strengthen new development through new technologies. The central enterprises have used digital technology to accelerate transformation and upgrading, and have played an important role in the healthy and orderly production and life travel of the people and the precise and orderly resumption of work and production. The fourth is to make all-out efforts to help win the battle against poverty. Central SOEs launched special actions, provided 147,000 jobs, opened 95 central SOE poverty alleviation centers, and put on shelves more than 4,000 products.

Mr. Zhu Xufeng, deputy dean of the School of Public Administration of Tsinghua University and executive dean of the Global Institute for Sustainable Development, discussed the "Research on the Contribution of Chinese Enterprises in Promoting the Global Sustainable Development Goals in 2030 through a series of data analysis: Sustainable development value".

Mr. Zhou Tao, President of DSM China, is giving a keynote speech: "Creating a better life for mankind is our goal and our mission." "Sustainable development drives business growth", shared the experience and practices of Royal DSM as a multinational company in the new environment on how to drive business growth with sustainable development and create a better life for mankind.

Mr. Li Yinhui, Vice President of CIMC Group, in his speech report "Leveraging Advantages and Meeting Sustainable Development Challenges", introduced the situation and practices of CIMC Group in meeting the challenges of sustainable development. In his speech, he also specially introduced China's first "oil-gas-electric" hybrid ship, which successfully made its maiden voyage on June 18, 2020.

At the end of the forum, Wang Jiming, chairman of the China Business Council for Sustainable Development, academician of the Chinese Academy of Engineering, and leader of the China Enterprise Sustainability Index project team, introduced the 2020 China Enterprise Sustainability Index report and the top 100 sustainable enterprises.

### **3.6 Sustainable Business Inthepost-Covid-19 Era**

On August 28th, senior executives from private enterprises from all over China gathered in Hangzhou, Zhejiang to attend the "2020 China Excellent Management Company Awards Dinner" hosted by Deloitte China. Sponsored by Deloitte China, with the Chinese version of Harvard Business Review, the Hong Kong University of Science and Technology Business School, the Bank of Singapore, and local business associations to conduct strict screening and guidance. It is currently the only selection in the Chinese market that conducts comprehensive consideration and evaluation of the management system of private enterprises project.

Since the launch of the second BMC project in September 2019, Deloitte and its partners have recommended nearly 90 companies to participate in the selection. After more than five months of evaluation, corporate interviews and expert investigations, a total of 33 private companies, including 14 newly awarded companies and 19 winning companies for two consecutive years, were successfully selected as "2020 China Excellent Management Companies". Among the 14 new companies on the list, the top three industries are consumption, information technology, and life sciences, which represent emerging service industries. The proportion of the information technology industry has increased from 7% in 2019 to 21% in 2020, Reflecting the improvement of the overall technological innovation capabilities of Chinese private enterprises.

The Bank of Singapore is the co-sponsor and chief sponsor of the Excellent Management Company Award in China. Mr. Chen Xuebin, Chief Executive Officer of Bank of Singapore Hong Kong Branch and Director of Greater China and North Asia Global Marketing, said: "Congratulations to the winners of this year's outstanding

management company. These private enterprises and entrepreneurs continue to set the benchmark for organizational excellence and flexible entrepreneurial spirit. They are Constantly looking for new ways to innovate and differentiate to achieve long-term growth. These are very important qualities, especially when our world today faces economic and social uncertainties. But beyond that, sustainability It is also getting more and more attention. We believe that their success will inspire other entrepreneurs to follow in their footsteps. Sustainable companies are clearly redefining the corporate ecosystem, and many companies and entrepreneurs are beginning to study how to maintain relevance in the long term and economic feasibility. At the Bank of Singapore, global investors and family wealth management offices are paying more and more attention to direct investment in companies whose products or services have a positive impact on the environment and society. To this end, we are Entrepreneurs and sustainable companies in the district provide support to build an ecosystem that allows them to build bridges with global investors and family offices. We also organize webinars for clients to learn more about sustainable investment."

Mr. Zhao Jian, Deloitte China Management Excellence Project Partner, said: "This year, Deloitte China has joined hands with partners from all walks of life to integrate global resources and use the mature global framework of 'Excellence Management Standards'. The four cornerstones of "strength" were selected for selection, and 33 companies with excellent management were selected from various industries. These companies can abide by the corporate mission and core values, and know how to highlight the unique advantages of the company, continue to update, grow, and grow far. Deloitte hopes that through the BMC project, it will help more private enterprises to continuously improve their management level, go international, and become a globally competitive enterprise."

In addition, Deloitte China released the "2020 China Excellent Management Company Project White Paper" (hereinafter referred to as the "White Paper") on the same day. The weakening of demand and the interruption of the supply chain have caused many challenges to the operation and development of Chinese private enterprises. Although the government issued a number of support policies during the epidemic and emphasized the overall direction of encouraging the development of Chinese private enterprises in the two sessions, private entrepreneurs are still facing the pressure of business recovery after the epidemic and need to think about how to persist in innovation amidst uncertainty Invest to enhance the resilience of the company and move towards high-quality development.

Professor Tan Jiayin, Dean of Business School of Hong Kong University of Science and Technology, said: "For Chinese private enterprises in the post-epidemic era, we believe that building core competitiveness is still the key to building a comprehensive system management capability. As a co-sponsor and academic strategic partner of Deloitte BMC, Hong Kong University of Science and Technology Business School is committed to cultivating business leaders who face the world, are innovative and enterprising, and have the courage to undertake, which coincides with the purpose of the BMC project. From this year's BMC selection, we have observed a number of outstanding managements in China Private enterprises have led the development of many industries. For private enterprises, the BMC project is an opportunity to showcase and improve themselves. We are honored to participate in it and use our professional knowledge to contribute to the improvement of the management level of enterprises in the region."

The white paper is divided into three parts: the first volume is Deloitte's analysis of the overall situation of Chinese private enterprises after the epidemic, and a sample questionnaire survey on the management status of Chinese private enterprises; the middle volume focuses on case studies of award-winning BMC companies; the second volume is the comments of some expert judges Observations and opinions sharing on the management of Chinese private enterprises. Mr. He Gang, the editor-in-chief of the Chinese edition of "Harvard Business Review", said: "The epidemic has accelerated the online process of corporate operations and business models, and has put forward new requirements for the digital transformation of private enterprises. The acceleration of the 'new infrastructure' is an innovative technology-based Private enterprises provide new development opportunities and bring opportunities for digital transformation and upgrading for private enterprises dominated by traditional manufacturing. Deloitte's launch of the white paper at this time also has far-reaching significance."

Under the influence of macroeconomic uncertainty, the urgency of private enterprises to build a "second curve" has been highlighted, requiring them to break through traditional business models, strengthen innovation mechanisms, and seek new markets and breakthrough points. BMC companies emphasize the continuous improvement of overall management capabilities. Through multiple rounds of surveys and interviews, Deloitte has found that the following four dimensions are the main focus of investment for outstanding companies in the context of the post-epidemic "survival", which is achieved by improving the company's "resilience" Development across economic cycles:

Strategically develop a good economy. Enterprises should regard "social enterprises" as the core of their strategic development, combining the growth of corporate income and profitability with the solution of social problems and the improvement of overall social welfare; Strengthen the construction of digital ecology in terms of ability. The implementation of the "new infrastructure" strategy will strengthen the basic technical support for the development of China's digital economy, and promote the generation of more technological innovations and application scenarios; Commitment to develop agile leadership and focus on talent inheritance and training. To break through difficulties and achieve operational excellence, agile leadership is one of the essential managerial qualities. Strengthen cash reserves and cost control in terms of financial strength. In terms of financial strength, the company's resilience is reflected in its sound financial strategy, good cash reserves and cost control capabilities.

Mr. Zhou Jinchang, vice chairman of Deloitte China and partner in charge of China's private enterprise and private customer service, concluded: "Our country's economy is undergoing continuous structural reforms, and more and more outstandingly managed private enterprises have begun to emerge. Standing on the threshold of preparing for the future In addition to emphasizing the improvement of their own financial strength, first-class private enterprises should also pay attention to the construction of 'systematic' soft power, from unique core values and strategic goals, outstanding 'customer-centric' integrated value management capabilities, lean management and excellence Operational capabilities and other dimensions highlight its core competitiveness. The introduction of the BMC project shows that Deloitte attaches great importance to the development of private enterprises. We hope that companies with excellent management in the world can learn from each other through this platform and cooperate for a win-win situation."

#### IV. CONCLUSION

The transformation of enterprises to a sustainable development strategy directly affects the survival and development of enterprises during the COVID-19 period. Symbiosis with the COVID-19 pandemic is the goal of sustainable development. Companies under the sustainable strategy can have more vitality to expand into new markets and expand global business, and save the global business downturn. The sustainable development strategy proposed in this research is realized through four aspects:

(1) The implementation of the Corporate Social Responsibility strategy will help reduce unemployment and create more jobs. At the same time, CSP can promote the rational use of resources and reduce waste and ineffective losses. The CSP strategy can also reduce the gap between the rich and the poor for employees and ease the contradiction between employees and the company;

(2) COVID-19 has led to a global economic downturn. Monopoly will lead to the bankruptcy of a large number of small and medium-sized enterprises. At the same time, large enterprises will also lose market vitality. The roles of "innovator" and "monopolist" are interchangeable, and anti-monopoly is not about protecting backwardness. At the same time, anti-monopoly can stimulate the development of enterprises and benign competition with each other;

(3) Corporate integrity is an important part of sustainable development. Enterprises can gain and maintain more market share and customer resources through integrity. The internal integrity of the enterprise can fully

mobilize the initiative and creativity of the employees, highly recognize and support the enterprise's operating policies and guidelines, and enable the further release and development of enterprise productivity.

(4) Artificial intelligence is an important means for the sustainable development of enterprises. With the continuous evolution of human civilization, artificial intelligence has made many contributions to the sustainable development of companies all over the world. We should use emerging technologies like artificial intelligence to solve the problems caused by the COVID-19 pandemic in the world.

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