

Communication

2022 Greater China Region Forum on Corporate Social Responsibility and Social Business Day & Academic Annual Meeting of Sichuan Society for Risk Science and Emergency Management Was Held Online

Chengyi Pu^{1,2,3,*}, Zihan Ma¹ and Qi Luo^{4,5}

¹ School of Insurance, Central University of Finance and Economics, Beijing (100081), China

² College of Finance and Economics, Tibet University, Lhasa (850014), Tibet, China

³ Sichuan Society for Risk Science and Emergency Management, Chengdu (610041), Sichuan, China

⁴ School of Big Data Application and Economics, Guizhou University of Finance and Economics, Guiyang (550025), Guizhou, China

⁵ Guizhou Institution for Technology Innovation & Entrepreneurship Investment, Guizhou University of Finance and Economics, Guiyang (550025), Guizhou, China

* Correspondence: pucy2011@126.com

Received: June 29, 2022; Accepted: July 7, 2022; Published: July 10, 2022

On June 29, 2022, it was co-sponsored by the Sichuan Society for Risk Science and Emergency Management, the key research base of Humanities and Social Sciences of the Ministry of Education, China Institute for Actuarial Science, the School of Finance and Economics of Tibet University, the Yunus Center of Zhengzhou University, Harvard Business Review, and the Beijing Center of the University of Hong Kong. The "2022 Greater China Region Forum on Corporate Social Responsibility and Social Business Day & Academic Annual Meeting of Sichuan Society for Risk Science and Emergency Management" jointly organized by the College of Environment and Civil Engineering of Chengdu University of Technology, the Faculty of Geosciences and Environmental Engineering of Southwest Jiaotong University and the School of Emergency Management of Xihua University was successfully held online.



Figure 1. Conference background board.

The guests attending this academic conference include Mr. Muhammad Yunus, the Nobel Peace Prize winner, as well as more than thirty experts and scholars from the Chinese Academy of Social Sciences, Central University of Finance and economics, the University of Hong Kong, Zhengzhou University, Renmin University of China, Tibet University, and other universities. The conference was attended by industry elites from Caixin Media, Dream Rating Group, MY bank, and other institutions. Professor Chengyi Pu, President of Sichuan Risk Science and Emergency Management Research Association, and Professor Han Huang, Grameen China Publicity Ambassador, co-chaired this academic conference.

Mr. Muhammad Yunus delivered a keynote address at the conference. He pointed out that the current COVID-19 epidemic and global warming problems have brought great challenges to the world, and the gap between the rich and the poor is widening. He encouraged more enterprises to assume social responsibilities and jointly build a "three-zero world" with zero poverty, zero unemployment and zero net carbon emissions.



Figure 2. Mr. Muhammad Yunus delivered a keynote address.

After the keynote address, the annual meeting carried out a main academic forum and three parallel academic forums, with the theme of consolidating the scientific foundation of risk, paying attention to safety emergency management, building a resilient economic society, improving the quality of development, and achieving common prosperity.



Figure 3. The opening ceremony of these Academic Forums.

First, the experts focused on the topic of corporate social responsibility at the main academic forum. They delivered speeches with the following topics: "Social Entrepreneurship is the Development Direction of Excellent Enterprises ", "Successful Cases of Social Enterprises in Taiwan", " Evolving Risk, Strengthening Resilience, responding to Economic and Social Concerns : The Risk Management Function of Insurance ", "Exploring the Catalyst of Social Innovation with Hong Kong Experience", "Practice of Decentralized E-commerce Platform of IDOL Group", "The Practice and Thinking of Grameen Microfinance in China under the Process of Comprehensive Rural Revitalization and Common Prosperity", "Social Enterprises, Institutional Capital and Institutional Change", and "Social Capital is the Main Driving Force for Human Success - Based on the Understanding of Grameen's Local Practice in China". They discussed the necessity and application mode of corporate social responsibility. And they believed that through corporate social responsibility, we can build a more harmonious social relationship among community residents. As a result, we can solve social problems, improve the quality of economic development, and achieve the common prosperity.

Secondly, scholars discussed specific methods to improve risk management capabilities and economic development quality at the parallel forums A and B. They discussed disaster prediction and prevention issues and delivered speeches with the following topics: "Introduction to the Spatio-temporal Model Method of Mountain Status Shift Prediction", " Introduction to the Inflection Point Deadline Structure of Coronavirus Emergency Risk Management", "Basis and Practice of Comprehensive Disaster Reduction Work ", "Prediction for Natural Peak Years and Peaks of Carbon Emissions in Southwest China", "Research on Disaster Risk Assessment and Prevention of Earthquake Landslides in Jiuzhaigou National Geopark", "Prevention and Emergency Handling of Underground Engineering Geological Disasters", and "Comprehensive Risk Analysis of Flood Earthquakes in Rural Households based on Multidimensional Information Diffusion Model". These researches provided some new ideas for disaster prevention and have active application value.



Figure 4. Several experts attended the parallel meeting.

What's more, these scholars also discussed how to deal with economic and social crises at the parallel forums A and B. They delivered speeches with the following topics: "A Review and Analysis of Inflation: Will The Current High Inflation Destroy the U.S. and World Economies?", "Blockchain conjecture, how will the new financial system be constructed?", "Financial Deepening, New Urbanization and High-quality Economic Development: Empirical Analysis Based on spatial Dubin Model", "Big Data Industry, Regional Technological Innovation Efficiency and Fintech Development - Empirical Analysis Based on Spatial Dubin Model and Intermediary Effect", "The Impact of R&D investment subsidy on the Innovation Output of Agriculture-related Enterprises" and "New

Securities Law and Audit Risk Control". They expressed their views on frontier problem in the economic field and made some useful suggestions for the development of the economy.

At last, 14 graduate students shared their researches at the parallel forums C. Professor Xianzhi Yuan, chief academic expert of the Sichuan Risk Science and Emergency Management Research Association, was invited to make some comments. Through the preliminary essay collection activities and discussions in the parallel forums, more young students were encouraged to participate in the research of risk science and emergency management. They can work together to promote economic and social development.

With the joint efforts of the organizers and participating experts, this academic conference was held online successfully. It provided a platform for experts and scholars at home and abroad to discuss their latest academic achievements. The views they expressed at the conference can help solve the problem of global warming, disaster response, poverty relief, economic development.



Copyright © 2022 by the authors. This is an open access article distributed under the CC BY-NC 4.0 license (<http://creativecommons.org/licenses/by-nc/4.0/>).