

# Exploring Intelligent Information Communication Services: A Case of Corporate Social Responsibility

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## Abstract

Entering the 20th century, human technology keeps changing constantly and is developing with high acceleration. Intelligent information communication services not only shorten the communication distance on earth but also bring multiple life-convenient tools. Sustainable development has become the critical issue that all human beings would inevitably face with, take responsibility, and think about deeply. On one hand, industrial pioneers and initiatives have motivated technological development; on the other hand, it even would abuse the earth's natural resources; hence, business organizations need to pay more attention to conserve resources and manage their environmental impact. In other words, at the same time "taking" natural resources from the earth, organizations should think about how to "give feedback" to the earth. Consequently, organizations are enforced to make great efforts in becoming responsible earth citizens and doing well on enterprise ethics as well as improving corporate social responsibility to the utmost. This would cause the whole society to focus more on corporate social responsibility (CSR) and the awareness of carrying out human beings' natural duty of enhancing sustainable development of human and the earth. In this study, a questionnaire survey to verify the

validity of its affiliates.

Keyword : enterprise ethics, corporate social responsibility (CSR), smart information service