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RESEARCH ON THE IMPACT OF AGRICULTURAL ENTERPRISE'S SOCIAL RESPONSIBILITY ON ENTERPRISE'S CONTINUOUS INNOVATION

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Research on the Impact of Agricultural Enterprise's Social Responsibility on Enterprise's Continuous Innovation

Yan XU[1], Hong CHEN[2] , Tao ZHAI[3]

Abstract

Agricultural enterprises can establish and maintain good relationships with external stakeholders by fulfilling their own CSR, and obtain key external knowledge and important external resources through these relationship channels, and then realize their own technological innovation and promotion. At the same time, relevant management personnel of agricultural enterprises should pay attention to the issue of CSR input intensity in the process of fulfilling CSR, and should try to avoid getting into relationships with these stakeholders due to excessive reliance on CSR to meet the demands of relevant external stakeholders. In this way, it brings unnecessary costs to the technological innovation activities of enterprises, and ultimately leads to the reduction of innovation efficiency and performance. This article puts forward the research on the impact of agricultural corporate social responsibility on the continuous innovation of the enterprise itself. Agricultural enterprises are considering CSR as a means to promote corporate technological innovation and are investing in it. Relevant managers must first think about whether there are some inert factors in the company, including outdated organizational processes and organizational practices. Once such inert factors are discovered, in order to ensure that the company's investment in CSR can finally be effectively transformed into corporate technology Innovative performance, it is necessary for relevant managers to take some targeted actions in the specific practice process to overcome the negative effects of these inertia factors.

Keywords: Corporate Social Responsibility, agricultural enterprises, technological innovation, organizational process, community.

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Introduction

Corporate Social Responsibility (CSR) has long received attention in the corporate and academic circles. As the concept of sustainable development takes root in the hearts of the people, corporate social responsibility has attracted more and more attention. Not only have companies started to take active actions, but the level of government laws and regulations on corporate social responsibility has also been gradually improved (Xiaoxu *et al.*, 2018). Regulations and reports related to corporate social responsibility such as the Guidelines for Corporate Social Responsibility of Agricultural Companies and the Application Guidelines for Internal Control No. 4 have issued. Based on the theory of interest-related parties, CSR defined as a company that is responsible for its creditors, government, customers, employees, the environment, etc., as well as those who are responsible for the benefits and related benefits, while creating economic profits for the shareholders. In recent years, Chinese agricultural high-tech enterprises have begun to get involved in CSR related fields. For example, New Hope Group invests billions of funds every year for the research and development of green products upstream and downstream of the agricultural industry chain. Lenovo invests in the creation of the "Lenovo Venture Philanthropy Program" to help and support a number of public welfare organizations and projects to achieve public benefit goals.

At present, domestic and foreign research on the theory of corporate social responsibility has shifted from the performance of corporate social responsibility affects competitiveness to the research of how corporate social responsibility affects competitiveness. In fact, the performance of corporate social responsibility is a powerful part of a company's core competitiveness in the end, and its impact on competitiveness is continuous. The exploration of corporate social responsibility and corporate competitiveness at home and abroad has already begun to show joy, but there are still many unresolved problems. Most experts on corporate social responsibility have always agreed that the development of corporate social responsibility and corporate competitiveness can be built "Bridges" promote each other, but due to the slowness of corporate social responsibility, it is difficult to implement them effectively in practice. The distance between the consensus reached by scholars in management theory and its implementation is still far away. At present, cultivating modern agricultural enterprises is an inevitable choice for agricultural development under the new market situation, and modern agricultural enterprises are a good carrier for the implementation of their own innovation. The products and services provided by agricultural enterprises originate from the ecosystem. Its goals of protecting the environment and obtaining green products and services are clearer. Therefore, it is a good implementation carrier for enterprises' own innovation, and this feature is more obvious in export-oriented agricultural enterprises. In addition, the effect of industrial clusters of agricultural enterprises is relatively poor. To a certain extent, it can alleviate concerns about the

"dual externalities" (Li & Li, 2020) caused by enterprises' own innovation. The ecological transformation is earlier, it is easier to get rid of the path dependence of the original production model, which makes it easier to achieve the goal of coordinated development of economic development and environmental protection (Saito, 2019). However, on the one hand, the current research on the innovation of enterprises is mostly concentrated on industrial enterprises in developed countries, especially those with heavy pollution. Because heavy-polluting companies are more likely to be subject to strict government regulations to make them more motivated to innovate themselves (Murata, Adams, & Lara Palma, 2017), because low-polluting industries are under less pressure from environmental regulations, their own innovation behaviors often lack attention. On the other hand, it is mostly concentrated in large-scale enterprises. Small and medium-sized enterprises may have some particularities in innovation activities that are different from traditional innovation indicators (Marqus, Simn, & Caraana, 2006). It may be inappropriate to use general results to evaluate the innovation activities of small and medium-sized enterprises. Agricultural enterprises are mostly low-polluting small and medium-sized enterprises, and the green market for agricultural-related products is in great demand (Nguyen & Truong, 2016). However, there is very little research on the innovation of agricultural enterprises. It is very necessary to conduct research on one's own innovative behavior.

Most of the existing scholars' research on the enterprise's own innovation starts from a certain aspect of the enterprise's own innovation, such as the influencing factors of the enterprise's own innovation, which makes it difficult to grasp the enterprise's own innovation as a whole. The research on enterprise's own innovation and its performance mostly focuses on quantitative research. The relationship between the company's own innovation and its performance involves many factors that are difficult to quantify in the study. The existing domestic research is in the stage of theoretical induction and conclusion. In addition, the current research on enterprise innovation aimed at industrial enterprises or heavily polluting enterprises. Practice has proved that green consumption is more obvious in agricultural products. Agricultural enterprises have low pollution and small scale but large green market demand (Rui, Chi, & Jing, 2015). In practice, high-polluting, large-scale industrial enterprises that are more motivated to innovate by their own enterprises have their particularity. However, there is almost no research on the innovation of agricultural enterprises themselves. This article takes agribusiness as the object to study that enterprise innovation can fill the gap in this research field. It adopts the qualitative analysis method of grounded theory, intends to refine the dimensional indicators specifically for the innovation of agribusiness, and build agribusiness. The structural model of its own innovation hopes to enrich the research results of the enterprise's own innovation and its performance.

Literature Review

The issue of corporate social responsibility performance (CSR) has received attention from all occupations, and the academic community has two main concerns on it. First, what is the performance of corporate social responsibility? Second, what are the economic consequences of companies fulfilling corporate social responsibilities? The European Union White Paper defines CSR in this way: "CSR connects the interaction with shareholders" (Chew *et al.*, 2016). The performance of corporate social responsibility refers to the fact that while the company assumes economic responsibilities to shareholders. The environment must be fulfilled (legally) or due (moral) responsibility.

Corporate social responsibility fulfillment, Lucky (2018) conducted a post-assessment analysis on the corporate social responsibility performance of sample companies. Meng-Jie (2017) analyzed the stock price changes in polluting industries and found that the performance of environmental responsibilities in CSR directly affects investors' decision-making behavior. Dankova, Valeva, & Strukelj (2015) also found a significant positive correlation between corporate social responsibility fulfillment and excess stock returns. Sarotar Zizek & Mulej (2013) analyzed corporate social responsibility and its market response and found that the two are highly correlated. Kim (2019) studied the relationship between corporate social responsibility and market evaluation, the corporate social responsibility performance is better, the market evaluation is higher. Serracantallops, *et al.*, (2015) conducted a research on the intertemporal impact of corporate social responsibility performance and financial performance.

It can be seen that the performance of corporate social responsibility will bring economic consequences to the company, and the above-mentioned economic consequences, such as the rate of return on stocks, and the cost of capital, are all risk factors. Some studies have confirmed that actively fulfilling corporate social responsibility can reduce risks (Xia *et al.*, 2018). However, there are few in-depth studies on the interaction between corporate social responsibility performance and corporate risk, market risk, financial risk, and business risk. Graafland & Smid (2019) studied the relationship between corporate social responsibility performance and corporate risk and market risk in the disputed industry, but they did not study the relationship between corporate social responsibility performance and financial risk and operating risk. This article will study the relationship between corporate social responsibility performance and corporate risk, market risk, financial risk, and business risk from the perspective of the interaction between corporate social responsibility performance and risk, and enrich existing research.

Corporate Social Responsibility Theory

In other words, it is the cooperation and internalization between production factors and these factors are not directly through the signing of a bilateral contract

by a certain generation of entrepreneurs to cooperate. To maintain the stability of cooperation by understanding the market information of various resources, both parties to the contract must abide by the contract and fulfill their respective rights and obligations. Different schools of thought of enterprise have successively explained it from different angles, including the new system school and neo-classical school in *Figure 1*. New institutional economics mainly explains the nature of enterprises from the perspective of "contracts" and "transaction costs.". The neoclassical school focuses on maximizing economic profits. It believes that enterprises are completely rational in economic activities and have complete control of information.

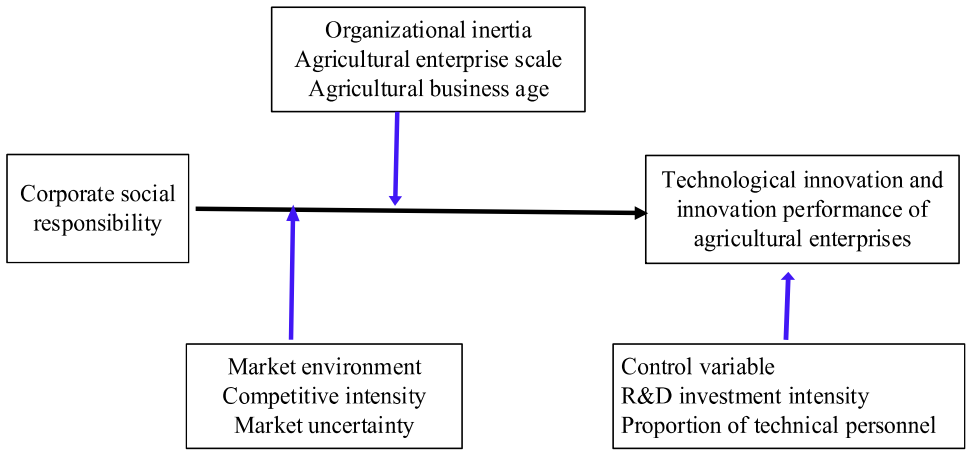

Figure 1. Research model of CSR

The behavior of enterprises trying to improve their social performance may consume those resources and management activities that could be used in the core area of business, and reduce the profit of the enterprise. Therefore, for high-tech companies, CSR may take up some of the company's resources and management activities that could be used to invest in technology research and development, which in turn will have a negative impact on the company's technology innovation. In fact, many corporate managers affected by this kind of thinking, and they are reluctant to practice CSR in the process of technological innovation. This research proposes two research questions: (1) Is the effect of corporate CSR on corporate technological innovation performance linear or non-linear? (2) Will the influence of corporate CSR on corporate technological innovation performance be affected by other factors? In order to answer these questions, this research combines the three perspectives of knowledge acquisition, instrumental stakeholder theory and contingency theory, which proposes a CSR for corporate the research model of technological innovation performance in *Figure 1*. The organizational inertia factors (firm size and age) and external environmental factors (competitive intensity

and market uncertainty) that have an important impact on corporate innovation activities are considered in the model.

Methodology

Samples and data

This article uses agricultural enterprise data as a sample and collects the 2015-2019 annual report data of listed agricultural companies in Northeast China from the website of the Shenzhen Stock Exchange and Juchao Information Network. Taking into account the abnormal data, the samples with incomplete data on operating losses and R&D expenditures have excluded, and compiled.

Research hypothesis

Corporate social responsibility

Corporate social responsibility can have recognized by the public, win the market and reputation, and form a kind of public relations marketing, which makes it easier to develop and occupy the market, thereby enhancing the company's continuous innovation. As the core competitiveness of an enterprise, technological innovation can not only establish a high-efficiency, high-standard and low-cost production system for the enterprise, but also bring new production techniques to the enterprise, and help the enterprise develop new products and develop new markets. The more government policy subsidies or R&D subsidies a company receives, the more capable the company will be to invest in projects that improve the company's comprehensive capabilities, innovative technology and service functions, and thereby promote the company's performance improvement through innovation.

Hypothesis 1: The more a company actively undertakes social responsibilities, the better it will be to enhance its own innovation.

CSR and corporate technological innovation

The acquisition and utilization of corporate social responsibilities promotes the development of corporate technological innovation capabilities. These social responsibilities can come from within the company or from outside the company. CSR is not always able to promote the technological innovation performance of enterprises. When it exceeds a certain level, it may hinder the technological innovation of enterprises. This is because excessive performance of CSR will consume a large amount of resources of the company; seriously disperse the

company's focus on technological innovation activities. For example, when a company tries to meet customer expectations and related interests through CSR, the company needs to invest many labor and material resources to increase the perceived value of customers. This additional resource investment easily makes the company too dependent on existing customers (Ramesh *et al.*, 2019). Groups may lock themselves into existing customer relationships, thereby weakening their sense of new trends in customer needs. This will greatly reduce the company's ability to identify market technological innovation opportunities, thereby reducing the company's Technological innovation performance. For example, when companies rely excessively on CSR to gain the favor and support of the government and other external stakeholders, from the perspective of mutually beneficial relationships, the invisibility of these external stakeholders greatly increases the interference in corporate behavior and decision-making. Therefore, it is more likely that the external stakeholders of the enterprise put pressure on the enterprise during the technological innovation process of the enterprise to realize their own interests. These interest demands from different external stakeholders usually show the characteristics of diversification, and sometimes even conflicts with each other. Therefore, for enterprises, it is necessary to weigh these different interests in the process of technological innovation, and the technological innovation efficiency of the enterprise will certainly have greatly affected, which will then severely damage the technological performance of the enterprise. In summary, for agricultural enterprises, when their CSR strength is below a certain level, as the CSR strength increases, the company's technological innovation performance will increase accordingly. When the CSR intensity exceeds a certain level, the increase in CSR intensity will instead bring about a decrease in the performance of the company's technological innovation.

Hypothesis 2: CSR has an inverted U-shaped effect on the performance of enterprise technological innovation.

Variable measurement

The explained variable. How to measure the continuous innovation of the enterprise itself, the existing research has given many indicators, such as the rate of return on total assets, net income, return on net assets, and so on. The company is a profit-oriented organization; this article selects a more general total. The return on assets is a variable that considers the company's own continuous innovation to reflect the company's overall operating efficiency.

Explain the variables. In this study, technological innovation and corporate governance of agricultural enterprises are used as explanatory variables, and the ratio of R&D expenses to operating income is used as an important indicator to consider the investment in technological innovation of agricultural enterprises. The proportion of independent directors, the shareholding ratio of senior management, and the integration of two positions are selected (Sirsly & Lvina, 2019). Four

indicators of equity concentration measure the internal governance structure in corporate governance. At the same time, since the breakthrough of previous research is only limited to the internal governance structure, this article selects customer concentration, supplier concentration, government subsidies, and social responsibility participation as indicators to measure external governance mechanisms based on the collaborative innovation network theory. Among them, the proportion of targeted poverty alleviation expenditure to operating income is used to measure corporate social responsibility participation, reflecting the company's contribution to society and the environment. The quantification of this indicator is based on whether the company responds to the party and the state's call to participate in targeted poverty alleviation activities and the intensity of participation in poverty alleviation activities to analyze.

Control variables. Considering that financial advantage will have an advantage effect on the company's own continuous innovation, as well as the impact of company size on the company's own continuous innovation, this paper selects company size (logarithm of total assets) and asset-liability ratio as control variables. The specific explained variables and explanatory variables are shown in *Table 1*.

*Table 1. V*ariable measurement of agricultural enterprise

Variable type	Variable index	Definition
Explained variable (agricultural enterprise performance)	Return On Total Assets	Total profit/total assets at the end of the period
Explanatory variables (agricultural enterprise innovation)	R&D investment	R&D expenditure/operating income
Explanatory variables (agricultural enterprise governance)	Proportion of agricultural assets	agricultural assets / total assets
	Social security coverage	Social security investment ratio
	Concentration of safety education	Input of safety education
	Concentration of sustainable development (environmental protection)	Input of environmental protection
	Social responsibility participation	Input and output of targeted poverty alleviation

Control variable	Enterprise size	Total assets of the enterprise at the end of the period
	Assets and liabilities	Total liabilities/ total assets

Organizational inertia (corporate size and age)

This research uses the natural logarithm of the total number of employees in agricultural enterprises and the number of years of establishment of the enterprise to measure the scale of the enterprise and the age of the enterprise. There are research findings on control variables. The intensity of R&D investment and the proportion of technical personnel will affect the innovation performance of agricultural enterprises. The strength of R&D investment reflects the amount of technology and innovation resources that companies invest in. This study uses the percentage of R&D investment in the main business revenue to measure the strength of R&D. The proportion of technical personnel refers to the percentage of technical personnel owned by an enterprise in the total number of employees in an enterprise, which directly reflects the talent and R&D level of the enterprise.

Results

Related analysis

Before verifying the hypothesis, this research first conducted a descriptive statistical analysis of the variables and Pearson correlation analysis of each variable. The specific analysis results are shown in *Table 2*. It can be seen from *Table 2* that the correlation coefficients among the various variables are all lower than 0.5, which shows that this research is less affected by the multiple collinearity during the regression analysis. In addition, a VIF analysis was carried out. It is believed that when the value of VIF is greater than 10, there will be collinearity problems. However, the VIF values of the variables involved in this study are all below 2. From the above two points, we can see that these variables do not have multiple collinearities, and they are suitable for multivariate regression analysis.

*Table 2.*Correlation coefficient analysis of variables

Variable	1	2	3	4	5	6	7	8
Technological innovation performance	1.0							
Corporate social responsibility	-0.02	1.0						
Enterprise size	0.38	0.02	1.0					
Business age	-0.03	-0.04	0.07	1.0				
Competitive intensity	0.02	-0.11	-0.02	0.01	1.0			
Market uncertainty	-0.01	-0.11	0.05	0.07	0.39	1.0		
R&D investment intensity	0.05	0.24	-0.12	-0.20	0.02	0.04	1.0	
Proportion of technical personnel	0.19	0.11	-0.13	-0.02	0.01	-0.04	0..29	1.0
Mean	0.89	0.31	7.9	2.78	0.11	0.01	0.04	0.19
Standard deviation	0.95	0.21	0.99	0.28	0.09	0.01	0.02	0.20

Return analysis and results

This research uses mathematical statistics software SPSS 21.4. The level regression analysis in 0 is used to verify the proposed hypothesis, that is, to put the control variable, main effect variable, moderating variable and related interaction items in the model in turn, and to center the involved variables before putting the variable interaction items. The interaction item is generated after the transformation, which can help eliminate the multicollinearity problem and has caused by the interaction item. See Table 3 for specific operations and results. It can be seen from Table 3 that Hypothesis 1 is a basic model, and only two control variables, namely the intensity of R&D investment and the proportion of technical personnel, are included. The analysis results show that the model is overall significant ($F= 8.77$, $P<0.001$). The R&D investment intensity and the proportion of technical personnel have a significant positive impact on the performance of technological innovation, which is consistent with the findings of past research Consistent. Hypothesis 2 ads the primary and secondary terms of CSR based on Hypothesis 1 to verify the main hypothesis of this study. The overall model is significant ($F = 10.55$, $p <0.001$) and the quadratic terms of corporate social responsibility are paired Technological innovation performance has a significant negative impact ($F = 0.26$, $p<0.001$), which shows that the relationship between

corporate social responsibility and technological innovation performance is in the shape of an inverted U. Therefore, hypothesis l is supported.

Table 3. Regression analysis results

Variable Hypothesis 1		Technological innovation	
		Hypothesis 2	
Control variable	R&D investment intensity	0.2	0.15
	Proportion of technical personnel	0.2	0.22
Main effect	CSR	-0.01	-0.03
Moderating effect	Enterprise size	0.42	0.4
	Enterprise size * CSR	-0.14	-0.15
	Business age	0.03	0.06
	Business age * CSR	-0.11	-0.14
	Concentration of sustainable development	0.21	0.19
	Concentration of sustainable development * CSR	0.28	0.25
Test - result	F-value	8.66	10.41
	R^2	0.07	0.13

Hypothesis 1 and *Hypothesis 2* are used to verify the two adjustment assumptions of the organization's inertia. Model 3 adds the interaction terms of enterprise scale, enterprise scale and CSR and CSR Square based on hypothesis 2. The results show that the interaction terms of enterprise scale and CSR have a significant negative impact on technological innovation performance (p-0.12<0.01), and the interaction term of firm size and CSR square has no significant impact on technological innovation performance ($p = 0.03 > 0.05$), which indicates that firm size is negatively regulated. In order to understand the role of enterprise scale adjustment, a diagram of the role of enterprise scale adjustment is drawn (see Figure 2). It can be seen from Figure 2 that for large-scale enterprises, CSR is very weak in promoting technological innovation performance at a relatively low level, and it starts to hinder the performance of new technological innovation before reaching the intermediate level. For small-scale companies, CSR at a lower level can promote technological innovation performance stronger than large-scale companies are. CSR can still play a certain role in promoting technological innovation performance. Reaching a higher level shows the hindering effect on

innovation performance, and this hindering effect is much weaker than that of large-scale enterprises.

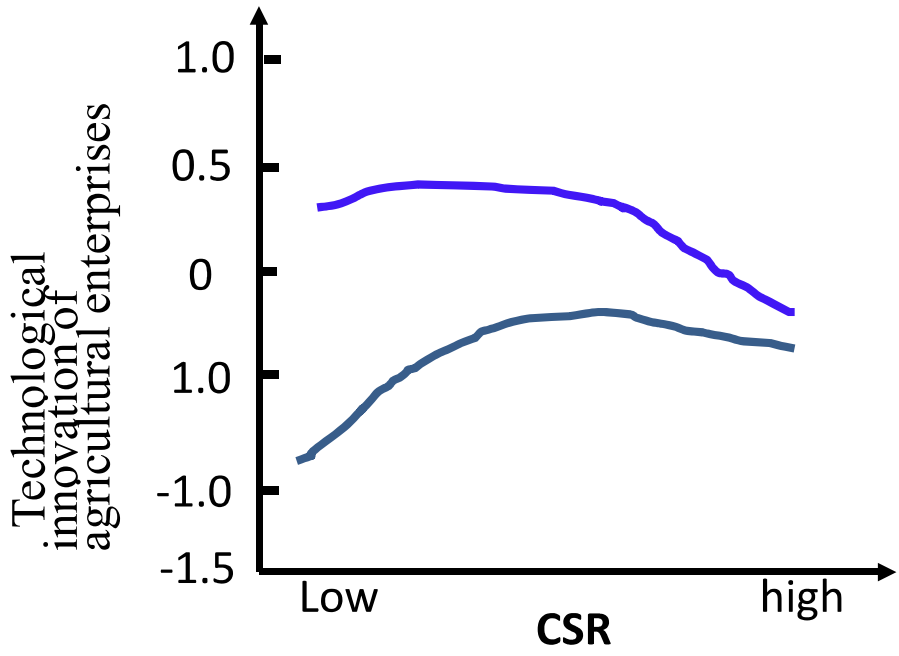

Figure 2. The moderating effect of enterprise scale

Discussion

In practice, many parts of our country tend to blindly promote and apply certain typical agricultural industrialization organization models "one size fits all" and the main bodies of agricultural industrialization management often stick to the original organizational models that are no longer suitable, failing to comply with internal and external conditions. Changes in the environment adjusted and improved the organizational model in a timely manner, resulting in low performance in agricultural industrialization operations. From the basic idea of comparative system analysis, we can see that in order to optimize the organization model and improve the performance of agricultural industrialization, the main body of agricultural industrialization should have guided to choose targeted and appropriate options based on transaction attributes and the balance of specific asset investments of all parties. In addition, guide it to continuously adjust and optimize the organizational model according to the changes in the formal and informal complementary systems such as the rural land system, financial system, fiscal and taxation system, legal

system, contract awareness, and legal system concepts. Due to the synchronic and diachronic characteristics of the system, in order to promote the optimization of the agricultural industrialization organization model, it is necessary to improve the related unreasonable complementary systems and eliminate path dependence.

– Improve the relevant system of factor supply, and improve the rural production factor market. First, we must improve the rural financial system. Guide various developmental and policy-oriented financial institutions and agricultural commercial banks to return to their roots, further clarify their functional positioning, and gradually increase the proportion of county loans. Continuously strengthen the role of various rural small and medium financial institutions (Gatti *et al.*, 2019) in supporting agriculture, guide and encourage them to invest mainly in agriculture-related businesses, and avoid simply pursuing high return on investment. Vigorously support and encourage farmland management rights, rural housing and workshops, agricultural machinery, live livestock and poultry, accounts receivable, and other agricultural mortgage loan businesses, and continuously expand the scope of collateral for rural loans. Promote the optimization of the internal credit management mechanism of agricultural-related financial institutions, gradually increase the proportion of agricultural-related credit, and further simplify the approval process for agricultural-related loans. Second, we must improve the related systems of rural land property rights. The reform of the "three-rights separation" of rural land should be deepened to clarify the property rights of agricultural land. Establish a farmland transfer and transaction center, build a three-dimensional farmland transfer and transaction network platform, improve the pricing mechanism of the farmland transfer market, and the collection and release system of farmland supply and demand information. Third, we must improve the related systems of rural talent management. A comprehensive and three-dimensional rural talent market service should be constructed from the aspects of organization and information, and the rural talent market information collection and release system and the rural talent evaluation mechanism should be improved as soon as possible to eliminate all kinds of worries about rural talents.
– Increase relevant policy support for the optimization of the agricultural industrialization organization model. First, we must vigorously cultivate and develop various operating entities for agricultural industrialization. It is necessary to build a comprehensive information service platform for the main body of agricultural industrialization operation, and actively carry out various demonstration activities for the establishment of the main body of agricultural industrialization operation to guide them to achieve high-quality development. Second, we must increase fiscal and taxation support for the main bodies of agricultural industrialization operations. A financially supported agricultural credit guarantee system should be established and improved, various agricultural-related

development project funds should be tilted to the operating entities that adjust and optimize the organization model (such as the establishment of agricultural industrialization consortiums, etc.), and increase the financial resources for the purchase of productive machinery and equipment. Subsidies, and expand and implement preferential tax policies for leading enterprises, cooperatives and other agricultural industrialization operators. Third, it is necessary to provide convenience and support in terms of administrative examination and approval, and to further tilt the construction land index to various agricultural industrialization management entities.

– Eliminate the path dependence in the change of the agricultural industrialization organization model. First, we must improve relevant informal systems. We should make full use of various media to vigorously propagate, set up models and examples, and effectively enhance the awareness of innovation, contract awareness, and unity and cooperation of various agricultural industrialization management entities. Second, we must give play to the active guiding role of the government. According to the three types of agricultural industrialization organization, model selection criteria, different organizational models should have promoted and encouraged under different transaction attributes, and the agricultural industrialization business entities should have guided to continuously adjust and optimize the organization model according to changes in internal and external environments and conditions. Third, we must build a dedicated consulting service platform. Establish a special network communication platform and regular exchange meeting system to promote frequent and in-depth exchanges and learning among different agricultural industrialization management entities to improve them.
– Improve the relevant internal systems of the agricultural industrialization management organization. On the one hand, improve the profit mechanism of agricultural industrialization management. Guide all types of agricultural industrialization business entities to sign contracts with detailed and clear terms, and establish a standardized, clear, sound, and close-knit method through the "guaranteed income + dividends" model, as well as price protection, intermediary services, profit return, and asset integration. On the other hand, improve the internal management mechanism of the main body of agricultural industrialization management. Encourage and advocate the establishment of scientific production records and financial records by business entities such as family farms and large-scale farmers, to improve the standardization and standardization of production and operation. Guide farmers' cooperatives to improve their democratic management and service quality. Encourage leading companies to establish and improve modern corporate systems and improve governance capabilities.
– Improving the related systems of external governance of agricultural industrial-

ization management organizations. First, we must improve the external legal system of agricultural industrialization management organizations. It is possible to establish a special quick-decision agency for the industrialization of agriculture to reduce the economic and time costs of resolving contract disputes and improve the level of tripartite governance. Second, we must improve the reputation mechanism related to agricultural industrialization. Integrate social reputation information through multiple channels, improve the reputation evaluation mechanism, establish electronic reputation files of various agricultural industrialized business entities, and establish a dedicated reputation information of disclosure network. Third, we must improve the agricultural product price support system. Establish and improve the target price system for agricultural products, stabilize agricultural product price fluctuations, reduce the level of uncertainty, and create a market environment with stable expectations.

Conclusion

This article takes economically underdeveloped agricultural enterprises as a research sample, combined with the collaborative innovation network theory, and empirically tests the impact of agricultural corporate social responsibility on the continuous innovation of enterprises. Through empirical analysis, the following conclusions are drawn as follows. First, the investment in social responsibility of agricultural enterprises is greater in the current period; the enterprises own continuous innovation ability is stronger. The enterprise actively participates are more in social responsibility, it will establish a good public image for the enterprise, gain market recognition, and promote its own continuous technological innovation. In response to the above research conclusions, and enhance the continuous innovation of enterprises, this article puts forward the following suggestions. Enterprises should develop long-term corporate social responsibility strategies to support them if they want to obtain sustainable competitive advantages through technological innovation. Enterprises should strengthen and attach importance to the construction of collaborative innovation networks to promote the improvement of their collaborative innovation capabilities and operating efficiency. Enterprises should increase their sense of social responsibility, pay more attention to surrounding social issues, and tap more innovation opportunities from these issues, to promote enterprises to achieve a win-win situation of economic profits and social benefits.

Recommendations

In response to the above research results, the following suggestions are proposed in this research. Corporate Social Responsibility (CSR) has long attracted the attention of enterprises and academia. As the concept of sustainable development has taken root in the hearts of the people, not only have companies started to

take active actions, but also the level of government laws and regulations on corporate social responsibility has gradually improved. In recent years, China's agricultural high-tech enterprises have begun to intervene in the fields of corporate social responsibility. Most of the aspects of the company's own innovation, such as the influencing factors of the company's own innovation, make it difficult for the company to grasp the overall innovation. This article adopts the theoretical basis of qualitative analysis methods, aiming to refine the dimensional indicators of agribusiness innovation and build agribusiness. The structural model of independent innovation hopes to enrich the research results and performance of the enterprise's own innovation.

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