



## International Journal of Social Research (ISSN:2576-5531)



# A New Mode of Enterprise Social Work Service – Industrial Park Service

Juan Li

Department of Ethnology and Sociology, Inner Mongolia University, No. 235 University West Road, Hohhot, Inner Mongolia, China.

### ABSTRACT

Enterprise social work service has a variety of different models which is on the site and has a lot of limitations and problems. Based on the analyses of different service modes of enterprise social work, this paper adopts case method to analyze in-depth one of those modes of industrial park under the guidance of social workers. We believe that because compared with site service, the enterprise social work service in the industrial park is not in the enterprise, has no direct conflict of interests with the enterprise and are not supervised or constrained by the enterprise, the social workers of industrial park have more autonomy, more teamwork spirit, cover more people, have larger space, can provide more efficient service and get more social recognition and support. Therefore, it is a more feasible and effective choice for China to purchase the service mode of enterprise social work in industrial parks by a third party (government).

**Keywords:** Enterprise social work, Industrial park, Social worker

### \*Correspondence to Author:

Juan Li

Department of Ethnology and Sociology, Inner Mongolia University, No. 235 University West Road, Hohhot, Inner Mongolia, China

### How to cite this article:

Juan Li. A New Mode of Enterprise Social Work Service – Industrial Park Service. International Journal of Social Research, 2019; 3:25.

 eSciPub  
eSciPub LLC, Houston, TX USA.  
Website: <http://escipub.com/>

Enterprise social work also known as industrial social work, refers to the professional intervention technique and work process of increasing employee benefits, improving enterprise efficiency, and promoting the harmonious development of enterprises and employees by social work professional technique, of which the work objects are company unit and its employees, in order to prevent and solve the problem of enterprise and its workers with the utilization of various resources (Ronez QuShaoXu, 2012). According to Jianping Wu (2014), enterprise social work should mainly serve enterprise employees (especially ordinary employees) to help them solve their problems or improve their working and living environment through the application of professional knowledge. Enterprise social work in Europe and the United States started relatively early and is quite mature, while the practical exploration of enterprise social work in China only begins recently and in a few regions (Mo Zhang and Lei Lu, 2015, Guanghuai Zheng and Yan Liu, 2011, Xiaofeng Li, 2011). On the basis of sorting out the service modes of enterprise social work in China, this paper makes an in-depth analysis of a new mode of enterprise social work service -- social work service in industrial parks.

## **1. Research review and model discussion on enterprise social work**

### **1.1 Research overview of the of social work of domestic enterprises**

We searched domestic research literature on enterprise social work from 1986 to 2016 in CNKI (China national knowledge internet) and other databases, and found 106 articles in total. According to those research papers, the previous studies of enterprise social work is mainly about the following several aspects, first, Discussing the concept, goals and principles (Zhou pei, 2005; Zhou pei, Qu Shaoxu, 2012), theoretical framework (Jianping Wu, 2014), role (Fenghai Wang, 2013) and value orientation (Ying Wang, 2015) of enterprise social work from the theoretical level. Second, Analyzing the impact of role and function of enterprise

social work on society and enterprise itself. There are many articles in this field (such as Channing, 2014, Chunyi Liu, 2014, Qingxin Li, Chong Yu, 2012, Jinyuan Wang, 2010, Li Shen, Binzhi Liu 2006, Ruihua Wang, 2006). Third, Learning from the social work experience of foreign and Taiwan enterprises (Lei Lu, 2015, Wei Fang et al., 2015, Xiaohui Wang, Tingyi Zhang, 2015, Li Shen, 2009). Fourth, Analyzing the historical evolution, service modes and development of Chinese enterprise social work (Liming Sun, 2016, Mo Zhang, Lei Lu, 2015, Lei Lu, 2015, Xiaofeng Li, 2011). Fifth, exploring intervention strategies, paths and methods of domestic enterprise social work (Shuzhen Guo, Aifei Huang, 2015, Yuna Ma, 2014, Jiangxia Gu, 2012, Guanghuai Zheng, Yan Liu, 2011; Hongru Zhang, 2011). Sixth, analysis of the relationship between employee assistance program and social work (Hongru Zhang, 2014), analysis of social work opportunities and challenges of local Chinese enterprises (Zhong Gao, 2012), model construction and application of competency characteristics of labor union cadres in state-owned enterprises (Ming Xu, 2016), research and analysis of specific enterprise social work service projects (such as Jiaxin Lv, 2015; Jiansheng Chen, 2015) and so on.

According to the literature research, we find that the main problems in the research of enterprise social work in Chinese academic circles are as follows, first, the number is small, there are only more than 100 academic articles in the past 30 years. Second, the study on the field started late, most of the research papers were published in the last 10 years. Third, the research is lack of depth which are mostly introductory and rational, lacking empirical research.

### **1.2 Classification of enterprise social work service modes**

The above is an overview of the research of enterprise social work in Chinese academic circles. This paper mainly analyzes one of the modes of enterprise social work -- Industrial park service, so, this paper reviews and dis-

cusses the enterprise social work model specifically.

There are different modes of enterprises social work at home and abroad. Enterprise social work services in the United States developed gradually with the beginning of the Employee Assistance Program (EAP) (Xiaohui Wang, Tingyi Zhang, 2015). EAP services include human resource management, corporate social responsibility, occupational health and safety, family life, activism, redundancy and retirement services, and daycare programs, etc.

According to the subjects and place of services, EAP can be divided into four modes. First. Built-in mode. Second. Outsourcing mode, which means the service is outsourced by enterprise to professional organization, that is usually by enterprise referral and provides services outside the workplace. Third. Joint mode, which refers to number of enterprises jointly purchase EAP services from professional institutions, in order to share service costs. Fourth. Association mode, in which mode services are provided to employees by professional or industry associations.

German enterprise social work mainly adopts the built-in mode in which mode large enterprises arrange social workers to carry out psychological counseling, group discussion and other social services in personnel department (Guanghuai Zheng, Yan Liu, 2011). Liming Sun (2016) classified social work modes of western enterprises into six modes: Intra-enterprise mode (also known as "intra-factory mode"), Labor union mode (full-time social workers are employed by the labor union independent of the enterprise to provide services for the enterprise through the labor union), External mode (also known as "contract mode"), Internal and external combination mode, Public policy mode (promoting the improvement of welfare policies through the advocacy of corporate social workers) and Corporate social responsibility mode (social workers help enterprises confirm and practice welfare responsibility).

In mainland China, chinese scholars have dif-

ferent classification methods for the corporate social work modes. According to Mo Zhang and Lei Lu (2015) social work modes of Chinese enterprises can be divided into four types: intra-enterprise mode, community mode, project embedding mode and business circle and building mode. Ruihua Tian (2014) divided the enterprise social workers in mainland China into two categories: post social worker (full government-purchased social worker) and project social worker (government-enterprise jointly purchased social worker).

The post social worker is mainly sent to the enterprise, while the project social worker is to set up a community service center in an industrial park to provide services to the whole park staff.

Jiangxia Gu et al. (2012) divided purchase ways of social workers in enterprises into three ways, direct purchasing by enterprises, purchasing services from social service institutions and purchasing service of social service agencies by a third party.

Aifang Qiu (2011) divided the social work of mainland enterprises into two modes. The first is the employee service mode which is the mode of social workers who are hired by enterprises provide services in the staff service departments of the enterprises. Social workers become full employees of enterprises, work in human resources departments, labor unions, mass organizations and even production and marketing departments. The second is the customer service mode, in which mode social service agencies arrange social workers to provide services for enterprises. Pengfei Ye (2014) divided the enterprise social work service mode into three types: in-enterprise service, trade union service and out-of-enterprise service. The internal mode of the enterprise is to employ social workers to provide services. The labor union service mode is to employ social workers to provide humanistic care and social support for enterprise employees. The external service mode is that of enterprises purchasing social work services from professional institu-

tions.

Xiaofeng Li (2011) divided the practical operation modes of enterprise social work into four types: one is in-factory mode, the other is outsourcing mode, the third is enterprise purchase mode (purchase from social service agencies), and the fourth is project embedding mode, that is, the government adopts the project purchase mode, and social work agencies provide services to enterprises.

Scholars classify the social work patterns of domestic and foreign enterprises from different perspectives. These perspectives can be roughly summarized into two, one is the mode of purchase, that is, who will purchase social work services, the second is the service site, that is, where to provide services. Based on this, we conducted a more comprehensive and systematic classification of enterprise social work mode from the two dimensions mentioned above.

First of all, according to the way of purchase, we divide the enterprise social work mode into two categories: Self-service(self-owned service) and purchased service.

Self-service is a kind of social service that enterprises employ social workers and arrange them in their human resources department or other relevant departments to provide social services to the employees. While the purchased service mode, which is funded by enterprises or third parties, provide social work services from professional institutions. The service providers of the former are internal social workers, while those of the latter are social workers from outside agencies. Purchased services can be divided into three types according to the proportion of investment, self-purchase, cooperative purchase and third-party purchase. Self-purchase refers to the purchase of social work services from professional institutions entirely at the enterprise's own expense, Cooperative purchasing means that enterprises purchase social work services

from professional institutions together with the government or other enterprises. Purchase by a third party refers to the purchase by government or other third parties (such as foundations, associations, etc.), and the social work services are provided by professional institutions without the contribution of enterprises.

According to the site where the services are provided, we divide corporate social work into in-site service and off-site service. The former refers to services provided in the enterprise. The latter refers to social workers providing services outside the enterprise.

Therefore, according to the way of purchase and service site, enterprise social work can be divided into seven modes: self-service (enterprise recruit social workers as employees in relevant departments to provide social work services),Self-purchase of on-site services (enterprises buy social workers from professional institutions and carry out services in enterprises),Self-purchase of off-site services (enterprise pays for social work services from professional institutions, and the service site is outside the enterprise), cooperative purchase of on-site services(enterprises, government, non-profit organizations or other enterprises jointly fund the purchase of social workers from professional institutions to carry out services in enterprises), cooperative purchase of off-site services (enterprises, government, non-profit organizations or other enterprises jointly fund the purchase of social workers from professional institutions and carry out services outside enterprises), third party buys the on-site service (the third party other than the enterprise buy the social worker from professional organizations and carries out the service in the enterprise) and the purchase of off-site services by third parties (third parties other than enterprises invest in the purchase of social workers from professional institutions and carry out services outside enterprises).(see table 1)

Table1:Types of Enterprise Social Work Modes

Ways of purchase		Service site	
		In-site	Off-site
In-site service		√	
	Self-purchase	√	√
Service purchase	Cooperative -purchase		
	Cooperative -purchase with enterprise	√	√
	Cooperative -purchase with NPO		
	Third party -purchase	√	√
		Government-purchase	
		NPO purchase	

Among the above seven models, four services modes, self-owned service, self-purchased both on-site and off-site service, and cooperatively purchased off-site service, are very unlikely to exist in China due to cultural and cognitive reasons, and rarely appear in practice. Cooperative purchase of field services and third-party purchase of field services are relatively easy to operate, which is common in the Pearl river delta region. However, due to the differences in goals and values, as well as the enterprises' vigilance and rejection of "intruders", social workers often suffer from the pressure of enterprises, which makes it difficult to effectively provide services for enterprise employees.

Due to the early and rapid development of social work, the concentration of migrant workers and the Foxconn incident, the pearl river delta region, especially Shenzhen, has become one of the earliest and most mature regions in the development of corporate social work in China. The corporate social work model in Shenzhen has undergone the following stages, the first stage is the third-party purchase of on-site services. The government purchased social workers from private social work organizations and dispatched them to Foxconn and other enterprises to provide employee care services. The

second stage is the cooperative purchase of field services. The government and enterprises jointly fund the purchase of services from social work institutions. The third stage is the purchase of off-site services by third parties. When promoting community social work services, the government chooses some industrial parks with high concentration of enterprises to set up service centers, and then purchases services from social work institutions. A service center serves all community enterprises and their employees, which is a innovation at home and abroad and a new type of enterprise social work service model. This paper will adopt case method to study and analyze the application and effect of this mode.

## 2. The application of enterprise social work model in industrial parks

In 2011, the government of Pingshan new area in Shenzhen purchased services from private service agencies and set up a service center in Jiade industrial park in Maruan community, thus opened an innovative mode of social work service for enterprises in the park.

### 2.1 Buying patterns

In 2010, the purchase way of social work service in Shenzhen began to shift from purchasing post services to purchasing project services, among which community comprehensive ser-

vices is the most important. The practice in Shenzhen is to set up a standard community service center of 200 square meters within the scope of the community work station (the original neighborhood committee), and purchase services from civil social work organizations through government bidding. Each community center has an annual expenditure of 500,000 yuan, all purchased by the government. It is equipped with 4 full-time social workers and 2 administrative assistants, who provide social work services for community residents. There are a large number of migrant workers in Shenzhen Pingshan new area, and they are mainly distributed in enterprises. In order to better care for migrant workers, in 2011, the new district government specially chose to establish a community service center in Jiade industrial park, which is densely populated with enterprises, to purchase services from Shenzhen Pengxing social work service agency and provide social work services for all enterprises and their employees in the park. The service of this project is purchased by the government from professional institutions and provided outside the enterprise, which belongs to the mode of "off-site service purchased by the third party (government)" in our seven classification models. This model is different from the traditional government purchased on-site services (for example, the government of Shenzhen, Dongguan and other places will purchase social workers from professional institutions and assign them to specific enterprises to provide services), and also different from the community center services in Shenzhen and other places. It is a brand - new enterprise social work model - industrial park social service.

The form of the social work service of enterprises in the park is similar to that of the community service center, both are purchased by the government and the service sites are in the community. While there are obvious differences between the two, the main difference lies in the following three aspects, first, the purchaser and the ways of purchase are different. The com-

munity center service is included in the municipal service purchase plan. The purchase fund is 500,000 yuan per year, and the personnel allocation is 4+2 (4 social workers and 2 assistants). City, district jointly purchase (funds accounted for half), manage and evaluate. The social work of enterprises in the park is purchased by the social construction bureau of Pingshan new area in the form of projects (it is one of many service projects purchased by the social construction bureau of the new area). The cost is 400,000 yuan per year, according to the number of service objects in the park, the personnel allocation is 3+1 (3 social workers and 1 assistant). Project services are directly managed and evaluated by the social construction bureau. Second, the service object is different. Community centres target community residents and families as service objects, while the service objects of the park service center are mainly enterprises in the park and migrant workers.

Third, the service content is different. The main service contents of the community center are stipulated in the contract by the Civil affairs bureau, including 12 items such as the elderly service, the youth and children service and the marriage and family service. The service content of the park is completely determined by the project social workers according to the demand survey. In fact, there is a community service center within the industrial park's jurisdiction, where social workers from other organizations provide services to community residents outside the industrial park. This indicates that the enterprise social work project in the park is different from the community service center.

## **2.2 Service place**

There are 45 small and medium-sized enterprises in Jiade industrial park and more than 4,000 foreign contract employees staff. These enterprises are mainly small and medium-sized labor-intensive enterprises, generally small in scale, manufacturing mainly hardware, electronics, toys, furniture and other industries. Employees of the company are mainly those

aged between 18 and 48 years old and of relatively low educational level, mainly junior middle school students or below and of high turnover rate.

The social worker service center is located in the community building near the entrance of the park gate. It is on the first and second floor and covers an area of 1300 square meters and includes reception room, recreation room, dance room, fitness room, book reading room, meeting room, party and group activity room, case room and social workers' office. These areas are open to employees every Sunday to Friday from 9am to 9pm (employees work on Saturdays).

### **2.3 Service requirements**

According to the literature review and field investigation of service needs of the park's migrant workers by the social workers of the center, in terms of literature, the introduction and analysis of the content of enterprise social work service are rare.

Li Shen (2009) divided corporate social work services in Taiwan into four categories including leisure and entertainment, education and growth, intervention and organizational development. Pengfei Ye (2014) believes that the main demands of migrant workers in the mainland include employment, family, urban life, culture and children's education, and the main service contents include rights and interests protection and coordination of labor relations, education and skill training, social support and integration, mental health and cultural life services.

Through focus groups and in-depth interviews, social workers in the center investigated the needs of migrant workers, and found their needs which includes the following aspects, relieving work pressure, fitness and entertainment activities, education on marriage and family and family relations, vocational training and development planning, social knowledge learning and enhancing social interaction.

Based on the relevant content of the literature on the needs of migrant workers and the survey

results of the needs of migrant workers in the park, the park social workers designed five service projects, two service platforms, and established self-interest and hobby groups for park employees, (Xitan Dong, 2016). There are few descriptions and analyses about the content of social work service in enterprises. Therefore, we will systematically introduce and analyze the service and its effectiveness in Jiade park.

#### **2.3.1 Five major service projects**

Project 1: Adjustment of employee-employer relations. This project is mainly aimed at enterprise employees with little knowledge of labor law, self-interest, low self-protection ability and frequent disputes between employee and employer. On the three level of "mediation -prevention - negotiation", through the labor law knowledge propaganda carried out by social work institutions, invite public interest lawyers to hold the labor law knowledge lecture (such as social insurance, labor contract law, the occupational disease), hold salons and labor law knowledge contests and other activities to popularize knowledge of labor laws, improve staff self-protection ability and prevent the labor dispute. When a labor dispute occurs between an enterprise and its employees, social workers should stand on the side of a third party and conduct labor dispute mediation around "sentiment, ethics and law" to actively mediate disputes and resolve conflicts. When social workers are unable to resolve labor disputes, they should actively coordinate the park management office, community workers and labor departments to intervene and effectively solve problems.

Project 2: Qingyou station. Focusing on the needs of employees' mental health, emotional stress reduction, interpersonal communication, team development and other aspects, social workers organize and carry out "mental health knowledge publicity", and hold professional lecturers to the service center to give lectures on emotional management. In response to the deep and persistent needs of some migrant

workers in emotional stress relief, social workers organized "emotional compass" workshop to teach employees self-emotion management skills. In addition, social workers also organize and carry out dating and group activities for employees to relax, relieve pressure and make friends.

Project 3: young workers' school. To meet the demand of migrant workers to learn and grow, social workers hold educational programs in the form of share salons+lectures+group to teach the knowledge about women workers, emergency security, psychological health, etiquette, social security, management ability, occupational health, HIV/AIDS prevention, and interpersonal relationship. Those programs helps workers grow, expanded vision, extend network, develop leadership ability and learn to show themselves.

Project 4: career development. Because of the enterprise' migrant workers' instability, hing turnover, lack of career planning and the desire to develop their ability, social worker is committed to building service platform for the staff to teach the employees how to adapt to the environment, culture and enterprise system. For example, social workers organize activities such as job fairs in the park every year after the Spring Festival and during the summer vacation or new employee sharing salon regularly or invite lecturers and courses on career planning to improve employees' self-planning ability, cooperate with youth league committee and labor union to carry out publicity and propaganda of "realizing dreams", "migrant workers going to university", "forklift truck, electrician" and other public welfare projects.

Project 5: I love my family. In Jiade industrial park, some couples work in the same park with their children. In order to meet the needs of these migrant workers in family relationship maintenance, parent-child education and daily services for their children, social workers regularly invite lecturers to give lectures on marital relationship and parent-child education or organize parent-child activities or carry out mi-

grant children calligraphy training and table tennis games and other activities in the summer holidays.

### **2.3.2 Two major platforms**

Platform 1: recreational services. To enrich the monotonous life of migrant workers in their spare time and the fact that the industrial park is relatively far away from the central area, the social workers in the park take the recreational facilities in the service center as the platform to carry out diversified health and entertainment activities, such as karaoke contest, Friday cinema, table tennis, fitness, reading, chess, electronic reading and other large community cultural and recreational activities at big festivals such as the Spring Festival, Mid-Autumn festival, New Year's day.

Platform 2: volunteer service. In order to enrich the leisure life of migrant workers and motivate their spirit of devotion, the social workers in the park set up a volunteer service platform -- "qingqingzi" volunteer team, and established a mechanism of volunteer team recruitment, training, management, service and incentive. At present, the volunteer team has a total of more than 80 volunteers who participate in the maintenance and duty of the service center, assist social workers to carry out large-scale community activities, and also organize volunteer themed service activities to provide help for other migrant workers in need.

### **2.3.3 Staff interest groups**

In order to meet the entertainment and communication needs of migrant workers, social workers should discover and train personnel in sports, fitness and dance etc. to build employee involvement and communication platform. Those interest groups are set up according to employee needs and conditions.

## **3. The advantages, effects, problems and trends of enterprise social work service in industrial parks**

In the previous part of summarization of the service mode of enterprise social work, we mentioned that the main modes of Chinese enterprise social work are cooperative pur-



chase and third-party purchase of on-site service. These two models appeared earlier in Shenzhen and Dongguan in the pearl river delta region. And the social work mode of enterprises in the park appeared later. The common characteristic of the first two modes is field service, The park model is off-site service. This off-site service mode has obvious advantages over on-site service (including built-in mode).Based on the service practice of Jiade park, this paper analyzes the advantages and effects of the social work mode of enterprises in the park and discusses its future development trend.

### **3.1 Advantages of enterprise social work mode in industrial parks**

Compared with the traditional on-site enterprise social work service, the off-site service mode has the following advantages.

#### **3.1.1 Independent service**

Built-in social workers are directly employed by the enterprise, while on site social workers purchased by third parties are subject to supervision and restriction by corporate leaders. In which mode, service conditions, content and methods, and even the social workers' contact with service objects are all subject to enterprise management. So, in this circumstances, it is quite difficult for social workers to provide services. However, the corporate social workers in Jiade park have no restrictions, and can design the service content and service mode according to the needs of migrant workers independently.

#### **3.1.2 Avoiding value conflicts**

Enterprises are management-oriented, operation-oriented and profit-oriented, while social workers are service-oriented, employee-oriented and help-oriented. The social workers focus on serving enterprises and maintaining harmonious labor relations. The park service focuses on serving the employees and their development. In some aspects the interests of company and its employees are the same, but there are also conflicts of interest in some aspects. When there are conflict between

employee's rights or employee's needs and enterprise needs, the in-site social workers might face tension with the enterprise. It is difficult for social workers to be neutral in their service. So social workers in the park should avoid these conflicts, and when providing service should better uphold professional values, and mediate labor disputes as an independent third party.

#### **3.1.3 A wider range of services**

The social workers in the site only serve a single enterprise, while the service in the park can cover the whole population in the park. Although Jiade service center mainly provides services to employees of enterprises in the park, as the service place is located in an open community rather than a closed area, employees and community residents of enterprises around the park can also receive services in the center. Therefore, compared with the inside service, the park has a wider range of services and can serve more people.

#### **3.1.4 Team service collaboration**

Compared with social workers working alone, the park project is carried out by a social worker team. Jiade park center has four or five social workers and assistants, and long-term social worker major students in the center for professional practice. In terms of demand survey, plan design and service implementation, social workers, assistants, interns and volunteers of migrant workers form a team to divide labor and cooperate, which leads to higher service efficiency. In addition to working together, another advantage of team service is that members can provide each other with life experience, spiritual and emotional support.

#### **3.1.5 Easy access to resources**

Social workers are not only service providers, but also resource linkers. However, the social workers in the field mainly rely on the internal resources of the enterprise. Park services are different. Jiadi park center not only receives economic and administrative support from the district, street and community governments, but also links to a wide range of social resources.

For example, experts, scholars and volunteers from news media, public welfare organizations from all walks of life have been more involved in the Jiade park social service project. These are difficult to achieve within a single enterprise.

### **3.1.6 Promoting party building in the park**

Government departments attach great importance to grassroots and party building in enterprises. An industrial park is an open community compared to an enterprise. The government may use the service facilities in the park to carry out party building activities. Social workers can also play their own roles to assist and participate in the party building. In the service center of Jiade park, the new district government has set a special party building room for contract employees party members to conduct activities.

## **3.2 The effectiveness of enterprise social work model in industrial parks**

### **3.2.1 Service output is high**

According to statistics, since the project was launched in 2011, the center has served more than 146,000 people, 520 cases, 48 groups, 220 sessions, 61 workshops, 89 lectures, 162 community activities of various kinds, 9 linked public welfare projects with a total capital of more than 260,000 yuan, and more than 320 hours of public welfare lecture and volunteer lawyer service. Many of these outputs, such as group activities, workshops, lectures, community activities, public service projects and funding links, and external volunteering, are unavailable or difficult to obtain in the in-site service mode.

### **3.2.2 The service is effective**

As the service design is based on the employee demand survey, compared with the on-site service, the park service has the advantages of better site facilities, more external resources, independent service and team assistance, and the service effect is quite good. Harmonious labor projects, for example, after being carried out for three years, the service center has held 24 games on labor law knowledge, 18 lectures

on labor law, accepted more than 360 cases of labor law consulting and mediated 168 cases of labor dispute (142 cases of successful mediation, 26 cases transferred to labor department), involved cost amount of more than 648,000 yuan, solved six cases of labor disputes, prevented more than 226,000 yuan of money loss for the employees. Thus social workers are fully recognized and trusted by employees. And now when encountering labor disputes 80% of employees seek social workers' help first. Since the intervention of social workers in labor dispute mediation, there has been no large-scale petition (Xitan Dong, 2015). Several other services have also played a positive role in solving migrant workers' real problems.

The project has gained full recognition by the sponsors (district social construction bureau), the community (streets and community workstations), enterprises in the park and migrant workers and other relevant parties, with their excellent work has passed the evaluation of third-party every year.

### **3.2.3 Enterprise social work model played the role of party building of the community**

Party construction work is quite difficult in enterprises. However, as the social worker service center in the park is independent of enterprises, it is convenient to set up a party and group activity room, and can also contact party members of different enterprises. Therefore, it has become an important platform for party construction in streets and communities and an important bridge between the party and the group.

Through the exploration of "two new organizations", the park service center has initially established the "party leadership, teamwork, social worker responsibility, contract employees participation" model of "party and social worker + contract employees" service, which has achieved good results. The project has therefore been fully affirmed by the leadership of the higher party committee. Leaders of the CPC central committee, Guangdong provincial party committee and Shenzhen municipal party

committee all inspected and spoke highly of the party building services of the center.

### **3.3 Problems and future trends of enterprise social work service in industrial parks**

Compared with the traditional on-site social work service, the social work mode of enterprises in the park has obvious advantages and remarkable effects. However, there are still some problems in the system design and service provision of this service mode which are mainly the following aspects.

#### **3.3.1 The purchaser**

At present, the main buyer of social work services in Pingshan industrial park in Shenzhen is the local government. The industrial park is a very special and important community. Buying park services, such as buying other community services, is part of the government's responsibility. Therefore, the government, as a service buyer is the embodiment of government responsibility. However, different from the general residential communities, industrial parks are all or mostly full of enterprises, and the social workers in the parks mainly serve enterprises and their employees. As the direct beneficiaries of social work services, enterprises in the park have the responsibility to share the cost of services together with the government, so they become the main purchasers and bear the cost together. But there are two main problems, the first is what system or mechanism is designed so that all enterprises in the park can share the purchase cost, the second is how much is the sharing ratio between the government and enterprises in the park.

#### **3.3.2 Service scope**

One of the advantages of the park service is that its service scope can extend to the entire enterprises in the park, as well as to the employees and even residents of surrounding enterprises.

However, the purchase and service design of park services are mainly to meet the needs of enterprises and employees in the park. If the service is extended to enterprises and residents around the industrial park, the service

cost and workload will be too much, which may affect the service quality and efficiency of the park. Therefore, various factors such as cost and effectiveness need to be fully considered when defining the scope of services.

#### **3.3.3 The problem of service content and methods**

Different types of industrial parks have different employee needs and service modes. According to the nature of enterprises and the characteristics of employees, industrial parks can be roughly divided into three categories. Second, high-tech industrial parks mainly composed of senior white-collar workers, such as Shenzhen Nanshan science and technology park and Bantian Huawei city; The third is the mixed industrial park which includes the above two types of enterprises. Social workers need to design service contents and service mode according to different types of parks and staff needs. However, it is difficult to design service content and mode for hybrid industrial parks.

We believe that in the future, the development trend of enterprise social work services in industrial parks should be that the government and enterprises jointly purchase services, design service contents and methods according to different types of parks and the needs of employees, as well as take service output and effectiveness into consideration to ensure service quality and service efficiency.

#### **Reference**

1. Jiansheng Chen, The local practice of corporate social workers supporting enterprises to fulfill their internal social responsibilities -- taking Jiashan as an example. *Zhejiang Academic Journal*[J], vol.6, 2015.
2. Xitan Dong, Introduction of innovative labor dispute mediation by social workers in Pingshan new area, Shenzhen. *Social Work in China*[J], 2015.
3. Xitan Dong, An enterprise social work service project in an industrial park -- a case study of happiness park in Pingshan new area. *Social Work in China*[J], 2016.
4. Wei Fang , Jiali Shan, Zheyuan Chen, Yifan Wu,

- Ye Zhao, Ailiu Ma, Development and enlightenment of social work in western enterprises. Journal of Zhejiang University of Technology (Social Science Edition) [J], vol.6, 2015.
5. Zhong Gao, Opportunities and challenges for social work of local Chinese enterprises. Social Work[J], vol.2 , 2012.
  6. Jiangxia Gu, Yansen Dong, Yanni Meng, Analysis on the localization service process of enterprise social work -- taking the social work practice of a manufacturing enterprise in Dongguan as an example. Journal of Guangdong Youth Vocational College[J], vol. 26, 2012.
  7. Shuzhen Guo, Aifei Huang, Exploration on the path of corporate social work of 'thematic appeal'. Journal of the University of Radio and Television[J], vol. 3, 2015.
  8. Ma Yuna, The overall linkage of enterprise social work model and application. Modern Management science[J], vol. 2, 2014.
  9. Xiaofeng Li, The historical evolution and practical operation mode of social work in Chinese enterprises -- a case study of the pearl river delta region. Social Work[J], vol. 3, 2011.
  10. Chunyi Liu, Analysis of the application of enterprise social work in the construction of harmonious labor relations. Frontiers[J],2014.
  11. Lei Lu, The development history and experience of corporate social work in the United States. Social Work[J], vol. 4, 2015.
  12. Jiaxin Lu, A study on the current situation and countermeasures of social work in luogang enterprises in Guangzhou. Journal of Guangdong Youth Vocational College[J], vol. 3, 2015.
  13. Qing Lu, Embedding and construction: the 'union model' of enterprise social work. Journal of China Institute of Labor Relations[J], vol. 6, 2013.
  14. Ning Chan, Governance of labor relations and construction of industrial social order -- enterprise social work in the context of social governance innovation. Social Work[J], vol. 1, 2014.
  15. Aifang Qiu, An analysis of enterprise social work service model. Social Work[J], vol. 2, 2011.
  16. Li Shen, The development experience and enlightenment of Taiwan's industrial social work, Southern Studies[J], vol. 2, 2009.
  17. Li Shen, Binzhi Liu, Trade unions work in corporate social work from the perspective of harmonious enterprises. BBS, The Trade Union[J], vol. 6, 2006.
  18. Liming Sun, The construction of enterprise social work and its service model in China. Journal of Chongqing Vocational College of Urban Management[J], vol. 1,2016.
  19. Ruihua Tian, Reflections on the social work of enterprises in the industrial park. Journal of Heilongjiang Institute of Education[J], vol. 33, 2014.
  20. Fenghai Wang, Professional orientation and practice discussion of enterprise social work. Social Work[J], vol. 2, 2013.
  21. Jinyuan Wang, The application of enterprise social work in institutional harmonious enterprise mechanism. Social Work[J], vol. 7, 2010.
  22. Ruihua Wang, Building a harmonious society: the function of enterprise social work. Journal of Qiqihar University (Philosophy and Social Sciences Edition) [J], 2006.
  23. Xiaohui Wang and Tingyi Zhang, The development of corporate social work in the United States and its implications for China. Social Work and Management[J], vol. 1, 2015.
  24. Ying Wang, An analysis of the value orientation of social work in Chinese enterprises. Journal of Hubei Correspondence University[J], vol. 15, 2015.
  25. Jianping Wu, On the theoretical framework of enterprise social work. Journal of China Institute of Labor Relations[J], vol. 28, 2014.
  26. Ming Xu, The intervention of enterprise social work in labor union management: a study on the construction and application of the competency model of labor union cadres in state-owned enterprises. Human Resource Development in China[J], vol. 16,2016 .
  27. Pengfei Ye, Main contents, models and methods of enterprise social work service for migrant workers. Journal of China Institute of

Labor Relations[J],vol. 28, 2014.

28. Hongru Zhang, An effective approach to corporate social work. Jianghai Journal[J], vol. 16, 2011.
29. Hongru Zhang, Research on the relationship between collaboration and innovation -- employee assistance program and corporate social work. Jiangsu Social Science[J], vol. 1, 2014.
30. Mo Zhang, Lei Lu, The development process and trend of social work in Chinese enterprises. Journal of China Institute of Labor Relations[J], vol. 4, 2015.
31. Guanghuai Zheng, Yan Liu, Intervention strategies for enterprise social work under the "expanded clinical perspective". Sociological Research[J], vol. 6, 2011.
32. Pei Zhou, A much-needed and valuable intervention method of social work -- on corporate social work. Social Science Research[J], vol. 4, 2005.
33. Pei Zhou, Shaoxu Qu, On the concept, goal and principle of enterprise social work. Social Work[J], vol. 2, 2012.

