

Analysis of the market logic in public welfare and charity under three assignments—Take time bank as an example

Shenglong Zhang*

College of Political Science and Law, University of Jinan, Jinan, Shandong, China

*Corresponding author: 1654884358@qq.com

Keywords: Artificial intelligence; population development; Population policy

Abstract: In recent years, China has paid more attention to the role of three distribution and issued relevant document outline. Since the reform and opening up, there is a wide range of market logic in the public welfare charity, and the trend of charity development in the future is the marketization of public welfare. This paper clarifies the concept of public welfare and charity and the logic of the market in public welfare and charity, and expounds the feasibility of the marketization of public welfare and charity in combination with the emerging time-bank mutual aid pension model.

1. Introduction

In mid-December 2022, the CPC Central Committee and The State Council issued the Outline of the Strategic Plan for Expanding Domestic Demand (2022-2035), and issued a notice requiring all regions and departments to conscientiously implement it in light of their actual conditions. The outline emphasizes making solid progress in common prosperity, enhancing the potential of developing domestic demand, and paying special attention to the role of the third distribution. In addition, it is necessary to improve the charity reward system to guide and support enterprises and social groups who are willing and capable to actively participate in public welfare and charity undertakings.

In the traditional Chinese culture, "teach people to fish" and "help others and help themselves". Rockefeller believed that "happiness from wealth comes from the ability to help others". In the past 20 or 30 years, the social enterprise movement, which uses commercial innovation to do public welfare and solve social problems such as poverty and environment, has been booming in the world, which has had a huge impact on the traditional concept and operation mode of charity, and the marketization of public welfare has gradually become a trend.

"Time bank" has been developed from the concept of "time money". In the context of high unemployment in the United States, Edgar Kahn worked to study the connection between idle human resources and the unmet needs of residents and proposed the concept of "time money". Chinese "Time Bank" is first associated with volunteer service, which can mobilize the enthusiasm of volunteers and becomes a new form of volunteer service. After being connected with the volunteer service for the elderly, the young healthy elderly provide volunteer service for the elderly and record the service time through the "Time Bank", and the corresponding volunteer service can be drawn from the "Time Bank".

2. Public welfare charity and public welfare charity marketization

2.1. The concept of public welfare and charity

Chinese and Western countries have diverse understanding of the concept of public welfare charity^[1]. Public welfare is a complex concept, and its internal structure make it difficult to understand; and the definition of the concept; the concept is widely used in ethics, sociology, economics and other fields. Newman (Roman Schnur) divides "public welfare" into "subjective public welfare" and "objective public welfare", the former refers to the interests involved in an uncertain majority under the cultural relations, and the latter refers to the important goals needed by

the state and society, namely the national purpose. The contribution of this theory lies in that, when determining the subjective public welfare based on the number of beneficiaries, the objective evaluation criteria of public welfare, which in fact affirms the role of public power in realizing public welfare, in line with the requirements of modern constitutional concept on public interest [2].

Scholars from different disciplines in China have had different understandings of the concept of public welfare. Some people understand from the perspective of ethics that public welfare is short for public welfare assistance, which mainly refers to the social activities that provide humanitarian assistance to vulnerable groups in the form of non-governmental or civil society. From the perspective of jurisprudence, some people think that public interest is short for public interest, which refers to the significance of the object to the majority of the people in the community. From a philosophical point of view, some people believe that public welfare is a value body with a wide range of contents that is necessary for the existence and development of certain social groups and can be recognized and enjoyed by an uncertain majority of them [3].

Domestic and foreign scholars from their own research focus illustrates the concept of public welfare, some focus on the definition of public main body, some try to grasp the public implementation of the state and individual relations, some focus on the realization of public path and goals, others from the reality of economic relations to discuss the essence of the public welfare, the above views from different angles reveals some characteristics of the public welfare. Although they have different understandings of public welfare, they have one thing in common, that is, they both believe that public welfare is to promote "common good".

2.2. The logic of the marketization of public welfare and charity

Public welfare and charity need the extensive participation of the public and different subjects, especially the investment of capital, material resources, time and other factors and resources. All inputs have output requirements, that is, efficiency requirements. Therefore, from the perspective that the market is a means to optimize the efficiency of resource allocation, public welfare and charity undertakings also need market means.

Since the reform and opening up, the active cooperation between the market and public welfare and charity has been extensive and deepening. Generally speaking, the cooperation between business and charity has gone through two stages, from the "separation-cooperation" model to the "fusion mode". In the industrial era, public welfare belongs to public welfare and the market belongs to the market. On this basis, the two sides learn on each other's strengths and jointly respond to the needs of society. In the "separation-cooperation mode", the main form of cooperation between charity and market is enterprises' donations to public welfare organizations. This donation, or purely altruistic, is "purposeful charity". Shareholders are also people and conducive to other needs, which is the power source of purposeful public welfare; or self-motivated motivation, which is "strategic philanthropy". Cooperation with public welfare organizations can gain good reputation and achieve better financial performance, which is the power source of strategic philanthropy. At present, the mainstream is that the awareness of charity is deeply rooted in the people, and the elements of public welfare penetrate into all fields. The market is no exception. It is deeply affected by public welfare, which means that the market pays more attention to fairness and justice and is altruistic. At the same time, public welfare undertakings continue to develop, management level, the pursuit of higher efficiency, to learn from some market practices. However, the marketization of public welfare and charity is not unlimited, but has insurmountable boundaries. The integration of public welfare and charity with the market is the integration of "public welfare and charity and market". Public welfare and charity should absorb the elements of the market, absorb the instrumental things, and the purpose is to improve their own efficiency. At the physical level, there is no compromise in charity. It is not more and more self-interested, but more firm, solid and effective "altruism". The market absorbs the elements of public welfare at the physical level, adds more altruistic elements to its own purpose, and absorbs the things of value, that is, the so-called righteous profit [4].

Adhering to the non-profit nature of public welfare and charity is an inevitable requirement to

ensure the independence of charity organizations, and also the premise of maintaining the logical rigor and continuity of public welfare and charity marketization. All business activities with profit-making structure mode do not belong to the category of charity marketization. Only charitable organizations that carry out activities in a non-profit way are the behavior subjects of the marketization of public welfare and charity. Therefore, public charity marketization refers to the charity business experience, to maintain their healthy, stable and orderly growth, organization structure, financial revenues and expenditures, personnel management and service ability of specialization, refinement, standardization and high efficiency, better service and realize the value of institutions and social mission of non-profit operation management activities and its situation.

3. The public welfare marketization logic of the time bank

3.1. Points to obtain

The process of obtaining points is the process in which community residents provide services and participate in community public affairs to exchange points for public welfare service. Points acquisition is the starting point of the operation of the time bank. Its purpose is to obtain points and prepare for the exchange of points. This stage can be divided into time points list formulation, service provision, public affairs participation and public welfare points acquisition. First, make the list of public welfare points. First, guide the residents to think about the problems existing in the community, and sort out the list of the community problems. According to the list of community issues, residents will be guided to think about "what we can do" to formulate a list of community public welfare actions. According to the list of public welfare actions, residents will be guided to give certain standard points for public welfare actions and formulate a list of points. Second, service provision and public affairs participation. Community residents use their own advantages and resource endowment to provide services for the elderly and participate in community public affairs and obtain points. After registering for volunteers and receiving volunteer training, the community residents will provide services for the elderly and participate in community public affairs according to the recruitment announcement issued by the time bank. Finally, the time-integral acquisition. Time point acquisition is a process in which community residents convert the time of community charity participation that they have already participated in into time points. Volunteers provide services by using traditional manual timing and APP timing. The time bank will deposit residents' volunteer service time into their own accounts and convert it into points. Time storage and integral acquisition in integral acquisition provide an incentive mechanism and enhance the motivation of residents to participate in public affairs.^[5]

3.2. Points exchange stage

Point exchange is a process of using time point exchange service and resources. Point exchange is related to the motivation of residents to participate in public affairs. This stage is divided into the formulation of exchange list and public welfare point exchange. First, make the exchange list. Based on the list of residents' needs, the integration of resources is maximized to realize the connection between resources and residents' needs. On this basis, resources are endowed with certain standard time points and the exchange list is formulated. According to the linked 68 shops, the XHL community in Chengdu has formulated an exchange list of food, household appliance maintenance and daily necessities for the community residents with the standard of 1 point =10 yuan. Secondly, the exchange of time points, based on the exchange list and the process of the time points obtained in the public welfare labor. Points exchange is divided into online exchange and offline exchange. Online points exchange means that residents use the earned time points to exchange the required goods online. For example, LSMJ community in Jinan uses APP to hang the goods of community merchants on the Internet, and mark the points for each product, and residents directly use the points online to pay for the goods needed. Offline points exchange refers to residents' consumption in physical shops. For example, XHL community residents in Chengdu consume points in the form of exchanging or offset the price of goods.

3.3. The marketization logic of the time bank

The Time Bank has achieved a perfect balance between the public welfare and the market. The participation of the charity Division has been faced with the contradiction between self-interest and altruism. The action logic of market economy is mutual benefit, "assuming individual interests first", deciding the investment according to the income, while the community emphasizes the public interest, advocating the action logic is dedication, without return, and emphasizes the volunteering of action. One of the two action logics emphasizes that the effort requires return, and the other emphasizes that the effort requires not return. The seemingly opposition is actually both opposition and unity. Therefore, we can neither deny the rules of market economy nor the spirit of community altruism. The key is how to find a balance between the two. The circulation of time points is a balanced reciprocity mechanism, which solves the problem of how to balance the rules of mutual benefit and complete dedication. On the one hand, time points conform to the mutual benefit rules of market exchange. The process of obtaining points is the process of volunteers providing volunteer services, and the process of points exchange is the process of volunteers exchanging for the required services. The alternation of service provision and exchange for services reflects the reciprocity rules in market exchange. On the other hand, time points are in line with altruistic dedication. The points in the time bank are the public welfare points, which are obtained by the community action subject by serving other subjects in the community. From this perspective, the time points are in line with the altruistic dedication spirit ^[6].

Time integration facilitates the optimal allocation of resources. "In order for communities to exist effectively or be able to govern themselves independently, they must have sufficient community resources." However, judging from the current situation in China, the shortage of resources has become a short board in the current social governance and community governance. Time integral can activate a variety of resources of society and community to make up for the problem of resource gap in governance. On the one hand, time integration enables idle resources to be used and optimizes the allocation of governance resources. Time integral is essentially a reciprocating exchange resources between public welfare action subject process, therefore, integral acquisition and exchange process essence is to reconfigure governance resources process, make the public action of idle resources through social and community internal resource exchange, can be used by other governance main body, avoid the idle waste of social governance resources, make the optimal allocation of resources. On the other hand, time integration realizes the sharing of governance resources, so that high-quality governance resources are fully utilized and the benefits are maximized. The essence of time integral is the exchange of internal resources to realize the sharing of internal resources, and the process of integral acquisition is the process in which the subjects of public welfare actions provide resources and serve other subjects according to their own advantages. Therefore, the integral acquisition excavates the high-quality community governance resources, and realizes the complementary advantages with the help of the sharing formed by the resource exchange, so that other subjects in the community can also use the high-quality resources. Quality resources in the community are being maximized^[7].

4. Conclusion

At present, the development of public welfare and charity in China has various immature manifestations, such as low public participation, imperfect laws and regulations, lack of professionals, small amount of charitable donations, low operation efficiency, lack of competitiveness, non-standard management, and low social contribution. This is related to the poor foundation of the development of public welfare and charity undertakings in China, and the lack of time and experience accumulation. With the development of reform and opening up, China's market economy has started and developed, the market economy permeates all aspects of our life, but also permeates all aspects of public welfare and charity. Therefore, some people put forward the idea of charity marketization, advocating the learning and reference of the successful experience of market economy subjects, so as to break through the development bottleneck of the industry development,

which has its objective reality, but also produced a greater influence and appeal of the industry. As an emerging mutual aid pension model, the development of time Bank in the public welfare field also promotes the integration of public welfare and the market, especially the form of "time points" with Chinese characteristics practices the market logic in the field of public welfare and charity. In addition, we should also pay attention to adhering to the non-profit nature of public welfare and charity, which is an inevitable requirement to ensure the independence of charity organizations, and also the premise of maintaining the logical rigor and continuity of "marketization of public welfare and charity".

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