

Perspective

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Analysis of Service Systems Integrating Public Welfare and Commerce

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Abstract: This paper aims to explore the organic integration of public welfare and commercial service systems, focusing on analyzing their symbiotic relationship and sustainable development models. In contemporary society, the boundaries between public welfare organizations and commercial companies are gradually blurring, with an increasing number of enterprises choosing to incorporate public welfare concepts into their business activities, giving rise to a trend of "commercialization of public welfare." From the perspective of service systems, this paper will discuss how the two mutually promote and balance each other at strategic, resource, process, and objective levels, exploring how public welfare and commerce can achieve a win-win scenario of social value and economic benefits.

Keywords: Integration of public welfare; Commercial services; Corporate strategy

1. Introduction

In the context of rapid globalization and technological advancement, the integration of public welfare and commercial service systems has become one of the core strategic considerations for contemporary organizations and enterprises. These two domains not only interact conceptually but are also interwoven in practical operations, forming unique service models. As consumer demands evolve, businesses have recognized that a singular profit-driven objective no longer meets societal expectations. The incorporation of public welfare principles can enhance corporate social responsibility while simultaneously boosting brand reputation and competitiveness. Therefore, this paper will delve into the systemic

logic underlying this integrated model and propose sustainable development strategies for public welfare and commercial service systems.

2. Definition and Differences Between Public Welfare and Commercial Service Systems

The fundamental difference between public welfare and commercial service systems lies in their objectives and operational methods. The core goal of public welfare organizations is to create positive social impact, such as addressing social issues, improving quality of life, or providing support to vulnerable groups. These organizations typically operate on a non-profit basis, relying primarily on donations, government funding, and other forms of social support for revenue. Their



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focus is not on economic gain but on maximizing social benefits. Public welfare organizations achieve this by offering free or low-cost services^[1].

In contrast, the foundation of the commercial service system is profitability. Businesses generate economic returns by providing products or services to consumers, with the goal of maximizing profits through meeting customer needs, increasing market share, and reducing costs. Commercial companies primarily rely on market competition, continuously pursuing growth and efficiency under pressure from capital markets and shareholders.

With the growing awareness of social responsibility, an increasing number of enterprises have begun to recognize that solely pursuing economic benefits may lead to social burdens and environmental pressures. In this context, the boundary between public welfare and commerce is gradually blurring. By integrating public welfare concepts, companies can strengthen their sense of social responsibility while enhancing customer loyalty and brand value through a positive social image, thereby boosting commercial returns. This has also given rise to the phenomenon of "commercialization of public welfare," which involves embedding social value into business operations, enabling enterprises to achieve success not only in profits but also in generating positive social impact.

3. Strategic Advantages and Challenges of Commercializing Public Welfare

Commercializing public welfare initiatives can provide enterprises with a range of strategic advantages. Firstly, it helps enhance the corporate brand image. In modern society, consumers and the public increasingly value corporate social responsibility, and companies actively engaged in public welfare projects often gain public trust. By integrating the concept of public welfare into their operations, enterprises can attract more customers through a positive social image and foster long-term loyalty. For example, a company focused on environmental protection will win the support of consumers who care about environmental issues. This strategy not only boosts sales but also helps the company stand out in a highly competitive market^[2].

Commercializing public welfare initiatives can also help attract and retain talent. In the modern workplace, a growing number of employees, particularly the

younger generation, expect companies to take on greater social responsibilities. By integrating public welfare projects into corporate culture, businesses can foster a sense of identity among employees and strengthen team cohesion. Employees take pride in working for socially responsible organizations, which in turn enhances their level of engagement at work.

Commercializing public welfare is not without challenges. Foremost among these is the issue of resource allocation. While pursuing economic benefits, enterprises face a complex balancing act in how to reasonably distribute resources for public welfare projects. Investing too much may impact short-term profits, while insufficient investment risks reducing such projects to mere formalities with little substantive impact. Additionally, when implementing public welfare initiatives, companies often face public skepticism regarding their motives. Some firms are perceived as pursuing these projects primarily for marketing purposes rather than genuine social responsibility, which can inadvertently lead to negative public backlash.

4. Resource Allocation and Synergistic Effects of the Service System

In the service system of public welfare commercialization, resource allocation is the core element for its effective operation. Unlike traditional commercial services, public welfare commercialization requires not only the consideration of the enterprise's own resources but also the coordination of various external resources. These include, but are not limited to, financial resources, personnel allocation, technical support, and social capital. Such synergistic effects can be achieved through collaboration with other social organizations, government support, or the participation of volunteers.

Enterprises must prioritize efficiency and balance in resource allocation. For instance, companies can allocate a portion of their human resources to public welfare initiatives through employee volunteer programs. This approach not only optimizes the internal utilization of corporate resources but also enhances employees' sense of responsibility and teamwork. By participating in volunteer activities, employees engage directly in social responsibility projects, fostering a stronger sense of involvement while simultaneously

reducing operational costs for these initiatives ^[3].

The allocation of technological resources is also a crucial component of the commercialization of public welfare today. Advances in digital technology have brought transformative changes to public welfare services. For instance, companies can utilize data analysis techniques to understand consumers' philanthropic preferences, thereby developing more targeted public welfare marketing strategies. Additionally, the establishment of digital platforms enables enterprises to manage public welfare projects more efficiently, reducing operational costs and expanding the reach of public welfare services.

5. Process Design and Value Chain Integration for Commercialization of Public Welfare

In the service system of public welfare commercialization, innovative process design is key to achieving the integration of public welfare and commercial objectives. Traditional commercial service processes typically involve market research to identify customer needs, followed by the development of product or service strategies, and the delivery of value through production, sales, and after-sales services. In the context of public welfare commercialization, this process must incorporate public welfare elements to achieve both social and economic benefits.

Companies can integrate public welfare concepts into product design and manufacturing processes to optimize resource utilization and reduce environmental impact. For instance, a growing number of enterprises are prioritizing the use of eco-friendly materials or minimizing carbon emissions during production. This approach not only aligns with public welfare principles but also meets consumer demand for sustainable products ^[3].

In the realms of marketing and service delivery, companies can convey their social responsibility through philanthropic storytelling and cause-related marketing. For instance, some businesses donate a portion of their product sales proceeds to specific charitable initiatives. Through this strategy, companies not only enhance their brand reputation but also leverage consumer purchasing behavior to drive the implementation of more public welfare projects. This "consumption as philanthropy" model not only fosters

a sense of participation among consumers but also strengthens the emotional bond between businesses and their customers.

6. Alignment of Public Welfare and Commercial Goals: Balancing Interests and Social Benefits

The integration of public welfare and commercial service systems lies in the mutual alignment of their objectives. Traditional commercial goals prioritize profit, whereas the aim of public welfare is to drive social progress through the realization of social benefits. To strike a balance between the two, enterprises must conduct in-depth analysis and optimization of their service systems, ensuring that every segment achieves both economic and social objectives simultaneously.

One way to achieve this goal is by operating through the model of social enterprises. Social enterprises are essentially commercial businesses, but their objectives extend beyond profit-making to include driving social progress. For instance, some enterprises allocate a certain percentage of their profits to support social welfare projects or integrate public benefit elements into their core products and services. Through this model, businesses can not only ensure long-term commercial profitability but also bring about tangible improvements to society, achieving a genuine balance between profit and social benefit.

Enterprises can further optimize this balance through public welfare collaborations and strategic alliances. For instance, some companies partner with non-profit organizations or government agencies to jointly advance specific public welfare initiatives. This approach enables businesses to gain external resource support, reduce their own investment, and simultaneously enhance the social impact of their projects.

7. Commercialization of Public Welfare Service System from a Sustainable Development Perspective

In the context of contemporary globalization, an increasing number of enterprises recognize that relying solely on commercial profits to drive development is no longer sufficient to address the growing social and environmental challenges. Sustainable development has become a critical element for long-term corporate

success, and the commercialization of public welfare service systems offers a win-win pathway for businesses: achieving economic benefits while promoting social and environmental sustainability. Sustainable development is not merely a strategic choice but also a reflection of corporate responsibility in society.

When formulating their public welfare commercialization strategy, enterprises must embed the concept of sustainable development into their core business processes, rather than treating public welfare activities as independent ancillary projects. This embedded integration helps companies merge social responsibility with commercial benefits. For instance, a growing number of enterprises are adopting circular economy models, considering resource efficiency and environmental factors at every stage of product design and production. By reducing waste emissions, improving energy utilization efficiency, and promoting the use of renewable materials, companies can both cut costs and demonstrate their commitment to environmental protection. Such green innovations not only enhance a company's competitiveness in the market but also attract environmentally conscious consumers, forming a sustainable business model that balances profit and public welfare.

The sustainability of a commercial public welfare service system is also reflected in long-term partnerships and resource integration. By collaborating with non-governmental organizations (NGOs), government agencies, and other stakeholders, enterprises can jointly address social and environmental issues. Such partnerships not only provide external resource support for businesses but also amplify the impact of their public welfare initiatives. For instance, when companies partner with environmental protection organizations to promote clean energy projects, they not only reduce their carbon footprint but also achieve broader societal impact through the expertise and network resources of their partners.

Technological innovation plays a crucial role in promoting the sustainable development of commercialized public welfare. The widespread application of digital technologies enables enterprises to manage and evaluate their public welfare projects more efficiently, achieving precise resource allocation. For instance, big data analytics can help companies

identify the most vulnerable social groups and optimize project design and implementation based on these insights. Meanwhile, advancements in information technology allow businesses to engage with consumers through online platforms, showcasing their public welfare achievements and enhancing public participation. Through these approaches, enterprises can establish a dynamic and open service system, ensuring that commercialized public welfare projects maintain a long-term balance between market demands and social responsibilities.

8. Deep Integration of Social Responsibility and Corporate Culture

Within an enterprise, culture not only dictates the behavioral patterns and values of internal employees but also influences external societal perceptions of the company. When social responsibility becomes a core component of corporate culture, commercializing public welfare transcends mere market strategy, evolving into a consistent long-term pursuit both internally and externally. Deeply integrating social responsibility into corporate culture ensures that every decision and action carries a philanthropic essence, thereby making public welfare a symbol of the enterprise's brand and social image.

The shaping of corporate culture relies on the exemplary role of leadership. When top executives incorporate social responsibility as a key consideration in decision-making, employees gradually develop corresponding values, driving the entire organization toward a win-win direction that balances public welfare and business interests. For instance, some multinational corporations implement a "green supply chain" strategy, integrating environmental principles into supply chain management and requiring suppliers to meet sustainability standards. This approach not only reduces the company's environmental impact but also enhances its social responsibility image, strengthening the sense of identification among internal employees and external partners.

Enterprises can enhance employees' sense of engagement and belonging by organizing diverse internal public welfare activities. For instance, encouraging staff to actively participate in company-sponsored volunteer programs or establishing internal reward mechanisms to motivate employees to

contribute to society. This not only strengthens their sense of affiliation but also boosts job satisfaction and creativity. When employees perceive that their company prioritizes positive social impact alongside profits, their motivation and loyalty are significantly heightened.

The concept of public welfare within corporate culture also helps companies attract high-quality talent, particularly among the younger generation that values social responsibility. Many young professionals in the modern workplace, especially millennials and Gen Z, prefer to build their careers in companies that demonstrate a strong sense of social responsibility. They hope that the organizations they work for can not only achieve commercial success but also make a positive impact on society and the environment. Therefore, when companies integrate social responsibility into their cultural fabric, they not only enhance internal cohesion but also gain a competitive edge in the talent market, attracting more innovative and socially conscious individuals to join their ranks.

9. Conclusion

In summary, the integration of public welfare and commercial service systems is not only a manifestation of contemporary corporate strategic innovation but also a demand for social progress. Through rational planning and implementation, enterprises can achieve economic profits while creating more public welfare value for society. This paper explores the innovations

and challenges of the commercialized public welfare service system in areas such as resource allocation, process design, goal balancing, and sustainable development. In the future, as societal needs continue to evolve, enterprises will continue to explore new models and practices in this field, providing more possibilities for the deep integration of public welfare and commerce.

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