

construction of social responsibility of oil and gas enterprises reflects the management function of the government, which can directly intervene or indirectly control. The specific measures are as follows: first, the government should formulate laws and regulations on the social responsibility of oil and gas enterprises; second, the government should formulate the evaluation standard of social responsibility of oil and gas enterprises and make scientific, reasonable, comprehensive and objective evaluation of social responsibility of oil and gas enterprises; third, the government should establish a perfect reward and punishment mechanism, expressing the attitude of the government through reward and punishment, release clear guidance signals, and guide the direction of the social responsibility motivation mechanism of oil and gas enterprises; fourth, the government should carry out scientific and comprehensive propaganda on the social responsibility of oil and gas enterprises; fifth, the government should establish efficient and smooth information feedback mechanism.

5. CONCLUSIONS

The continuous growth of the social responsibility motivation of oil and gas enterprises is a systematic concept promoted by oil and gas enterprises through internal and external resources and motivation system. Therefore, the study should examine and discuss the motive forces of social responsibility of oil and gas enterprises from many perspectives and multi-dimensions. Firstly, the study analyzes six factors of the motivation of oil and gas enterprises, namely, clean and health production, laws and regulations, social supervision, sustainable development of enterprises, government management, and constructing a harmonious society. With the theory of motivation system, the study establishes the motivation mechanism model of social responsibility of oil and gas enterprises, which will spontaneously spiral up after developing to the mature stage. Secondly, the motive factors of oil and gas enterprises are put into the multi-dimensional space to analyze the motivation, momentum and energy by applying the motivation theory. Finally, the study analyzes the risks of motivation mechanism, and puts forward countermeasures. In the economic and social environment full of challenges and uncertainties, oil and gas enterprises should not only pay attention to their own moral uplift without thought of others, but also make full use of the resources of society and government, take precautions against the rainy day and take the initiative to increase the efficiency of motivation mechanism of social responsibility, and finally realize the "everlasting development of oil and gas enterprises".

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