

The application of Chinese excellent traditional culture in the construction of modern enterprise culture

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Abstract: The excellent traditional culture of China is the precious wealth accumulated by the Chinese nation for thousands of years. Its deep connotation including moral concept, value concept and life concept has important enlightenment and reference significance for shaping modern enterprise culture. This paper starts from the factors that affect the integration of Chinese excellent traditional culture and modern corporate culture, and summarizes the specific application of Chinese excellent traditional culture in the construction of modern corporate culture in detail, in order to provide a new idea and perspective for the construction of modern corporate culture, and help enterprises achieve sustainable development goals steadily.

Key words: Chinese excellent traditional culture; Modern enterprise; Cultural construction; application

Introduction

In the social economy, the enterprise, as one of the most important components, its cultural construction is of great significance to the enterprise itself, the staff development and the social harmony. For modern enterprises, excellent corporate culture not only helps to enhance the top-down cohesion, but also helps to improve the centripetal force and competitiveness of the team. The excellent traditional culture of the Chinese nation has a long history, profound deposits, and unique values. It can play a positive role in many aspects when it is integrated into the construction of modern enterprise culture. However, how to integrate the excellent traditional culture elements of the Chinese nation with the modern enterprise culture, so as to build an enterprise culture that not only has the Chinese cultural heritage but also meets the development needs of modern enterprises, is a very challenging task, and also an important content of this paper.

I. The factors that affect the integration of Chinese excellent traditional culture and modern enterprise culture

1. Leadership concept

A good leader is not only the advocate of corporate culture, but also the practitioner and promoter of cultural integration. Leaders play an important role in promoting the integration of Chinese excellent traditional culture and corporate culture. The formation of leadership concept is influenced by many factors, such as traditional values, ethics, management wisdom, modern management concept, market competition, globalization trend and so on. However, the current vision of some enterprise leaders is still limited to short-term business interests, they have a shallow understanding and cognition of the excellent traditional Chinese culture, and fail to deeply realize the positive role of the excellent Chinese tradition in the construction of corporate culture, which may restrict the long-term development of the enterprise in the future. It is precisely because of the influence of similar traditional concepts that it is difficult for them to truly integrate Chinese excellent traditional culture into all aspects of enterprise work in their daily management process, which will directly affect the shaping of enterprise core competitiveness.

2. Organizational climate

Organizational atmosphere is the external expression of the unique temperament of corporate culture, which affects the behavior and work attitude of employees. The quality of organizational atmosphere is directly related to the depth and breadth of the integration of Chinese excellent traditional culture and modern enterprise culture. This requires the enterprise should actively create a good atmosphere to respect and appreciate the excellent traditional culture of China. However, the reality is not satisfactory. First of all, the organizational atmosphere of most enterprises is not good. Both employees and enterprise managers lack in-depth understanding and cognition of the excellent traditional Chinese culture. As a result, the publicity and promotion of the excellent traditional Chinese culture are often superficial and there is a problem of formalism. Secondly, some enterprises do not devote enough energy to guide employees to learn the relevant contents of excellent traditional Chinese culture. In addition, employees are busy with daily work, which may lead to the situation that the whole enterprise knows the reason but does not know the reason, which may affect the significant improvement of employees' ability to solve daily problems by using historical thinking and dialectical thinking.

3. Employee participation

Employees are important participants and practitioners of corporate culture integration. Employee participation directly affects the quality of enterprise culture construction, and also affects the inheritance and development of excellent traditional Chinese culture. Improving employee participation is crucial to the integration of excellent traditional Chinese culture in the construction of enterprise culture, which helps to make the culture deeply rooted in the people's heart and form resonance. If the employee participation is high, it will not only help to maximize the unique role of employees in the process of enterprise development, but also help to effectively improve the cultural literacy of employees and enhance their sense of belonging. On the contrary, if employees' participation is not high, it is likely to

directly affect their sense of identity with the corporate culture, and ultimately make employees unable to absorb the essence of the excellent traditional Chinese culture and actively apply it to their daily work and study.

II. The application of excellent traditional Chinese culture in the construction of modern enterprise culture

1. Put people first

Humanism has always been a core element of the fine traditional culture of the Chinese nation. Humanistic culture focuses on the relationship between people and society and between people, emphasizing the harmonious coexistence and mutual benefit between people and society, which is worth learning from in the cultural construction of modern enterprises. The enterprise culture should put “people-oriented” in the first place, and fully mobilize the enthusiasm and initiative of employees by emphasizing the respect and care for employees, so that each employee can give full play to his/her role in his/her post, and realize the purpose of making the best use of people and things. Only in this way, employees can create more value for the enterprise, at the same time, employees themselves can also achieve long-term development on the platform built by the enterprise. From this point of view, it is crucial to build an employee-centered working environment. First, make a long-term career development plan and provide clear channels and support systems for employees, create rich training and learning opportunities, and ensure that employees can continuously improve their personal abilities and qualities; Second, establish a fair and equitable evaluation system to ensure that every employee’s efforts and efforts can be reasonably rewarded; Third, create a healthy and harmonious working atmosphere, actively seek the balance between work and life of employees, and respect employees’ multicultural backgrounds and personal values; Fourth, business leaders should lead by example, actively care about the well-being of employees, and build a team environment of open communication and mutual trust.

Take Huawei as an example. As a high-tech enterprise, Huawei attaches great importance to the construction of employee training system. The purpose of the enterprise is that “the learning ability and innovation ability of employees are the core competitiveness of the enterprise”. Ren Zhengfei stressed that “training is the shortcut to lead Huawei into the future”. Based on this, Huawei has actively built training centers across the country and even around the world. The first Huawei University was established in 2005, and has trained many outstanding talents for Huawei enterprises through both internal and external training methods. The first step for all employees who join Huawei is to participate in Huawei’s unique employee training. It is precisely because of this that Huawei’s position in the country and even the world is increasingly enhanced, and its core competitiveness is becoming stronger and stronger.

2. Peace is the most valuable

“Peace is the most precious” reflects the value orientation of the fine traditional Chinese culture, which attaches importance to harmony. The Analects of Confucius has its own words: “Do not do to others what you do not want to do to yourself □” and “establish others as you wish to establish yourself and become a master as you wish to achieve yourself”, all of which emphasize the importance of “promoting oneself to others” in interpersonal communication. Harmony is the basic principle for the survival and development of all living things. Harmony culture is a good medicine to adjust the contradictions between people and people, between people and society, and form friendly interpersonal relations. At the same time, it is also the cultural source of building a harmonious enterprise. If an enterprise wants to maintain its advantages in the fierce market competition and ensure sustainable development, it should actively create a harmonious atmosphere within the enterprise, so as to form a valuable cohesion and centripetal force, and widely attract outstanding talents to join while enhancing the core competitiveness of the enterprise. Extending to the construction process of modern corporate culture, enterprises should especially emphasize the spirit of teamwork, through optimizing the management process, take scientific and effective measures to promote the communication and cooperation between departments, eliminate the estrangement, and create a positive enterprise atmosphere. In addition, the enterprise should also actively advocate the integrity, courtesy, cooperation of the professional ethics, motivate employees to team victory as a common goal, encourage multi-party cooperation, strong support, and ultimately enhance the comprehensive strength of the enterprise. When conflicts need to be dealt with within the enterprise, the relevant personnel need to take a peaceful way to solve the problem, pay attention to the needs of stakeholders, respect the position, and strive to achieve a win-win or multi-win situation. Of course, enterprise culture with harmonious spirit usually requires enterprise leaders to have stronger self-discipline and introspection consciousness than ordinary employees, and be good at connecting the realization of personal values with the goal of promoting enterprise development. In this way, a harmonious interpersonal relationship can be truly created within the enterprise, and the working atmosphere will undoubtedly become more relaxed and more comfortable.

3. Pay equal attention to justice and interests

The principle of attaching equal importance to justice and interests, advocated by fine traditional Chinese culture, calls for attaching importance to moral ethics while pursuing economic returns. This is the essence of fine traditional Chinese culture that has been preserved for thousands of years. For many modern enterprises, the pursuit of profit maximization is their first priority, but while adhering to this principle, enterprises should learn to balance the economic benefits and social responsibilities in business activities. In short, on the one hand, enterprises should pursue reasonable profits and ensure sustainable development; On the other hand, enterprises should take the initiative to assume due social responsibilities, including environmental protection, social welfare, integrity management, and so on, and strive to build enterprises into both moral sense and sense of responsibility of the market participants, only in this way, in order to enhance the corporate brand value, social reputation at the same time effectively enhance the sense of belonging and loyalty of employees. In

addition, “attaching equal importance to justice and interests” also means that an upright and just management concept should be promoted within the enterprise to ensure that the rights and interests of all stakeholders are properly considered and balanced.

Of course, China’s traditional Confucianism also advocates the principle of “justice before profit”. At the same time, this is also the highest value pursued by the excellent traditional culture of the Chinese nation, which is crucial to the stable and orderly development of enterprises. Specifically, in the process of deepening the reform of the enterprise, if there is a contradiction between the interests of employees and the interests of the enterprise, the enterprise should guide the employees to temporarily give up their personal interests and take the development of the enterprise as the priority. In this process, the enterprise should meet the reasonable demands of employees’ personal interests to the maximum extent. Only in this way can it help employees balance the immediate interests and long-term interests, and realize the harmonious and synchronous development of employees and the enterprise as a whole.

4. Strive for self-improvement

“Striving for self-improvement” is an important spirit of the fine culture of the Chinese nation. It is also a traditional virtue that the Chinese people have always adhered to. It requires individuals and collectives to go ahead and strive, not to be satisfied with the status quo, and to constantly pursue excellence. The spirit of “self-improvement” is crucial in the construction of corporate culture, which can be transformed into the source of power for continuous progress and innovation of enterprises, leading enterprises and individuals to develop towards a broader world. It is through persistent entrepreneurship that Haier Group has the opportunity to successfully develop different types of home appliances from a single refrigerator product in the past and sell them to more than 100 countries and regions around the world. The success of Haier cannot be separated from the unremitting efforts of Haier people, which benefits from the correct guidance of the excellent traditional Chinese culture. To be specific, the company should encourage its employees to take full initiative and cultivate their ability to solve problems and face challenges. At the same time, enterprises themselves should continue to learn, take the initiative to absorb new knowledge and new technologies, constantly optimize business strategies, improve product and service quality, in order to adapt to the rapid changes in the market and meet the individual needs of customers. In short, the self-improvement of the corporate culture is conducive to maximize the potential of employees, energize the vitality of the enterprise, so that it has always maintained a leading position in the fierce market competition.

Epilogue

To sum up, with the acceleration of globalization, Western culture has more and more influence on the construction and development of Chinese enterprises. Enterprises, as an indispensable part of globalization, should keep a clear head while always taking the excellent traditional Chinese culture as the ideological source of corporate culture construction, and actively shape the people-oriented organizational atmosphere. Advocate the concept of valuing peace and attaching equal importance to justice and profit, enhance the employees’ unremitting striving spirit, and then activate the driving force of enterprise development. At the same time, take the promotion and inheritance of excellent traditional Chinese culture as the guidance, and effectively provide strong spiritual motivation and cultural support for the sustainable development of enterprises, so as to highlight the infinite wisdom of the Chinese nation.

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