Wisdom in Chinese Traditional Culture and Its Application in Modern Management

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Abstract: With the development of the economic globalization, modern enterprises can absorb the wisdom in Chinese traditional culture and integrate the ideological culture of ancestors into all aspects of management, and consider the basic national conditions of China's development to further improve the effectiveness of modern management. In the face of the increasingly complex development relations of countries in the world, the effective combination of the wisdom in Chinese traditional culture and modern management ideas from the perspective of modern enterprise management can provide more reference for the innovative development of enterprises. Therefore, this paper, on the basis of understanding the current situation of enterprise development in the new era and according to the rich wisdom in Chinese traditional culture, mainly studies how to apply the wisdom of Chinese traditional culture to modern enterprise management to improve the comprehensive modern enterprise management level.

Keywords: modern enterprises; enterprise management; Chinese traditional culture; wisdom crystallization; people-oriented.

1. Introduction

In the course of long history development, Chinese traditional culture has accumulated 5,000 years of experience. It is not only the wisdom of our ancestors, but also contains rich spiritual values and ideological culture, positively affecting the construction and development of modern society. Especially for the management of Chinese enterprises, integrating the ideological culture of our ancestors into modern enterprise management can not only display the cultural features of the nation in innovation and development, but also better meet the basic conditions of China's economic development, helping enterprise managers to carry out various work according to local conditions, and optimizing the comprehensive modern enterprise management level. At present, the excellent Chinese traditional culture not only influences people's thinking and behavior, but also is the basic condition for social progress and development, so enterprises should apply the excellent traditional culture and ideology according to their own development characteristics and ultimate development goals, and pay attention to building a cultural management system in line with the innovative development of enterprises. Only in this way can enterprise achieve the long-term development and improve their competitive level.

2. Analysis of the Wisdom in Chinese Traditional Culture

(I) Social governance

First, talent-oriented. From the perspective of modern management, how to judge and use people is the two most critical tasks. In the development of Chinese traditional society, talents have always possessed higher social status. In addition, a successful manager may not be a person with strong capability, but must be a person who knows how to judge people and use them. For example, in the Romance of Three Kingdoms, the competition between the Wei, the Shu, and the Wu really reflects the principle that "He who wins popular support will prosper, he who loses it will fail". Although Liu Bei is not as wise as Zhuge Kongming, and is not as brave as Guan Yu and Zhang Fei, all three of them could be used by him, and finally formed a situation of tripartite confrontation with the Wei and the Wu, because Liu Bei had the ability to judge and use people[1]. In the research and development of modern management concepts, talent is the key, regardless of the form of management. Therefore, modern enterprises should form the development concept of "talent-oriented", and skillfully judge and use people during the management. Only in this way can the important role of talent be fully played.

Second, harmonious coexistence. In the development of Chinese traditional culture, people highly value the
concept of "harmony", and regard harmony as an ideal state of development, even some people put forward the view that "Heaven's favorable weather is less important than earth's advantageous terrain, and earth's advantageous terrain is less important than human unity". In the face of the increasingly complex management environment and various management objects in modern enterprise management, how to deal with the complex development contradictions and work problems has become one of the key issues for managers to discuss. Enterprises can build a harmonious and orderly development relationship and create a harmonious and stable working atmosphere by integrating the concept of harmonious coexistence into modern enterprise management, so that managers and enterprises can exert their maximum potential.

Third, people-oriented. The core task of modern enterprise managers is to mobilize the enthusiasm and autonomy of the subordinates and make them strive for personal and corporate goals. It can be seen that people-oriented has been reflected at different development stages of Chinese traditional culture. To integrate the people-oriented concept into modern management, enterprises should not only consider the interests and demands of management objects so that they can strive for the management goals independently, but also pay attention to creating a management system consistent with the enterprise development by combining the enterprise development goals. To fully mobilize the work enthusiasm of the subordinates, the state will increase material incentives and pay attention to spiritual incentives, so that the subordinates can truly realize their importance in the people-oriented work concept, and participate in the tasks of modern enterprise management and development[2].

(II) Management ethics
First, the view that a high-principled man will go far. There are rich moral concepts and basic principles in modern management, which are called management ethics. All managers need to regard these moral concepts and basic principles as supplementary conditions to ensure that the subordinates can abide by relevant rules independently and carry out self-restraint and self-regulation. Integrating the wisdom in Chinese traditional culture into modern management can not only convince managers, but also improve the comprehensive modern management level.

Second, the unity of interests and righteousness. A wealth of morality and values have emerged in different development periods of Chinese traditional culture, which is also an important content that has been respected by the ancients[3]. The ancients more respected noble personality, controlled personal gains, and advocated to coordinate the interests between individuals and between individuals and society through moral means. In case of conflicts between interests and righteousness, they will put righteousness in the first place, but this does not mean that they do not pay attention to personal gains. In Chinese traditional culture, it is believed that everyone has the right to pursue wealth and happiness. By integrating this concept into modern management, managers should not only pay attention to the benefits of development, but also combine moral concepts to restrict individual behavior, so as to ensure the humanization and efficiency in the management.

Third, integrity first. Integrity is regarded as a very important moral rule, no matter in dealing with people or in national governance. Since the pre-Qin period, people have believed that integrity is one of the cardinal virtues they must have, and one of the important principles they must abide by in dealing with people; in the Han Dynasty, some scholars referred to integrity, humanity, justice, propriety and wisdom as the five ethical norms, and believed that only people with these basic qualities could ensure the normal development of social economy. In modern management, if a good trust relationship between the managers and the subordinates can be guaranteed, a consensus can be reached in the development of practice, which can not only reduce the probability of work problems, but also accelerate the pace of modern management innovation.

Fourth, professional ethics. Self-improvement and dedication to work have been inspiring the Chinese nation to achieve brilliant achievements for hundreds of years. Guided by these spiritual thoughts, people have gone through one ordeal after another and could treat everything with a rigorous attitude[4]. In modern management, both the managers and the subordinates can build a correct concept of development under the guidance of professional ethics, improving the management level and the team spirit.

(III) Management practice
First, temper justice with mercy. From the perspective of social management, Confucianism advocates benevolent management, that is, managers should be emotive and form emotional resonance with the subordinate, so as to achieve the expected management goals faster. Moreover, the idea of "law" also plays an important role in the modern enterprise management, which proves that all enterprises should establish a perfect and stable system, and integrate all activities into a unified and standardized system, so as to achieve the management goals and improve the comprehensive management level.

Second, keep strictly the rules for reward and punishment. In Chinese traditional cultural idea, people pay more attention to keeping strictly the rules for reward and punishment. For example, during the establishment of the official merit system, priority should be given to rewarding the outstanding officials, and then punishing the incompetent officials. The basic principle of this reward and punishment system is a very valuable practical experience in the modern management, which can not only change the traditional single management model, but also improve the comprehensive management effect.

Third, know yourself as well as the enemy. For managers, management decision-making is one of the most important tasks. Therefore, managers should focus on how to formulate scientific and effective decision-making plans and grasp the information and materials related to management during work[5]. By studying relevant decision-making experience and collecting management information in the modern management, managers can not only formulate a more complete work plan, but also better achieve management goals.
3. Application of the Wisdom in Chinese Traditional Culture in the Modern Management

(I) Clarify the practical significance of Chinese traditional culture

In the modern management, enterprises should clarify the impact of Chinese traditional culture on itself, explore the important advantages of ideological culture and values in enterprise management, interpret the profound impact of traditional culture, organize employees to deepen the interpretation of traditional culture, so as to carry forward the wisdom in Chinese traditional culture in the modern enterprise management. Enterprise managers should integrate the wisdom in traditional culture into daily management, improve their professional ethics, pay attention to the development of scientific and reasonable norms and regulations, and finally gain acceptance in a subtle way[6]. Furthermore, enterprises should guide employees to build correct view of life values, formulate clear and transparent competition mechanism, mobilize employees' work enthusiasm, cultivate employees' innovative spirit and exploring spirit, so that they can become excellent employees in the modern enterprise innovation and development while learning Chinese traditional culture and excellent quality. In addition, enterprises should also strengthen the propaganda of wisdom in Chinese traditional culture, and integrate its rich connotation into the enterprise development, thus increasing the proportion of enterprises in the market environment, and forming strong cohesion and centripetal force.

(II) Improve the comprehensive quality of employees

Modern enterprise managers should recognize the importance of ideological and political work, show the scientific nature of management innovation in the new era, and pay attention to the effective guidance at the cultural level, so as to improve their comprehensive quality and meet the basic requirements of the modern enterprise development. Moreover, managers should study the ideological and political culture, adhere to the working principles of respecting and understanding people, recognize and support the personal values of each employee, so as to improve the modern management quality[7]. In addition, managers should also think about problems from the perspective of employees, avoid grandstanding, communicate with employees based on sincere work attitude, and stimulate employees to innovate and explore in combination with practical cases, so as to improve their work efficiency and quality. The improvement of the modern enterprise management level cannot be separated from the efforts of managers, so managers should reflect on themselves, learn to improve their moral quality and professional quality in practical work, and lead the employees to form advanced ideas. According to the enterprise management experience accumulated in recent years, when applying the Chinese traditional cultural idea, managers should improve their self-cultivation, establish a good corporate image, improve the cohesion of employees, attract more attention of customer groups, convince people by reasoning and virtue, ensure the employees' cooperation with various management systems, and mobilize their subjective initiative, so as to maximize the benefits of management.

(III) Inherit the excellent Chinese traditional culture

Affected by a variety of factors, Chinese traditional culture has certain limitations in both inheritance & development and learning & innovation. Therefore, when applying it to modern management, enterprises should consider comprehensively to avoid the negative impact of achievement culture on enterprise development[8]. In the process of keeping pace with the times, enterprises should make rational use of excellent Chinese traditional culture, improve the modern enterprise management model, adhere to the enterprise development and innovation, inherit the excellent traditional cultural ideas, give new concepts to the management culture, and meet the needs of management of enterprise innovation in the new era, thus improving the modern enterprise management level and achieving the sustainable development goals. The ancestors have left us with endless wisdom crystallization and demonstrated the development truth that everything has rules to follow, which is crucial for the modern enterprise management. Enterprises can gradually step into a benign development track in the process of cultural inheritance and sustainable development by learning excellent Chinese traditional culture well, creating a century-old enterprise in line with the development of the times, forming a profound cultural heritage in the process of development, and possessing professional insight and keen judgment. Especially after entering the era of big data, in the face of the intensified digital transformation and the social and economic development problems, enterprises should seize the opportunities of entrepreneurial transformation and continuous expansion, follow the pace of the development of the era, and integrate the Chinese traditional culture, so as not to be abandoned by the changing era.

(IV) Create a harmonious and stable enterprise atmosphere

In Chinese traditional culture, family base, as the basic factor that determines human growth and development, is the core content of enterprise management in the new market environment. According to the enterprise management experience accumulated in recent years, managers should pay attention to creating a family-oriented enterprise atmosphere, understand the needs of employees, create an enterprise management environment of mutual help and concern, and develop the family-oriented management model, so that employees can participate in the enterprise management innovation while seeking a sense of belonging and identity, thus achieving the fundamental enterprise management goals[9]. Moreover, enterprises should respect employees' personal choices and individual differences, and pay attention to providing targeted services based on their development needs and ultimate goals, such as holding birthday parties, providing staff rooms, and setting up staff gyms, which can not only meet employees' basic daily needs, but also mobilize their subjective initiative. In addition, enterprises should also provide employees with children's education fund, parents' consolation money and other
benefits according to their needs to solve their worries and make them more loyal to the enterprise development.

(V) Create a corporate culture with traditional features

Chinese traditional culture is the spiritual wealth formed after long-term development, and displays different features and cultural thoughts in different historical periods, involving theoretical knowledge of military, cultural, political, economic and other aspects. It is the basic guarantee for China's great rejuvenation, which cannot be ignored at any time. From the perspective of practical development, governance of the country and industry interact with each other, and the concepts involved are similar. Therefore, in modern enterprise management, managers should create a corporate culture system with traditional features by combining excellent Chinese traditional culture and wisdom crystallization, recognize the importance of corporate culture, improve the guidance of traditional culture to enterprise development, and finally put forward the unified and standardized value criteria to require employees to work together towards the strategic goals of the enterprise. However, it should be noted that when establishing the corporate culture system, enterprises should absorb the wisdom in the excellent Chinese traditional culture, pay attention to the accumulation of experience in combination with practical development, and seek for cultural ideas in line with their own development, thus forming a cultural system with Chinese traditional characteristics.

(VI) Play the role of benchmarking model of leaders

In the development of modern enterprise management, values, as the core of the construction and application of corporate culture, not only directly affect the employees' ideas and specific behaviors, but also facilitate managers to do their daily work. Through in-depth analysis of the excellent Chinese traditional culture, it can be seen that in ancient times, many rulers would abide by the basic principle of setting an example in the early stage of development, and make rational use of their own behavior to influence others to achieve the goal that "Do not do to others what you would not have them do to you". This concept and application effect can provide effective reference for the development of modern management. As the basic component of modern enterprise innovation and development, leaders are practitioners of corporate values, beneficiaries of corporate practical development, and also the basic group of enterprise innovation and exploration. Playing the role of benchmarking model can truly achieve the development goal of "superiors acting and inferiors imitating", make employees in other departments improve their behavior awareness, and meet the requirements of modern enterprise management[10]. In addition to leaders, enterprises can also appraise model employees through comparison, and set a good example, so that employees of all departments can integrate correct values into practical work while clarifying their own advantages and disadvantages, transform traditional cultural ideas into specific behaviors, and mobilize their work enthusiasm, thus improving the comprehensive modern enterprise management level.

(VII) Clarify the wisdom of strategic management

Strategic management of modern enterprise, as the basic component of the construction and development of corporate culture system, plays an important role in ensuring the long-term and stability of enterprise development. It can be seen from the excellent Chinese traditional culture that when adhering to the promotion of Confucian merchant culture, enterprises should not only protect the wealth and ability of owners, but also show their own moral cultivation and wisdom culture. From the perspective of the development in the new era, Confucian merchant culture plays a diversified role in the strategic management of enterprises. In terms of "humanity and justice", enterprises should consider the market environment, social economy, department employees and other aspects, not blindly pursue short-term benefits, avoid putting forward wrong plans that affect the employees' rights and interests and the ecological environment, and consider the ultimate enterprise development goals from a long-term perspective; in terms of "wisdom", enterprises should always have objective and rational business vision and strategic thinking, pay attention to the opportunities and challenges faced by market development, focus on the analysis of the returns and specific risks generated by various plans, so as to avoid the problems that may arise from the management of enterprise innovation, and achieve the expected strategic management goals.

4. Conclusions

To sum up, integrating the wisdom in Chinese traditional culture into the modern enterprise management can not only transform the traditional single management model, but also create a corporate culture system with Chinese characteristics. Therefore, after entering the new era, in the modern enterprise management, enterprises should accept the influence of traditional culture, pay attention to the combination of their own development situation, integrate traditional cultural ideas and spiritual concepts, build and publicize the traditional cultural ideas, ensure that employees can flexibly display the cultural features of enterprises, and adapt to the changing market environment faster, so as to improve the comprehensive enterprise management level. Furthermore, enterprises should build a good cooperative relationship with colleges and universities, require colleges and universities to add traditional culture courses when cultivating professional talents, strengthen the training of modern management of enterprises. In terms of "humanity and justice", enterprises should not only consider the market environment, social economy, department employees and other aspects, but also create a corporate culture system with Chinese traditional culture, enterprises should not only promote the promotion of Confucian merchant culture, but also show their own moral cultivation and wisdom culture. From the perspective of the development in the new era, Confucian merchant culture plays a diversified role in the strategic management of enterprises. In terms of "humanity and justice", enterprises should consider the market environment, social economy, department employees and other aspects, not blindly pursue short-term benefits, avoid putting forward wrong plans that affect the employees' rights and interests and the ecological environment, and consider the ultimate enterprise development goals from a long-term perspective; in terms of "wisdom", enterprises should always have objective and rational business vision and strategic thinking, pay attention to the opportunities and challenges faced by market development, focus on the analysis of the returns and specific risks generated by various plans, so as to avoid the problems that may arise from the management of enterprise innovation, and achieve the expected strategic management goals.

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