

Modern Interpretation and International Communication of Chinese Traditional Confucian Business Culture

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Abstract: Traditional Confucian business culture has important significance for the reconstruction of today's entrepreneurial spirit and commercial culture. Especially the connotations contained in the Confucian ethical values which is the core of Confucian business culture, can be directly combined with the current commercial development. In order to shape the urgently needed Chinese new commercial culture, inject new ideas into the modernization of Confucian business culture, and expand its new connotations. This article explores the universal value of traditional Confucian business culture in the present and future, as well as the methods and paths for its international dissemination, by studying the development of modern Confucian business culture.

1. The Ethical Values of Modern Confucian Merchants

With the vigorous development of the socialist market economy, the level of modern corporate governance continues to improve, and the opportunities and challenges for enterprises continue to increase. In this situation, traditional Confucian business culture is clearly not applicable to the business development of modern enterprises. ^[1]Nowadays, there is a group of "new Confucian merchants" who focus on the needs of practical development. On one hand, while inheriting the essence and wisdom of Confucian spirit, they also absorb the scientific management techniques and methods that can be borrowed from excellent Western corporate culture in combination with reality; On the other hand, it abandons the downside of traditional Confucian business culture and achieves "critical inheritance, making the past serve the present"; At the same time, guided by the core values of modern socialism a more comprehensive modern Confucian business culture has been formed which is in compliance with national laws and regulations.

Modern Confucian business culture is based on the absorption of the excellent spiritual connotations of traditional Confucian merchants, combined with the needs of socialist market economy development, and combines the mainstream commercial culture of Confucianism, Western culture, and scientism.^[2] It is in line with traditional Confucian business culture, integrating the ideas of sincerity as the root, righteousness for profit, people-orientation, and harmony as the value of traditional Confucian business culture, and embodying modern corporate governance, enterprise management, competition, and so on. New concepts such as corporate culture and responsibility are of great significance for enterprise construction. The view of competition, management, moral and so on contained in modern Confucian business culture can help enterprises manage their own business behaviors from various dimensions, which is conducive to the long-term development of enterprises.

Firstly, the competitive concept of "peace first, win-win cooperation". At the level of individual development, compared to traditional Confucian business culture, modern Confucian business culture places more emphasis on "harmony with difference" among individuals, emphasizing individual development;^[3] At the level of enterprise management, emphasis is placed on the importance of harmony within the organization; At the level of market competition, emphasis is on "harmony, cooperation, and win-win"; At the level of social development, it emphasizes the complementary relationship between enterprises and the overall social environment, promoting beauty and harmony.

Secondly, the management philosophy of "putting benevolence first and cherishing talents". Modern Confucian merchants still adhere to the core ideology and basic moral principles of benevolence and people-oriented business ethics, and uphold the universal value of "wealth and benevolence".^[4] On the basis of "benevolence", modern Confucian merchants have expanded its connotation to "benevolence towards employees", "benevolence towards customers", and "benevolence towards society". The requirement of "treating employees with kindness" is for enterprises to cultivate and care for their employees, provide them with personalized development space within a certain range, cherish talents, and cultivate them; "Customer kindness" requires enterprises to treat customers sincerely, prioritize service, and consider their needs more within a limited scope when conducting business activities;^[5] "To be benevolent to society" requires enterprises to assume certain social responsibilities and have a social ambition of taking the world as their own responsibility.

Thirdly, the moral concept of "coexistence and balancing of righteousness and benefit."^[6] When engaging in commercial activities, enterprises should adhere to the principle of "taking with righteousness and combining righteousness and benefit". At all times, they should follow social laws and regulations, and pursue interests with justice and take morality as the starting point.

Fourthly, the business philosophy of "honesty and integrity as the foundation". In terms of self construction of enterprises, entrepreneurs not only need to keep their promises, but also need to be cautious and have a sense of self-discipline and self reflection, and focus on building a culture of integrity; In terms of external business activities of enterprises, it is necessary to treat goods with authenticity and honesty, pay attention to credit, abide by contracts, and not deceive customers in any way.

2. The Contemporary Value and International Communication Significance of Confucian Business Culture

From the current situation, the rapid development and innovation speed of modern enterprises is astonishing, including but not limited to management innovation, business innovation, institutional innovation, and business model innovation.^[6] However, due to the rapid pace of market changes and the impact of management models from Western foreign enterprises, there are inevitably some problems in the construction and management of Chinese enterprises. For example, in the context of today's economic globalization, Western management methods are gradually being integrated, but the drawbacks of pursuing profits as the highest goal are becoming increasingly apparent. The development of some modern enterprises neglects the human factors in false advertising and pricing, disregards environmental protection, and tolerate unhealthy competition, which may seriously affect the credibility of enterprises and the legitimate rights and interests of consumers, disrupts the socialist economic order, and affects the long-term development of enterprises.^[1] Therefore, it is imperative to use the spirit of modern Confucian merchants to strengthen the construction of modern markets.

With the intensification of economic globalization, in order for enterprises to achieve sustainable development, they must have competitiveness externally and centripetal force internally, which requires strengthening the construction of corporate ethics. The spirit of modern Confucian merchants is closely related to the construction of corporate ethics, and the two contain a relationship between connotation and extension, inheritance and development. In the new era, the innovative development of Confucianism and the injection of modern Confucian business spirit into the core of modern Chinese market development and construction have important reference significance for enterprises and market management. From a contemporary perspective, it can be observed that Confucian business culture, after being baptized by time, is gradually becoming an indispensable part of the business behavior of enterprises and leading them to grow and strengthen.

Firstly, "integrity first" helps companies regulate their business behavior. "Integrity" is a moral principle and behavioral norm that the Confucian school has always advocated and strived to practice. Its ideological connotation mainly has three layers of significance: firstly, "sincerity" as a philosophical category is for truth, that is, "sincerity is the beginning of things, and there is nothing

without sincerity".^[7] Secondly, as a moral category, "sincerity" is for honesty, which is a fundamental quality of being a person. Thirdly, as a moral category and behavioral norm, "faith" is the externalization of human inner sincerity, reflected in socialized moral practice, that is, gaining trust from others. Therefore, the combination of "sincerity" and "faith" reflects the Confucian emphasis on the moral idea of being consistent in appearance and inner heart, consistent in words and actions, and the unity of knowledge and action. In the development of the market, "integrity" is the foundation of enterprise establishment and the survival creed pursued by the socialist market economy system, which helps to establish a higher standard credit system in the market.

Secondly, "people-oriented" helps enterprises and markets improve their responsibility construction. The Confucian culture of "people-oriented" and the humanized management system of modern enterprises both demonstrate respect for people and play an important role in mobilizing employee enthusiasm, initiative, and creativity, thereby promoting innovation. Modern Confucian business culture believes that talent is the primary driving force for enterprise development, and the essence of enterprise competition is talent competition. When dealing with relationships between people and things, it is important to prioritize "people". For internal enterprises, they should care for their employees, respect their personal dignity, understand their mistakes, improve their welfare, and encourage their comprehensive development; For business behavior, it is important to prioritize customer needs and respect their vested interests.

Thirdly, the principle of "unity of righteousness and benefit" encourages enterprises to actively assume social responsibility. In today's increasingly globalized economy, China plays a crucial role on the stage of the world economy, which requires Chinese enterprises to be strict with themselves, correctly balance the relationship between morality and interests, and form a correct business and wealth view around the concept of "unity of righteousness and benefit". The concept of "harmony of righteousness and benefit" requires enterprises to establish a correct value orientation in the process of operation and management, pursue a balance between morality and interests, and combine fairness and efficiency. At the same time, it encourages enterprises to actively fulfill their social responsibilities, have certain political aspirations, and establish a positive and upward corporate image.

Fourthly, "win-win cooperation" helps to build a better modern market operating environment. The concept of "harmony" impacts both internal and external business activities of the enterprise. For internal enterprises, emphasizing "harmony with diversity" requires unity within the enterprise, individual team awareness, while respecting individual differences in the team; For cooperation and competition between enterprises, emphasis is placed on "harmony generates wealth", prioritizing harmony and seeking to maximize the interests of both parties, in order to achieve a "win-win" situation; ^[4]For the long-term development of enterprises, it is required that they consciously assume environmental protection responsibilities in the production and operation process, implement the concept of green development, and "harmoniously coexist" with the natural environment; For international economic cooperation, Chinese enterprises should achieve coexistence, demonstrate the demeanor of a great country, and help build a community with a shared future for the mankind.

3. The International Communication Paths of Confucian and Commercial Culture

Confucian business culture is an important component of Chinese Confucian culture, and has significant value and status in the domestic dissemination and internationalization of Chinese Confucianism and its culture. At the same time, with China's increasing rising international status, the overseas propagation of China's excellent traditional culture is further highlighted, and the dissemination scope of Confucian and commercial culture is expanding day by day. However, at the same time, we also need to realize that in the fiercely competitive European and American cultural markets, the dissemination of Confucian merchant culture in China is also facing many difficulties and challenges, which are manifested in the following aspects:

- (1) Cultural exchange is easily labeled as "politicized".
- (2) Due to cultural differences, the acceptance of Confucian business culture landing overseas

are comparatively low.

(3) The construction of Confucian business cultural brands is relatively lagging behind.

(4) The dissemination channels of Confucian business culture are relatively single and limited.

In order to better promote the "going out" of Confucian business culture, we are supposed to explore more long-term and sustainable strategies for the internationalization and dissemination of Confucian business culture.

3.1 Participating actively in international cultural exchange activities

We should further follow the development policy of opening up to the outside world and continuous reform, timely obtain the current international mainstream cultural dissemination concepts and industrial management knowledge, reasonably make use of China's Confucian business culture, and timely adjust and improve the existing overall planning ideas, routes, and operational mechanisms. The state should strengthen macro guidance and support for local Confucian business enterprises to "go global", jointly explore and research scientific solutions, and promote the dissemination of Chinese Confucian business culture in overseas markets through various forms. In addition, the country should gradually familiarize itself with and adapt to the international development environment, utilize various regional and global book exhibitions, forums, and other major events to showcase the excellent image and development achievements of Chinese Confucian commercial culture, absorb the beneficial experience of advanced peers, establish effective communication and negotiation mechanisms, and lay a solid foundation for the long-term development of Confucian commercial culture in the international market.

3.2 Strengthening the branding and enterprise construction of Confucian business culture

From an economic perspective, branding management can maximize the commercial value of products, exchange lower cost inputs for higher economic benefits, and form a virtuous value cycle effect. Strengthening the branding and enterprise construction of Confucian business culture can solve the problem of delay in the overseas implementation of Confucian business culture and the uneven quality of cultural products and services from the source, narrow the psychological gap between Chinese and foreigners, and improve their enthusiasm for traditional Chinese culture. We can explore strengthening the branding and enterprise building of Confucian business culture from the following two perspectives:

3.2.1 Promote the socialization of Confucian merchant culture and enhance its overseas visibility

The country should flexibly use the Internet and mobile Internet platforms to expand communication modes, highlight the expression mode of seeking diversity and focusing on humanistic interpretation advocated by Chinese Confucian businessman culture, find the convergence between the value of oriental Confucian businessmen and the international mainstream development concept, gather multiple media such as Internet, television, radio, newspapers, etc., promote the discourse expression mode that conforms to the preference of foreign mainstream audiences, and highlight the publicity characteristics of openness, self-confidence, and Chinese style introverted and calm temperament.^[8] In addition, it is necessary to make full use of cultural websites, forums, and other communities to open interactive discussion sections, regularly hold interesting competitions regarding Chinese Confucian business culture, and strengthen cultural exchanges among foreign audiences, domestic audiences, and local media.

3.2.2 Accelerate the overseas expansion of Confucian business enterprises

We have to improve multilateral investment mechanisms to enhance the international influence of Confucian business culture. We should gradually increase policy support and guidance for local Confucian business enterprises to go global, and encourage excellent domestic Confucian business enterprises to enter the international market through various preferential measures such as tax and fee reductions, low interest loans, and green channel audits. Local Confucian business enterprises in China should also flexibly utilize various capital operation channels such as investment, mergers

and acquisitions, and cooperation to refine Confucian cultural resources into cross-cultural products and services that can adapt to different consumer markets. This will enable Confucian business enterprises with Chinese characteristics to establish an international reputation at the humanistic level, establish brand advantages, release influence, form a synergistic, compatible, and linked ecosystem, and change the inherent cognition of foreign people, Thus effectively enhance the international status and global influence of Confucian business culture or even contemporary Chinese culture.

4. Conclusion

Chinese Confucian business culture is a treasure of human culture, and has important historical reference significance for the reconstruction of today's business ethics and entrepreneurial spirit. The international dissemination of Confucian business culture is an important link to enhance mutual understanding between China and countries around the world, and an important carrier for shaping and enhancing national soft power. It can enable the international community to recognize the peaceful meaning of Chinese culture through the experience and perception of Confucian and commercial culture, firmly establish the concept of peaceful development in building a community with a shared future for mankind, and help explain to the world the development and rise of Chinese power.

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