

The Application of Chinese Traditional Culture in the Responsibility of Social Enterprises in the 21st Century

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Keywords: Traditional Culture; Corporate Social Responsibility; Corporate Application

Abstract: With the gradual integration of Chinese enterprises into the world economic development trend, corporate social responsibility has become a problem that Chinese enterprises must face in their development. Chinese traditional culture has abundant theoretical sources of social responsibility. The four-dimensional systematic analysis of the concept of responsibility in traditional culture, the practice of social responsibility, the combination of Chinese traditional cultural characteristics and enterprises, and the construction of new corporate social responsibility are the necessary systematic characteristics and the development of Chinese corporate social responsibility theory can provide reference.

1. Introduction

Corporate social responsibility has become a widely recognized and practical consensus in the social business world. The study of corporate social responsibility can not find inspiration from western economic and cultural thinking. From the perspective of foreign theories, corporate social responsibility itself and the actual integration of Chinese enterprises should be a process of cultural antagonism and integration. Therefore, we can find ideological resources that can be combined with foreign cultural thinking from the national cultural thinking. We need to increase the common spiritual wealth of mankind [1].

However, at present, most enterprises in China only perform their social responsibilities on the surface. They believe that so-called social responsibility is simply charity and donation. It is more an opportunity than integrating this value into the mission, prospect and culture of the enterprise to make the enterprise truly strong. Suggestion, to achieve long-term development of enterprises. Chinese enterprises can inherit China's excellent history and traditional culture, create a unique concept of cultural responsibility management for modern state enterprises, and contribute to corporate social responsibility and Chinese characteristics.

2. Establishing Corporate Social Responsibility System From the Perspective of Traditional Culture

Although the market concept of modern economy can't compete with traditional market, the integration of traditional culture and moral factors is the need of the development of modernization itself for the construction of world market economy system. Moreover, it has its own national characteristics, follows its own nationality, and is the only way to modernize the way of historical development.

2.1. Self-interest in Traditional Culture

The dialectical integration of "altruism", "natural, self-improvement, gentleman", "artistic, gentleman" has affected China for thousands of years and has become a part of China's national spirit. The dialectical relationship between "Tianan", "Debate" and "Altruism", which emphasizes the importance of virtue as altruism, reflects that "self-interest" is the basis of sequential responsibility for "altruism", which is based on the qualifications of "self-improvement", "thickness and morality", and can be better substantiated. Now "Thickness and Morality". "Self-improvement"

means that if an enterprise wants to fulfill its social responsibility, it must make continuous progress and strive to achieve self-improvement so as to fulfill its social responsibility. Enriching the social responsibility of enterprises is the further affirmation and promotion of the development and growth of enterprises themselves. Philip Kotler, the father of modern marketing, believes that “great businesses promise to make money and solve social problems.” This means that really great companies can deal with the relationship between “egoism” and “altruism”. In business activities, the dialectical integration of “self-interest” and “altruism” is the theoretical basis for the establishment of corporate social responsibility system [2].

2.2. Systematism and Progressiveness of Social Responsibility in Traditional Culture

In the traditional concept of social responsibility in China, it is mainly reflected in its own responsibility, for the people, for the family, for the society, for the country, for the “world”. The highest is Confucianism's advocacy of “taking responsibility for the world”. Social responsibility was the responsibility of the whole world within the scope of consciousness at that time. The spirit of overall responsibility reflects the systematicness of the spirit of responsibility in traditional culture. Combining with the life concept of “building a family, governing, governing the country and pacifying the world”, which was often advocated by ancient intellectuals, we can see that the concept of social responsibility is obviously progressive. This is reflected in corporate social responsibility, but it is a step by step, and must be compatible and packaged. Enterprises regard the social responsibility spirit of “the world as their responsibility”, “cultivating culture, forming families, dominating the country and realizing world peace” as their corporate culture and core values. This should be the active source of inheriting social responsibility from traditional culture.

2.3. Chinese Enterprises Provide Realism for the Construction of Corporate Social Responsibility System

China's “enterprises” are long-term history, products, technology and services from generation to generation, unique Chinese cultural background and endured cultural heritage handed over to the company. In addition, it has been widely recognized by the society and has formed a well-valued brand. Chinese enterprises with a long history of 100 years are the product of China's excellent history and culture. It is rooted in traditional culture and describes the essence of traditional Chinese culture. That contains rich traditional business elements and business wisdom. Therefore, combining with the requirements of modern market economy and the unique management culture wisdom and social responsibility practice of ancient Chinese brands, we can explore the theoretical and practical model of corporate social responsibility in China [3].

3. Constructing Corporate Social Responsibility System From the Perspective of Traditional Culture

The concept of social responsibility in traditional culture is the basis and driving force for enterprises to construct social responsibility system. The traditional Chinese culture represented by Confucianism is based on the social responsibility of “fostering society, forming families and governing the country”. The construction of this concept includes the study of “inner Saint power” and “outer king”. Zhang An, a philosopher of the Northern Song Dynasty, expressed on the concept of social responsibility: “To build love for people, for sacred schools, for the world, and to make the world peaceful.” The far-reaching significance of Chinese traditional culture lies in that people with different roles are endowed with different social responsibilities from different social perspectives. Here, it can also be expanded into four commitments of responsibility in the direction of economy and culture. Firstly, “Look at the world”, that is, “enterprises between enterprises and the world”, emphasizes the concerns of enterprises about environmental and sustainable responsibility; secondly, “for people's lives”. The company needs to pay attention to human nature and emphasize its contribution to consumers and shareholders. Please be responsible for the interests of employees and other communities; once again, for the sake of sacred research, companies should pay attention to the inheritance of unique technology and responsibility to expand national culture. Finally, “for

world peace” means that enterprises shoulder the responsibility of national development and human social development. The theoretical basis of “self-interest”, i.e. the realization of enterprise profit target, and “altruism”, i.e. the enterprise with social responsibility, runs through all levels. As shown in Figure 1, an enterprise must first be accountable to its shareholders, employees and consumers. This is the lowest level of corporate social responsibility system. The direction of development at the cultural level and the direction of high-level development at the economic level reflect the inheritance of enterprises. They have different responsibilities in technology and traditional culture, environment and sustainable development, and ultimately achieve better development at the economic and cultural levels. Enterprises can really be responsible for national development and human progress [4].

3.1. Responsibility for Environment and Sustainable Development

In traditional Chinese culture, the concept of “harmony between man and nature” is often advocated. That is to say, life is the “celestial realm”, and the world consists of three parts. People must live in harmony with “heaven and earth”. Because people and the environment they live in are organically connected communities. Modern enterprises are not only a member of ordinary economic life, but also a member of the “community” of nature and human society. Therefore, enterprises are obliged to protect the environment and environmental problems brought about by economic activities in the process of production and management. The coordination and sustainable development of human and nature is the social responsibility that modern enterprises must fulfill [5].

As a well-known enterprise in Chinese medical field, Tongrentang has experienced more than 300 years of suffering and baptism. In the mission of promoting traditional Chinese medicine culture and producing natural green medicine, Tongrentang pays special attention to environmental and ecological protection. Tongrentang minimizes the loss of raw materials by completing process improvement. While continuing to promote technological innovation, we continue to investigate energy conservation and consumption reduction, as well as more environmentally friendly production technologies and management methods. Tongrentang, a newly manufactured Chinese herbal medicine company, uses advanced energy-saving and environmental protection technologies such as basic solar energy and geoelectric heat pump to effectively implement the company's energy-saving and environmental protection policies and supply a variety of power sources. In recent years, due to the implementation of environmental management specifications, water, gas, sound and slag produced by the local environmental protection bureau are being inspected. This discharge meets the national environmental protection requirements. In the future, Zheng Tang will work harder to enhance the sense of responsibility of social members, make rational use of resources, effectively protect the environment, establish harmonious relations among stakeholders, and further enrich social responsibility. Please make greater efforts to implement the concept of scientific development and build a harmonious society. Contribution to current environmental issues has gradually become the focus of attention, and many Chinese enterprises have also focused on environmental and sustainable development responsibility [6].

3.2. To Assume the Responsibilities of Shareholders, Employees and Consumers

In traditional Chinese culture, we always advocate people's responsibility. In order to understand others, we can even sacrifice our own interests. But for profit-seeking enterprises, only when “egoism” and “altruism” coexist, can corporate social responsibility be truly realized and developed. Therefore, enterprises shouldering social responsibility should first be respected by shareholders, consumers, employees and other community of direct interests. China and the West are not one of the most basic social responsibilities of enterprises. In order to achieve national and social awareness, to truly achieve the sustainability of social responsibility.

Chinese enterprises also have the characteristics that enterprises are profit-making organizations. Therefore, their main social responsibility is to provide consumers with quality products and services, and to provide shareholders and employees with more benefits and benefits. Founded in Guangzhou in Qing Dynasty, Beijing Dao Rural Co., Ltd. is one of the enterprises in traditional Chinese food industry. In 2008, the traditional food industry, including consumers, government,

shareholders and employees, released its first corporate social responsibility report. Suppliers, distributors, environmental protection, product quality, and other Vivaldi, for example, regarding consumers as food processing enterprises, providing delicious food for consumers with high safety, health and nutritional value. In order to realize their responsibilities, employees should abide by labor laws in order to solve the problem. Daoli Village in Beijing has established a social responsibility management organization based on strict enterprise management structure and crowd-oriented employee compensation. Education, training, labor safety and security institutions, as well as social responsibility truly integrated into the whole enterprise management and operation [7].

3.3. Inheritance and Popularization of Traditional Skills

Cultural responsibility under market economy conditions, in addition to the benefits of enterprises themselves, the development of enterprises is also an important carrier of Chinese culture to the global. Therefore, corporate social responsibility is not only a simple economic behavior, but also a cultural unit. “Old surname” enterprises should inherit traditional Chinese technology, technology and products, and develop and promote traditional Chinese technology. The important embodiment of heritage is also the most unique function of establishing corporate social responsibility system from the perspective of traditional culture. As shown in Table 1, entrepreneurship and corporate mission of large enterprises in different industries in China are closely related to the inheritance of traditional Chinese culture. They really combine the responsibility of this culture with the corporate culture and turn it into the corporate culture. One is the social responsibility of Chinese unique enterprises. For example, Rongbaozhai, a well-known enterprise founded in 1672, has experienced more than 100 years of reputation and disgraceful history, and is undergoing personnel changes. So far, these three words also emit the glory of moisture, enough to become a well-known brand of national enterprises and markets. Regardless of the difficult circumstances and the ups and downs of progress, Rongbaozhai aims to promote national culture. Nowadays, Rong Baozhai is known as the “home of painters and painters”. It is facing abundant traditional Chinese painting, calligraphy art garden and window of traditional Chinese culture and art.

Chinese enterprises represent Chinese traditional history and culture, and Chinese traditional spiritual quality can play an important role in promoting Chinese culture. Enterprises actively inherit traditional skills and culture and assume the responsibility of popularization. It not only promotes Chinese enterprises to enter the world, but also benefits the popularization and development of Chinese traditional culture in the world, and achieves the victory of economic and cultural development [8].

3.4. Take on the Responsibility of Serving the Country and Contributing to Society

On the basis of compassion, it includes love and devotion to society, to the country and to the country. Enterprises are units of social organizations and directly engage in economic activities. That's a member of society. Enterprises are responsible for creating social wealth, promoting national prosperity and prosperity, and serving the motherland with the heart of virtue. Please send it back to the community. Most Chinese enterprises have been established for more than 100 years. They have undergone historic changes in modern Chinese society. They have gone through hard work and hard work. In wartime, they often feared foreign aggressors. They bear the burden of hesitation and humiliation. If the external environment improves, they can return and actively create 100 years. Brand has made outstanding contributions to the country and society.

Meanwhile, 13 stores offer vanilla tea free of charge every day. They actively participated in the construction of innovative halls in Hangzhou Street, and actively participated in various charitable activities, so that people can see the concept and spirit of “traditional compassion”. Every year during the Dragon Boat Festival, in order to convey good wishes to the public, Chutang in Qingbei holds traditional medical activities, such as free distribution of secret medicines. In addition, I participated in various fashion exhibitions and lectures of pharmaceutical experts in order to make the public understand the lectures. Ocean, pottery and other medicinal materials actively contribute to society and repay people's social responsibility. As shown in Figure 1 [9].

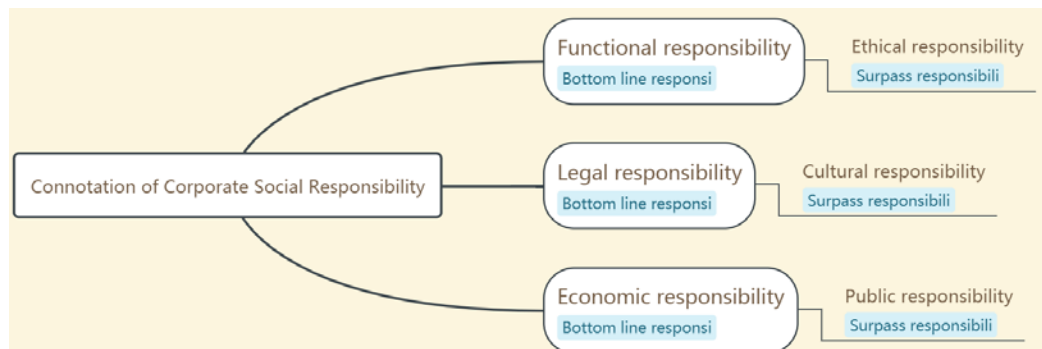


Figure 1 Connotation of corporate social responsibility

4. Inheriting the Traditional Concept of Social Responsibility and Promoting Corporate Social Responsibility in China

The social responsibility system of modern enterprises must go beyond the traditional concept and regard it as the sole goal for enterprises to create profits. It also emphasizes responsibility for the higher environment, culture and society. The social responsibility reflected by the traditional culture reflected by Chinese enterprises is to undertake employees, consumers and the environment on the basis of inheriting the traditional culture and technical responsibility of China. Products and services handed down from the times. The responsibilities of the community, the state and the society have truly realized the four-dimensional integration of “for the world, for the people, for the future and for the world” [10].

In this long history, Chinese enterprises inherit correct moral values, respect traditional Chinese cultural values, and realize the social responsibility of stakeholders, social environment and self-development in enterprise relations. The ethical values of “transcending society” and the products corresponding to society have gained the trust and identity of “relationship”, and realized the social responsibility of stakeholders, society, environment and self-development. The current concern for long-term interests and the moral impetus of economic drivers reflect the coordination between enterprise development and environment. The respect and Realization Mechanism of corporate social responsibility of this species and the concepts and development strategies of production and management of citizens and the environment are worthy of reference. The direction of the development of corporate social responsibility in China.

5. Conclusion

Describing the concept of social responsibility in Chinese traditional culture and enhancing the ability and field of corporate social responsibility has become an inevitable development of modern market economy. It is believed that enterprises based on China's 5000-year history and culture can make tremendous contributions to the future development of society and human beings in the new era.

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