

The Moral Dilemma of Chinese Enterprise Management and Its Countermeasures

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Abstract: There is a direct link between the business activities of Chinese enterprises and the construction of management ethics. Therefore, in the process of conducting business, enterprises should take honesty as the main purpose and establish a good corporate image. Only in good faith can we gain a place in the fierce market competition, so as to achieve sustainable development of the company. This paper will analyze the moral dilemma of enterprise management in China and propose corresponding strategies.

Combined with the current analysis of the development of Chinese enterprises, the reason for the difficulties of some enterprises is not the lack of management, but the work of enterprise management is in trouble. For a long time, moral management has been neglected by corporate managers. It is considered that morality is irrelevant to corporate management, and even contrary to the development of enterprises. Leaders use this wrong concept to guide enterprise management, resulting in many unethical production and management. Behavior seriously endangers the healthy development of the social economy. Therefore, re-emphasizing the morality of China's enterprise management, building a socialist market economy requires enterprises to standardize morality in the process of business management, and establish an honesty mechanism, which is an important problem that needs to be solved urgently in both the theoretical basis and the practice.

1. The importance of moral construction in Chinese enterprise management

1.1 Important management methods

Corporate ethics mainly uses the public opinion and habits to exert its important value, focusing on cultivating internal dignity and strength, so as to better realize the functions of enterprise management. Through the establishment of the enterprise's own ethical norms, the enterprise enters the inner core of the employees and becomes the ideological value and belief concept of the employees, thus realizing the guidance of the employees on the spiritual level, making them binding and affecting the moral behavior of the employees. The moral management formed by the spiritual level can go deep into the work of the enterprise and constrain the behavior of the management and control of employees, thus forming a unique corporate culture. In the moral construction, enterprises should be oriented to the whole enterprise. All employees should be treated equally and treated equally. Compared with laws and regulations, corporate ethics is more universal. The moral flexibility of enterprise construction is a place that cannot be touched by rules and regulations. It can exert the important significance of corporate ethics, and adjust various problems in the moral construction of enterprises with the help of flexibility and subtle influence. The morality of enterprise construction can play a role in regulating the formal and informal relationship of employees in carrying out activities, and can be used to make up for the problems existing in the rules and regulations of enterprises, and thus can effectively combine the institutional level and moral construction.

1.2 Creating a harmonious environment

Morality can play a regulatory role, allowing business leaders to use the regulatory role of the belt to regulate the contradiction between employees and between employees and enterprises. The

adjustment function is mainly based on how to be a specific scale, vigorously promotes excellent morality, rejects bad ideas, and fully reflects the consciousness and internality of employees. In recent years, with the gradual improvement of the rules and regulations of Chinese enterprises, the ethics of enterprises has become one of the important means for leaders to manage enterprises. The economic value and social benefits brought about by interpersonal relationships and collaboration between teams have become increasingly prominent. . Enterprise managers use corporate ethics as the main means to coordinate the relationship between employees, emphasize the importance of collaboration among employees, and create a harmonious relationship of mutual help and common progress.

1.3 Provide human support

The good construction ethics of the company can form an excellent culture that belongs to the company, thus effectively enhancing the collaboration ability and cohesiveness among employees. The ultimate goal that an enterprise must achieve must depend on the employee's thinking, value orientation, and ethical standards. Enterprise construction ethics is one of the effective methods for leaders to manage enterprises. With the help of ideological and moral education and external cultural environment, employees' ideas are gradually infiltrated, so as to gradually improve the morality of employees and enhance their sense of responsibility and obligation. Employees are motivated to better serve their businesses. In addition, companies can recruit more innovative and creative employees to enter the enterprise and serve the enterprise. This method can maximize the internal employees to support the development of the company.

2. The moral dilemma of Chinese enterprise management

2.1 Lack of integrity in society

The waste of management and inefficiency in business management has led to the loss of accuracy in corporate accounting information. Some enterprises are wasting resources, squandering resources, and extravagance and waste are causing inefficiency. Some companies openly package fraud, and accounting information fraud is now commonplace in China. Combined with the survey data, through the audit of 1,300 companies, nearly 61% of the company's financial statements can not accurately reflect the company's financial status and operating results. At the same time, the situation of contract fraud and default contracts between enterprises has emerged one after another. Corporate fraud, sales of pirated goods, and fraudulent conditions are extremely serious. For example, in the Chinese market, Sony cameras and Nestle milk powder have fallen into quality door events; Johnson & Johnson, Heinz and other high-end products have also experienced consumer trust crisis.

2.2 Lack of integrity for employees

The employees of the company are infringed by their rights. Under normal circumstances, enterprises do not care about the living environment and work of employees, and damage the legitimate rights and interests of employees. For example, some enterprises will arrear wages, extend working hours, work overtime on weekends, and have no salary, etc., and even workers' life and health are harmed, and work-related injuries occur more frequently. Enterprise employees will encounter unequal treatment. In the case of some employees in China, there are unequal treatments in terms of salary and benefits, including the unequal basic rights of employees and the unequal status of employees and leaders. In addition, the basic rights of employees of enterprises are also violated, such as the right to know and the right to life and health. Some companies also have differences in employee treatment, and the same job salary and benefits are not the same.

2.3 Lower quality staff

The overall quality of employees in China's enterprises is low, mainly in violation of national laws, violations of corporate rules and regulations, and widespread behaviors that harm the public and self-interest, thus disrupting the normal development of enterprises. The degree of

professionalism of employees is low, and it is one of the reasons why the professional ethics cannot be accurately judged. For employees at the grassroots level, companies usually ignore this. The emergence of these factors has led to a low level of work quality and low efficiency.

3. Countermeasures for the moral dilemma of Chinese enterprise management

3.1 Enterprises cultivate correct moral culture

To cultivate the correct corporate ethics culture, the key needs the culture of the enterprise as the carrier and support. The good moral atmosphere formed by an enterprise is mainly based on corporate culture as the main support. At the same time, it expands the scope of enterprise employees' moral education and enhances the development vitality and moral education of enterprises. Therefore, enterprises need to establish correct corporate values while creating a good corporate atmosphere, and actively absorb the important ideological content of traditional Confucian culture. For example, rigid and flexible, with Junke Gang, is the rigidity of the management system of enterprises. The integration of human morality is flexible, and it is managed through the ethical management guidance system; both internal and external training, mainly refers to the common development of moral culture and enterprise management culture, and moral culture to command the culture. In the construction of moral culture, enterprises should abandon the "moderation of the mean" and "contentment and happiness" in traditional culture. It is particularly noteworthy that Chinese people attach importance to interpersonal relationships and human relationships, and avoid the relationship between enterprises. Ignore market rules. Enterprises should also learn from each other's strengths and effectively integrate the places worthy of reference in Western management, which is the key to the construction of Chinese enterprises' moral culture. China and the West are merging in the management culture in "promoting" and "abandoning", thus realizing "rigid and soft, with Junke Gang, both internal and external, and inside and outside."

3.2 Enterprises establish moral education mechanism

The most important thing for an enterprise to establish a moral education system is its employees. Because the company is mainly operated and managed by employees in the production and operation process, the basic moral literacy of the managers and employees of the company will directly affect the marketing concept and image of the company. In addition, the behavior and decision-making of corporate employees represents the decision-making of the company, and is the spokesperson of the company's image and the spokesperson of the company. Having a good moral quality can constrain the moral quality of employees, which is the key to moral emphasis on control. First, Strengthen the moral shaping of business entities. In the production management of enterprises, morality is an important basis for corporate marketing ethics, and it is also a normative behavior for individual enterprises to form a good order in the development of social construction. External moral education is mainly in the category of strict self-discipline. With the power of society and other institutions, the individuality of the enterprise is ethically regulated, and the external means of "heteronomy" are used to guide individuals to abide by morality and develop good moral behavior habits. The key to strengthening the moral construction of production and management of enterprises is to improve the cultural level of individual enterprises. Therefore, it is necessary to carry out targeted training and improve the internal moral mechanism of individual enterprises through various channels. Second, Focus on cultivating the moral literacy of senior management. The moral cultivation of the top management of the enterprise is especially important for the management of the enterprise, which will affect the value orientation of the enterprise. Establishing the correct value concept is the value orientation of the upper management. Corporate executives can't choose unscrupulous means for profiteering. They can't be profit-seeking and distort the ultimate goal of corporate development. Due to the imperfect market economy system in China, many high-level enterprises have violated laws and regulations. Therefore, enterprises must pay attention to high-level moral cultivation in business management, guide the high-level to establish correct values through correct moral concepts, better serve the society and the public, and

at the same time, having correct moral cultivation can also eliminate the adjustment between employees. The relationship enhances the economic benefits of enterprise production. 3. Promote the development of good professional ethics. Professional ethics is subject to ethics and is primarily to regulate the behavior of business managers. The managers of enterprises play an important role in the enterprise, and also represent the overall image of the enterprise in the society. For example, the managers of the enterprises do not have good professional ethics and credibility, which will have a serious negative impact on the enterprise. It is assumed that the management personnel of the enterprise lack professional ethics, and various problems will arise in the process of enterprise management, which will seriously affect the healthy development of the enterprise.

3.3 The company perfects the moral decision-making system

Decision-making plays an important role in enterprise management. Decision-making is the core content of management. In the development of the whole enterprise, it must always be around management operation. The management level is influenced by management ethical decision-making. Therefore, it is necessary to have high morality in enterprise management. Management level. First, Enterprises should pay attention to the moralization of decision-making goals in the process of production and management. The morality of enterprises paying attention to decision-making when setting goals is mainly the important factors that can inspire the moral consciousness of business leaders and improve the individual morality of enterprises. Introduce morality into the decision-making of enterprises to make decision-making analysis of morality, make the decision-making of the enterprise moral, and improve the moral quality level in enterprise decision-making. Second, Establishing a sound decision-making performance evaluation mechanism can promote and supervise enterprise managers to make ethical decision-making, and establish in the performance evaluation process. The most important thing is to accurately evaluate the results of decision-making, and it is also economic, cultural and social benefits. Overall evaluation. The survival and development of enterprises is built in the development of society. This situation means that the important condition for enterprises to survive and play there is the moral construction of enterprises, especially in the market economy of China, Chinese enterprises must build morality. environment of.

4. Set up the Ethics Committee

In the process of establishing a moral image and implementing the management of interests, enterprises can establish prevention and elimination of unethical behavior within the company and encourage the construction of ethical behavior institutions. It can be used for reference. Learning from the ethical management methods of Western companies, setting up moral committees and moral responsibilities within the enterprise is mainly the core content of ethical management. Otherwise, corporate ethics construction may become a false slogan. The main department of the Ethics Committee is a special meeting for enterprises to conduct business ethics on a regular basis, and is the highest decision-making department in the internal ethics management of enterprises. The main responsibility of the Ethics Committee is to develop a code of ethics for the company and to exercise ethical control. When companies face major decisions, the Ethics Committee should develop ethical guidelines to explore specific decision-making ethical issues and develop solutions. Decision-making is the core content of management, so when the ethics committee explores how to make effective ethical decisions, most of them modify the decision-making process, mainly because the decision-making model contains ethical considerations. When the ethics committee makes decisions that are consistent, the main content of the work is to judge morality. The main basis for the judgement is the ethical standards held by the decision makers, which can be comprehensively measured by the criteria of the moral state. When the results of each type of decision increase, the opinions given by the society tend to be consistent, the time is short, and when the scope is wide, the moral state will be correspondingly higher, and the opposite will be lower. It is assumed that when the state of the decision is higher, the probability that morality will be valued will increase, thereby increasing the probability of being selected. According to this theory, Bird and Ganz fully

affirmed ethical decision-making. When business managers focus on values, social norms and ethical norms, and apply the three in decision-making, they can improve decision-making; when making decisions The process of ethical and social analysis can be considered beneficial to the managers, companies and society of the enterprise.

5. Conclusion

In summary, with the continuous development of economic globalization, Chinese companies must comply with national standards, and honesty and trustworthiness is one of the important activities for the sustainable development of enterprises. In the process of carrying out production and management, enterprises must stress credit, trade, investment or finance, establish a good corporate image, pay attention to the credibility of enterprises, and strengthen the internal moral construction of enterprises. Only by constructing an ethical mechanism that adapts to the market economy system can Chinese enterprises get rid of the moral dilemma in enterprise management and gain a longer-term competitive advantage for enterprises. Otherwise, enterprises will not have a ethical system and a mechanism of good faith. Even if they are not sanctioned by law, they will be spurned by market participants because of dishonesty and untrustworthiness.

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