

On the Business Ethics of Modern Xunshang Merchants: a Case Study of Liu Yong, "the Head of the Four Elephants" of the Xunshang Merchants

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Abstract. From the late Qing Dynasty to the early years of the Republic of China, many businessmen specialized in foreign trade appeared in Nanxun Town, a small town in Huzhou, Zhejiang Province. They were all businessmen engaged in international trade in silk. What is more, it is worth mentioning that in a short period of time, They almost crowded into the top three of silk merchants and formed the largest group of silk merchants in the history of modern China: xunshang merchants. At that time they were "rich and hostile" and had "four elephants and eight cattle and 24 golden dogs" to describe their wealth. This paper analyzes the business ethics of the Liu family in Nanxun from the point of view of ethics. Thought.

From the mid-19th century to the early 20th century, hundreds of groups in Nanxun Town, Huzhou, were "rich and hostile" because they specialized in the international trade in raw silk, forming the modern history of China, both in terms of wealth and scale. Are the largest group of silk merchants, people call them "xun merchants" or "lake merchants."

If we want to rank the wealth of Nanxun businessmen, then there is the phrase "four elephants and eight cattle 72 dogs." according to the words "elephant," cow, "dog," the family of rich merchants, the size of three kinds of animals. Analogy of their wealth, the late Qing Dynasty, especially popular in Jiangsu and Zhejiang. "Elephant" is considered to mean a person with millions of dollars, "cow" means a person with a household wealth of more than 500000 but not more than 1 million, and "dog" means between 30 and 500000. Because the rich merchants of xunshang like to build houses when the gold and silver are full of money and silver, the luxury of houses at that time impressed the common people. "four elephant eight cattle" saying. Standing in the first row of the Nanxun tycoons, Liu, Zhang, Pang, and Gu Sijia. Among them, the Liu family has always occupied the head of Nanxun's "four Elephants". His wealth is rumored to amount to more than 20 million silver, Zhang family wealth of 12 million. There is still a big gap between the first and the second, so there is a reputation of "silver of the Liu family" in the four elephants. Liu Yong is also in the long-term business practice, mainly in raw silk trade, but also invest in other industries, such as salt, finance, real estate and so on, can have so many successful business practices, naturally can not do without his own unique business ethics. "the formation, development and function of morality are not only the theoretical system of moral and value argumentation of economic activity, but also the construction of economic behavior norm and behavior mode" [1]. Liu Yong has been able to dominate the list of rich people in Xun with absolute wealth and quantity in a relatively short period of time. It is necessary to mention his long-standing business ethics in business practice.

Reasons for The Formation of Liu Yong's Business Ethics

Nanxun Regional Condition.

Nanxun, located on the southern bank of Taihu Lake in Hangjiahu Plain, was cultivated, hunted, and lived four or five thousand years ago. It is also the "gateway" in the eyes of the soldiers in the Wu and Yue dynasties. Due to the particularity of geographical location, traffic is relatively blocked, there is no commercial port, so the customs are relatively simple. Nanxun is located in the south of Taihu Lake, the ancient canal through the ancient town, North Tianmu Mountain Tiaoxi water also flows through Xunxi, is a famous water town. Water quality is particularly good, not only especially

clear, but also especially rich in minerals. "the village has a lot more minerals in its water than anywhere else, and it must weigh two or two more than every bucket of water in other places. ". "Nanlin, a settlement ear, and ploughing mulberry rich, a right in Zhejiang. The earth is moist and the things are abundant, the people trust and the common Fuxing merchants sit by Jia, and the officials have not ridiculed him. "because of the unique geographical and natural climate conditions, the river and the rivers meet, and the waterway is convenient for transportation," he said. This is beneficial to the production of lake silk reeling and the development conditions of commercial trade of silk reeling. It is the best name in the world and is popular with consumers. In addition to the unique geographical conditions, and because Nanxun's silk reeling technology is advanced in operation, this occupies a huge advantage in the whole foreign trade of Chinese silk. Nanxun became the pillar industry of economic development in Ming and Qing dynasties and even in the Republic of China. In addition, Nanxun has a strong cultural heritage, known as "the land of poetry and books" and "town of hometown" reputation. In the Ming Dynasty, there were 41 Jinshi, Zhu Guozhen, Dong Fen, Shen Jiefu and Dong Jiefu, all of whom were from Nanxun. Xun merchants are here, mostly "little good reading" young " But the family is poor, abandons the Confucianism Jia.

In such an ancient town where the silk congenital condition is ahead of other regions, the Confucian traditional culture and the influence of the local area will play a normative role in guiding their business ethics. It can be seen that the simple folk style and deep culture of Huzhou directly nourish their unique business ethics.

Historical Conditions.

Nanxun, also known as Jiali Lake silk, is named after Nanxun's earliest village name. The original name of the village was Yu Ta Village of Yu Xi, also known as Qili Village. There are villages in the Yuan Dynasty. The villages in the Yuan Dynasty are recorded as being named "Qili" because the villages are located at the west end of the village and Nanxun town at the north end of the village is both seven li away. Ming Dynasty is Nanxun to become the most popular variety of silk lake silk, many places silk use the name of the repertoire, of course, in wealth and power is also regarded as a treasure, the Ming Dynasty Qili Village local Wenge on the village name on the elegant, so the homophonic "series." Silk is also called seven miles. The Nanxun is already the year of Chunyou season in the Southern Song Dynasty. "ploughing mulberry rich, a right Zhejiang," the Ming Dynasty series silk reputation is dry, "no rule of mulberry, no woman without silkworm," everywhere is visible mulberry land, every household silkworm. In Ming Dynasty Nanxun Pavilion old Zhu Guozhen praised "Hu silk is better than seven li, one point more than the usual price for every two, the Soviet people began to recognize, with woven hat satin, purple light can be discerned." After that, also stressed that the law is very close, produce good, before and after 20 years, no defeat, when called silkworm farming. The flourishing development of Nanxun series silk makes silkworm industry an important economic power in Nanxun.

By the time of the Ming Dynasty, the repertoire had become a far cry. Not only did other towns in Huzhou use the name of Nanxun, but also Hangzhou and Jiaxing. In the Qing Dynasty, Jiali had become the official raw material for clothing. In addition, in 1825, through the hands of comprador merchants, Jiali silk began to be sold in large quantities to Europe and the United States, so that "the export of silk from Huzhou to Nanxun is the best, the city of Xinsi in Xundi is the most prosperous, the city of Xuan Tian and the road on the thoroughfare are congested." Due to the prosperous development of commodity economy and trade and the convenient transportation of goods, Nanxun began to become a town full of commercial atmosphere.

In November 1843, when Shanghai opened its port, a group of silk merchants specialized in serving the great powers, selling the goods of their country for the invaders, and helping them to buy Chinese local silk raw materials, which was the early comprador merchants. A person who serves in a foreign trade is called a comprador. Nanxun town of people this is the beginning, so there are a lot of startups. Liu Yong through the waterway, with the spirit of being the first, rowed the boat for three days, went directly to the Shanghai foreign trade, in a short period of time to earn a huge profit, compared with the previous Guanghang acquisition, the profit increased dozens of times. Later, Liu yong and his fellow countrymen shared the way of making money, and led the xun merchants to be

brave together Break into the beach, also make Huzhou silk merchants to establish their own business, in Shanghai export market to do earth-shaking event, Xunshang group gradually formed.

Influence of "Jia and Good Confucianism".

"Jia and good Confucianism" appeared in Ming Dynasty, Confucianism and Jia have two relations. First, Confucianism is defined as doing Confucianism in the name of business; second, Jia Ru is doing business in the name of worship of Confucianism. Both are the intersection of culture and commerce. Jia and good Confucianism belong to the latter, while doing a good job as a businessman, respected Confucian culture, and put into practice in business practice.

Although Liu Yung's business was successful, he still harboured the dream of being a Tadashi and a Twilight son. He hoped that his descendants would receive the imperial examination and fame. Liu Anlan, the eldest son of Liu Anlan to the Ministry of work, Liu Jinzao Guang Xu, the second most senior scholar in the year of the year, later wrote the Qing Dynasty Literature examination. After the emperor read the title, he got a bachelor's degree in the cabinet. His son and his grace as Dr. Tong, so that Liu's reputation more prominent. Influenced by this culture, Liu Chenggan, his grandson, became a famous library collector.

"Confucian ethics has a direct or indirect impact on the actual behavior of businessmen." Confucian traditional ethical norms such as "honesty, faithfulness, and righteousness" have been regarded as values and standards of conduct by xun merchants in commercial practice, while "wisdom, benevolence," etc. As the element of gentleman's personality, Yong is regarded as the management strategy under the premise of benevolence and righteousness business. Jia and good Confucianism, to a large extent, permeate Confucian morality into commercial practice, become potential business ethics, and become the motive force for the expansion of Liu Jia's huge industry.

Essence: the Requirement of Business Practice.

The nature of businessmen is to create profits, but how much profit depends on commercial practice in society, as long as it can win the people's recognition and trust, business can do in the afternoon, will create more wealth. This involves the evaluation of business ethics.

When Liu started his business, he started a joint venture with Xing Gungxing, but the business was mainly taken care of by him. After Xing's death, he took care of the silk business as usual, and let Xing's descendants sit down and split the assets impartially and impartially with the Xing family. In addition, it also widely does good deeds, paving the way for the construction of bridges and setting up nursery halls in his hometown.

Credit is a value orientation between social subjects. If one loses credit, one loses the capital to gain trust, and there is no more interactivity. In order to occupy more markets and build business empires, this commercial virtue is the rule that must be observed in practice, which is also the internal root of the formation and development of xun business ethics.

The Standard of Liu Family's Business Ethics

Xunshang merchants are deeply influenced by Chinese traditional culture. The Confucian "honesty", the view of righteousness and profit, and "benevolence" affect the merchants. Of course, Liu yong is also like this. In business practice, he has always been concerned with credibility, scrupulously observing the business principles, treating people with good faith, and treating others with justice and profit. Help poverty relief, moral integrity, fully embodies the Confucian sincerity, faith, benevolence, justice moral norms.

Based on Honesty.

Liu's family was built from scratch and weathered through hardships, so he also knew how to succeed in business. People must be diligent and sincere. Be it a customer or a business partner. Liu yong was once told that "businessmen should have a broad vision, people in the countryside must not take advantage of their hard work and never take advantage of them, and deceiving others means deceiving themselves." you can still see Liu yong personally checking silk and holding scales in front of the city. At the same time, after the change of the criminal family who started a business with him, the Liu family still remembers the criminal family's kindness, although they only enjoy the result of abandoning it.

Insist on Using Righteousness to Make Profit.

No matter where the entrepreneurs, each is going through a lot of suffering, to achieve great success. Liu Yong has warned his children, is also his business conviction: "in money, inch wide, ruler should be tight." If an inch is not wide, it will be divided into anger; if the ruler is not tight, the loss will be the cause of regret. As the saying goes, greed is lost. " Liu Yong especially advocated the Confucian view of righteousness and profit, put the word righteousness first, with righteousness system profit. Reject any opportunistic, hoodwinking fraud. This thought had a great influence on Liu Jinzao, who ranked Orr. Because he had always remembered his father's teachings, he would have a great influence in his future business practices. The strong national consciousness was unambiguous on the issue of right and wrong, such as the successful organization of the Qing Dynasty in the late 19th century to cede railway power to foreigners, and was a patriotic businessman worthy of the name.

Poverty Alleviation and Poverty Relief as a Mission.

Under the influence of traditional culture, Xunshang merchants from the external behavior to the inner world of Confucian ethics and moral law, after becoming rich, one after another help poverty alleviation, good deeds. Naturally, Liu Yong was no exception. He said that "all those who raised babies in the Fan Shuk Academy had all lost huge money to promote it." in 1863, when the disaster hit Yan Zhou, Liu Yong happened to handle salt tea and other commerce there. In 1869, Liu Yong organized the Nanxun Squire to build the first nursery in Nanxun to adopt an orphan. In 1886, Liu Yong donated a large sum of money to help flood in Haimen, Jiangsu Province. There are so many things like this. But careful analysis, no. It is hard to find that the purpose behind this moral concept and its practice is to change one's own social status and improve social reputation, and the other is to benefit Sangzi and future generations. Of course, from the point of view of the overall macro situation, in a certain sense, these acts of righteousness have also increased the popularity of the whole Xunshang merchants in society, and to a certain extent contributed to their national economic activities.

Joint Venture and Close Cooperation.

"the geographical similarity first promoted the cooperation on the industry, which naturally led to the kinship after a certain degree of cooperation." in order to consolidate their influence and even the local influence, mutual affinity often happened. In 1870, There are 11 kinsmen among the "four elephants and eight cows" who rank first and second in terms of wealth alone. The in-laws not only consolidated the geographical and industrial connections in the overall situation, but also made the Liu family's network of friends more harmonious and close, which provided a boost to the development of business.

On the other hand, Liu Yong, with the spirit of being the first in the world, came to Shanghai alone with a ship and ventured into Shanghai. As a result, he sold all the bright silk he had brought and exchanged it for the same bright silver. That spring of that year, Liu yong relies on his silk boat, business is particularly prosperous. Other silk companies saw Liu Hengshun silk business so good, one after another came to inquire. Liu Yong is very magnanimous, will own rich road, one by one tell peers. Everybody emulated one after another, soon Xunshang business as a whole has become rich.

Conclusion

Any kind of thought appears when the multi-action result, the Xunshanshanshangliujia business ethics thought formation is the same. On the one hand, the development of productive forces and stable social conditions provided good historical conditions for Liu's business activities. On the other hand, Nanxun Town, where the Liu family is located, has profound Confucian traditional culture, which has a deep influence on culture and education. The ethical spirit advocated by the Liu family in its business practice is rooted in the profound traditional culture of the Chinese nation and inherits and melts the essence of Confucian ethics. It not only enables the Liu family to play an important and active role in business practice, but also should become the contemporary entrepreneur study. The ethical model of Xi

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