

The Application of Excellent Traditional Culture in Modern Business Enterprise Management

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Abstract: China's excellent traditional culture encompasses thousands of things, is the spiritual accumulation of the Chinese nation for five thousand years, and has a very important practical significance and guiding role in the management of modern business enterprises. This paper firstly briefly explains the connotation of Chinese traditional culture, analyses its importance for modern business enterprise management, and focuses on the specific application of excellent traditional culture in modern business enterprise management.

Keywords: Excellent traditional culture; Business enterprise management; Specific application.

1. Introduction

Under the condition of socialist market economy, modern business enterprise management is facing greater difficulties and challenges. Chinese traditional culture contains a wealth of management ideas, is a great spiritual wealth left by the ancients to us, we need to infiltrate the excellent traditional culture into the modern business enterprise management, and then enhance the modern business enterprise management level.

2. Connotation of traditional Chinese culture

The "humanistic spirit" nurtured in Chinese traditional culture. In Chinese traditional culture, Confucianism occupies a dominant position, so the spirit of humanism has a deep Confucian cultural imprint, that is, advocating rituals, cultivation, emphasising people's own cultivation and personality perfection. The "spirit of harmony" is nurtured in traditional Chinese culture. The term "harmony" refers to the harmony between people, as well as the coordination and smoothness of things. In the Analects of Confucius, it is said that "harmony is the most important thing in the use of etiquette." Later on, Mencius brought this idea to a deeper level, proposing that "Timing is not as good as location, and location is not as good as harmony". As a result, "human harmony" surpassed "timing" and "geographical advantage" and became a supreme law of the world. The "spirit of nature" nurtured in traditional Chinese culture.

In traditional cultural thought, Taoism is known for its reverence for nature, and Laozi focuses on the Way of Heaven, placing nature in a supreme position. Laozi advocated that "man is the law of the earth, the law of the earth is the law of the sky, the law of the sky is the law of the road, and the law of the road is nature." In Laozi's view, the road is the mother of all things in the world, and nature is the ultimate of the road. The "spirit of change" is nurtured in the traditional culture of the Middle Ages. Seeking newness and change is the constant pursuit of human society, and the step-by-step progress of Chinese civilisation towards glory fully embodies the wisdom contained in the "spirit of change". The Chinese "spirit of change" is systematically expressed in the Zhouyi, the core theory of which is called "poor is change" and "poor is change,

change is communication, communication is long-lasting". The "spirit of commitment" nurtured in traditional Chinese culture. The so-called "spirit of commitment" is the courage to bear, dare to be responsible for the meaning. The "spirit of commitment" is based on the philosophy of Confucianism, which emphasises the principle of "giving priority to public interest", and embodies a strong sense of social responsibility and historical mission.

3. The Importance of Excellent Traditional Culture in The Process of Industrial and Commercial Enterprise Management

3.1. Excellent traditional culture is an important part of the culture of industrial and commercial enterprises

As an important source of China's industrial and commercial enterprise culture, excellent traditional culture is also a major component. The traditional culture of "and" thought applied to the cultural management of industrial and commercial enterprises, to a certain extent, can coordinate between the staff, staff and leadership, and staff and work between the various contradictions, through the traditional culture of "and different" connotation of absorption and reference, can make the staff "and different" and other connotations. Through the traditional culture of "harmony and difference" and other connotations of absorption and reference, can let the staff for the interpersonal individual has a more comprehensive and deep understanding of the differences, so as to ensure that the staff to get along with the process of reducing friction, to achieve the staff of the public and the situation of mutual benefit.

The main role of the national science in the modern industrial and commercial enterprise culture is the use of the world, and this role in the more important ideological connotation is "integrity", enterprise culture construction, through the "integrity" of the understanding and development, to a certain extent, can increase their own Competitive soft power, maintain a good corporate image, but also become an important standard of measurement for customers to choose enterprise products. At present, many enterprises have begun to build "environmental protection" concept of corporate

culture development, especially some resource development or development process for the environment will produce pollution and damage to the enterprise, pay special attention to this cultural connotation of the construction. Confucianism advocated in the "unity of mankind" is the current widely used and development of sustainable development concept, with the proposal of comprehensive co-ordination and sustainable development, corporate culture must be the development of this concept of practical operation and use, and strive to make the corporate culture to a certain extent to the management of the enterprise to bring certain positive effects. Positive effect.

3.2. Excellent traditional culture provides a guarantee for the construction of enterprise culture

Enterprise culture construction as an important part of enterprise management work, not only can give enterprise management to bring a certain guiding significance, can enhance the influence and comprehensive strength of enterprises in the fierce competition. The enterprise culture management not only needs to establish and develop the culture, but also needs to shape the environment for its development. Traditional culture in the traditional literature we are more familiar with, through the enterprise staff on the "Analects" and other books familiar, so that their moral level and knowledge quality to a certain extent has been improved, for the traditional culture of the degree of understanding has also been improved, which to a certain extent to ensure that the enterprise staff is more likely to accept the advanced enterprise culture.

In addition to some of the more gentle part of the enterprise culture, there are some more serious components, not only to achieve the encouragement and appeasement of the staff, but also to take some practical measures and methods to regulate the staff, traditional culture of education and punishment combined with each other requires the enterprise culture to strengthen the development of the system and standards, some of the actual penalties and incentives to formulate, and in the process of enterprise development, strictly enforced. In the process of strict implementation, so as to ensure that the interests of employees and the interests of the enterprise can be achieved. Enterprise culture construction and management process, the leadership should give employees a good example, first of all, from their own point of view to identify and understand the enterprise culture, but also need to abide by a variety of rules and regulations, and then proclaimed, so that can give the enterprise employees to do a good job of example work, so that employees in the process of trust and deepen the sense of identity to the enterprise culture.

4. Modern Business Enterprise Management in The Excellent Traditional Culture

4.1. Self-improvement

One of the basic spirit of traditional Chinese culture is self-improvement, "Yi Chuan" said "heavenly health, gentleman to self-improvement", "the great virtue of heaven and earth is born. This is a concentrated summary and vivid portrayal of the spirit of the Chinese nation, which is robust and enterprising, and self-improvement. Confucius advocates and endeavours to practice the spirit of "being furious and forgetting food", and despises the human attitude of "eating

all day long and doing nothing"; he "is furious and forgets food, enjoys himself and forgets his worries, and does not know that old age is approaching" ("Analects: Shuzi"). He was "furious and forgetful of food, joyful and forgetful of worries, and unaware of the imminence of old age" If this is only a manifestation of the self-improvement and positive thinking of intellectuals and upper-class people, then folk proverbs such as "a poor man's will is not short" and "a knife that is not sharpened will rust, and a man who does not learn will lag behind" reflect the generalisation and socialisation of the spirit of self-improvement. The spirit of self-improvement is universal and socialised. It is this spirit of cohesion that strengthens the centripetal force of the nation and feeds the spirit of autonomy and resistance to oppression, as well as the spirit of continuous learning and advancement of the Chinese nation. If the spirit of self-improvement is applied to the management process, it will fully mobilise and bring into play the enthusiasm, autonomy and creativity of the staff. Enhance the centripetal force and cohesion of the organisation, so that the whole organisation can move forward energetically, thus turning the spirit of self-improvement and struggle into a source of power to promote the development of modern enterprises.

4.2. Flexibility and rigidity

In the Chinese nation thousands of years of civilisation in the process of inheritance, has been advocating "soft to conquer hard", "soft and strong" control of the way, the essence of which is to deal with people in the world, easy and modest. Confucius said, "We can learn together, but not with the right way; we can learn with the right way, but not with the right way; we can stand with the right way, but not with the right way", which advocates that we should strive to be flexible when dealing with practical problems, i.e., "to be adaptable to the right way".

In the management of industrial and commercial enterprises, managers should start from the sky, the transition to people, that is, managers should be corporate culture to inculcate employees, with the subtle function of culture to promote the staff's goals, behaviours and the direction of the development of the enterprise to maintain harmony, and cultivate the common values of employees and enterprises, and to achieve the coordinated development of the individual and the enterprise. The ancient idea of harmony also coincides with today's sustainable development and the construction of a harmonious society advocated by our country. From the management point of view, the ancient idea of harmony can help to achieve harmony between man and man, man and nature, man and society, so the practice of business managers should be built on the basis of the sustainability of the enterprise and the active participation of employees of the enterprise in their own development decision-making, to ensure the survival and development of the enterprise at the same time, to promote the staff's personal development to the full.

4.3. People-oriented

Traditional Chinese culture represented by Confucianism, the emphasis on humanity, light on the idea of heaven and earth has a deep impact on society, Confucius said "the nature of heaven and earth, people are valuable", stressing that all things people are the first valuable. Confucianism is a humanistic ideology with "benevolence" at its core, and attaches great importance to the value of human beings.

Mencius once said, "The people are the most important thing, the gods of earth and grain are the second most important thing, and the ruler is the lightest thing." This "people-oriented" "people-oriented" thinking has become part of the Chinese national psychology, solidified as our national character traits.

The advantages and disadvantages of enterprise culture depend on its core values, and modern enterprise culture should still inherit and develop the core values of Confucianism "people-oriented". Enterprises are made up of people, and the ultimate development of enterprises must be for the sake of people. This "people" include consumers, employees, and business owners, which means that the development of enterprises should consider the interests of these three kinds of people. Nowadays, most enterprises in China believe in "the customer is God" and "the interests of consumers come first". Regardless of whether the enterprise firmly believe in the employees first or consumers first, it shows that to pursue the interests of the enterprise must form a "people-oriented" core of enterprise culture, consumer-oriented, employee-oriented.

4.4. Honesty and trustworthiness

Zhou Dunyi, a Confucian scholar of Song Dynasty, wrote in "The Book of Common Writings": "Sincerity is the foundation of saints"; "Sincerity is the foundation of the five constants and the source of all actions." Sima Qian said, "Covetousness is three, honesty is five." Honesty can win business reputation and attract more customers.

The "Way of Integrity" plays an extremely important role in the economic development of an enterprise. First of all, good corporate credit is the normal operation of the market economy inherent requirements. Market economic system as a resource allocation of an economy, it is to give full play to the role of resource allocation, must rely on fair, just and equal exchange. And this exchange must be based on both honesty and trustworthiness, which requires each market entity must comply with the "good faith business" as an important element of the market enterprise rules, such as the rules of

honouring the contract, the rules of equal competition, the rules of truthfulness and so on. Honesty and trustworthiness is the basic rules on which the market economy exists and develops. Secondly, good creditworthiness can reduce financing costs and increase the creditworthiness of loans. Because reliable integrity and creditworthiness can enable financiers or lenders to raise funds through various channels, increase investment, expand the space of resource allocation, better organise their economic activities and promote economic development. Finally, a good reputation for integrity can save operators and business operating costs, the enterprise to comply with the integrity, in order to bring about the prosperity of the enterprise.

5. Conclusion

To sum up, Chinese excellent traditional culture has a very positive guiding effect on modern business enterprise management. Therefore, modern business administration enterprises in the actual management process, we should strive to coordinate the relationship between all levels, and endeavour to self-improvement, strong and soft, people-oriented, honesty and trustworthiness and other excellent traditional culture penetrate into all aspects of management, to promote the development of management, to build a harmonious spirit of the corporate culture, and to establish a good corporate image.

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