

The Building of Corporate Culture

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Abstract

This paper from the management science, economics, organization behavior science, philosophy, science of culture, psychology, sociology and systems theory and other aspects of the relevant theory of enterprise culture and its construction theory support. From the principle and characteristics of the corporate culture, the structure and function of enterprise culture, operation platform, enterprise culture evolution mechanism, operation path and so constructed theory analysis framework of enterprise culture. Based on the evaluation of elements from the spirit of enterprise culture, enterprise system culture, enterprise behavior culture and enterprise material culture, analyzes the effect of enterprise culture construction, on the basis of scientific, completeness, forward-looking, practical principles, established the effect of enterprise culture construction comprehensive evaluation model. The paper has important reference value for the healthy development of the enterprises of our country, also has certain reference significance to the academic research in the relevant field.

Keywords

Corporate Culture; Mode; Traditional Culture.

1. Introduction

In 1987, Jeffrey Kerr, John W. Slocum, Jr. points out that the powerful methods of enterprise culture's influence is to provide the management compensation, and the establishment of the two kind of reward system to illustrate its operation process. In the hierarchical system, employee performance is measured by the superior evaluation, this system often has the characteristics of family culture. In the performance system, employee performance is decided through quantitative indicators and objective evaluation, this system often has the cultural characteristics of the market. That same year, Christian Scholz of corporate culture to solve the problem of the adaptive enterprise strategy role, and points out that we should at the same time to the enterprise culture and the enterprise strategic deployment, and provides a method for operation of enterprise culture. In 1990, Denison and Daniel R. to construct the model by empirical research and case analysis, the working system strategy used to evaluate working environment and can improve work efficiency. The author also points out that the organization member participation, the degree of adaptation to the new environment, these four indicators clearly defined corporate culture and clear task to strengthen cultural and efficiency model. That same year, Rafael Rob and Peter Zemsky was studied within the company to strengthen cooperation for staff incentive system, and pointed out that when the company wanted to improve employee effectiveness through cooperation, incentive mechanism will produce. And different companies on the incentive mechanism of choice, the formation of different enterprise culture. In 2004, the relationship between corporate culture and organizational Siew KimJean Lee of Singapore enterprise performance is studied. And the cultural composition of the effectiveness and the cultural two aspects of organization management mode of influence were studied. In 2006, Barry Z.Posner, James M. Kouzes and Warren H.Schmidt is based on the national survey on enterprise manager, impact on the enterprise culture for enterprise employees work performance is studied. And puts forward some suggestions to the HR

manager, to help them better utilization of organizational value. In 2007, Carol Axtell Ray is employed to test the current Usa Inc general corporate culture concept, and points out that using the Emile Durkheim definition of enterprise culture can not well reflect the concept, corporate culture is a special form of enterprise management control.

That same year, Colin Camerer and Ari Vepsalainen pointed out that corporate culture is how to guide employees to work in a variety of situations of the specification, and pointed out how corporate culture has economic effect, and the utility can best play in what circumstances. George G. Gordon, Nancy DiTomaso (2007) studied with the enterprises related to cultural strength and cultural values, the results show a strong and effective cultural values of the enterprise after two to three years of performance has an important influence, and support for Denison on corporate culture strength can predict the enterprise short-term operational conclusions. And discusses the influence of culture and background of organizational behavior, also summarized from two angles of theory and Practice for the future study of organizational culture.

The study on corporate culture includes not only the research on the basic theory of enterprise culture construction, but also includes the study of enterprise culture construction for specific types of enterprises. The enterprise culture construction of basic theoretical research including, in 2004 Chen Xiaochuan pointed out that corporate culture is the entrepreneurs and business morality production line, and the mode of action of enterprise culture to promote the economic interests of the enterprise development are analyzed. The same year, Lin Yougang to Kelon Company as a case, the application of enterprise culture and improve operational level analysis. Through the research of Kelon Group, points out that the essential connotation of enterprise culture. Zhao Min (2004) on the theory of the core competence of the enterprise culture theory and enterprise are studied. The theory of corporate culture on the management idea, management mode, decision mechanism and labor relations and other aspects of the comparative research method first with the author, then the method of qualitative analysis and case analysis of the enterprise culture are analyzed in the formation of the core competitiveness of enterprises in the role, and guide the enterprises will benefit and the information of enterprise culture into the market, development. In 2005, Meng Linming, Jiang Yaodong made a model definition and analysis of different enterprise culture, and points out the main mode of enterprise groups in China and their characteristics. The same year, Zhang Bo to the Shenzhen Digital Corporation as the research object, function, content and the development rule of the construction of enterprise culture is analyzed. Also pointed out that the company's current existing problems, and puts forward related suggestions. Chen Guoping, Jing Feng Ping (2005) to the problems of cultural conflict of Chinese enterprises in the process of merger and acquisition are analyzed, put forward the merger and acquisition of enterprises in China should flexibly choose after the enterprise cultural integration model, work actively to strengthen the middle-level managers and staff communication, establish the integration mode suitable for our country enterprise characteristics. Gao Junguang, in the Bohai Sea (2005) economics effect of enterprise culture is analyzed, and the construction of the composition analysis model of enterprise culture. In 2006, Wang Na from the perspective of new institutional economics to the formation of enterprise culture is analyzed, that loyalty to the spirit of specific human capital and enterprise's team is an important part of the corporate culture, lack of enterprise culture as the team the game results can make up the enterprise system, to form an effective incentive and restraint method. Li Ke (2006) studied the target mode of enterprise culture, and points out that the enterprise culture construction needs to establish a series of stage goal, the overall goal of the construction of enterprise culture to achieve more effective. In 2007, endogenous and exogenous Chen Yongqin on corporate culture to do the research, and points out that the enterprise culture effect can produce feedback effects on the foreign market, can produce effect. The enterprise culture of endogenous can manage through the thinking,

principles, methods and techniques for analysis, exogenous enterprise culture can through social environment, historical influence and other aspects of analysis. Wang Pengfei (2007) on the American corporate governance model, the Japanese corporate culture conflict are analyzed. Author to Japanese companies in twentieth Century 90's reference USA corporate governance model as an example, explained the enterprise cultural factors unique to their nation can not be ignored. Zhou Yingxiong (2009) to the Shenzhen Baoan District enterprises as an example, the path of construction of enterprise culture is analyzed. The author first summarizes the characteristics of Shenzhen enterprises culture, then the construction of enterprise culture present difficulties are described, and finally put forward to solve the problem of enterprise culture construction in the special zone outlet. In addition, there are some specialized research on the enterprise cultural integration in enterprise merger & acquisition. In 2001, Liu Bangcheng merged with Benz Corp in Germany and USA Chrysler company case as a case analysis of the target, the integration of enterprise culture problems in the process of enterprise merger and acquisition is studied. And M & A on different types of enterprises, and points out the possible problems in the process of enterprise cultural integration. In 2003, the research on cultural integration mode of domestic and foreign enterprises with Xue Tao, summarized the integration model of the relevant theory, and puts forward some suggestions aiming at the phenomenon of culture integration of enterprise merger in china. In 2004, Zhang Fan cultural integration on merger problem analysis. The authors pointed out that in the bona fide acquisition and the different situation of the hostile takeover, the enterprise should how to make the integration of enterprise culture. In 2005, Zhu Shengliang put forward the system model of post merger integration of enterprise culture based on enterprise culture integration process and the integration of features, and the influence of the different levels of enterprise cultural factors are analyzed. On 2007, Chen Yong after the enterprise merger and acquisition, enterprise culture integration possible problems were analyzed, and proposed four alternative culture integration strategy.

The same year, Liu Haipeng has carried on the analysis to the Chinese enterprises in transnational merger in the corporate culture integration strategy, put forward the integration of culture into two levels of national culture and corporate culture are considered, and the strategic relevance, the acquiring party corporate culture strength and M & a side the strength enterprise comprehensive consideration of three factors, for the integration of corporate culture. In 2008, the model of cultural integration of transnational merger and acquisition of enterprises Cui Yinghui and Chen Hui were constructed, and the application of the method of empirical analysis, the risk of grey relational measure model of cultural integration is simulated. The same year, Zhang Zheng for Haier overseas merger case, conducted a monographic study on enterprise culture integration. The author points out that Haier enterprise culture integration is successful mainly contains three aspects, one is the cultural fusion of enterprise employees, two is the cultural fusion products, three is the fusion of culture brand. Company culture Haier fusion cases can provide a reference for more cross-border merger and acquisition of enterprises. In 2009, the cultural integration of merger enterprise boundary of Duan Xiangyun is analyzed, and points out the influence factors of cultural integration boundary.

There are some scholars evolution path of enterprise culture and the way of reform is studied. In 2009, Su Guohui on the path evolution of enterprise culture is analyzed. And put forward the continuous adjustment between the various departments within the enterprise, the relationship between values is the foundation of corporate culture change. In 2004, Chen Youxing has carried on the analysis to the change of corporate culture, and points out that the enterprise is often in a state of crisis will be passive on the corporate culture change, but this change is not in the most suitable condition. Enterprises with the operation condition changes, should be appropriate to adjust the direction of development of enterprise culture. In 2006,

Tang Jiwen is based on the theory of enterprise life cycle, and establishes the model and enterprise in different life cycle phase matching mechanism of corporate culture. And the system introduced the mechanism of the interaction between them, proposed the cultural transformation of enterprises strategy. The same year, Li Haiyan studied different mode applicable to enterprises culture growth stage, mature stage, in the declining stage. The author carried on the evaluation to the status quo of corporate culture based on competitive cultural value model, and on this basis puts forward the proposal to the enterprise culture change direction. Kang Hui, Wang Zhaobin, et al. (2006) analyze the development and the change of enterprise culture from the angle of evolution theory, and the dynamic mechanism of the evolution of enterprise culture is discussed. In 2009, Tang Lei, but the reasons, on corporate culture change world resistance and the transformation strategy is studied. The same year, Rao Jingan using the analytical method of game theory and evolutionary game theory, the formation and development of the enterprise culture of the rules are analyzed. And pointed out that the rational economic behavior for enterprises and employees of the enterprise culture construction should, as a long-term and gradual development on the important content of the task of enterprise culture incentive and restriction role is the study of corporate culture of. In 2003, 7 kinds of basic form Shi Qiuqiu pointed out of the power of corporate culture: the strategic goal of driving force of cohesion, the pursuit of value, the leading force of decision-making ideas, growth force of incentive mechanism of synergy, harmonious atmosphere, continuous innovation capability of lifting force and coordinated development. In 2004, Xiao Xiang take the double assumptions, hard constraints on the construction of Chinese enterprise culture and soft constraints are analyzed, and puts forward to want to change the cultural structure and the establishment of constraint structure, suitable for the development of enterprise culture mode. In 2005, the mode of action of Wu Wensheng on corporate culture incentive mechanism are introduced, and points out that the core value of corporate culture, the spirit of enterprise and the enterprise ethics and the enterprise system integration can condense to form has incentive effect of enterprise cultural competitive power. In 2007, Yao Kezhong to the empirical correlation between corporate culture and performance analysis as the foundation, from the angle of economics, the function of restricting the enterprise culture construction and its economic value analysis. The same year, fan Yun, Yu Baoqi and Yang Zhaopeng to the enterprise culture motivation and impartiality to do the analysis, and proposed to measure these two standards to the division of labor, rights allocation, goal setting, success criteria, control mechanism, occupation career and information channel 7 elements. At the same time, the principle of the division of the enterprise culture according to the different degree of fairness and incentive degree become a bee, Eagle type, wild goose type and antelope type four kinds, and respectively introduces the same and different points. To construct the evaluation model of enterprise culture construction effect, is most of the research field of cultural effect evaluation for the enterprise. In 2003, Ceng Jianquan applied the principles of fuzzy mathematics, was established for quantitative evaluation of enterprise culture model. The model based on previous qualitative evaluation, quantitative analyzed, compared with the traditional evaluation model has a great progress. The same year, Yao Hua, Wang Sujuan establish the necessity and significance of enterprise culture evaluation system has carried on the elaboration to our country enterprise. In 2005, Yang Kelei, in the evaluation of the current enterprise culture of high Ting made the correlation analysis, not only points out the existing problems in the evaluation of research, but also a new evaluation method is proposed and an empirical study. In 2009, Lu Zhenzhen from the enterprise culture system and enterprise culture promotion effect two aspects to the enterprise culture construction of the evaluation, and provide a model for the evaluation of the effect of enterprise culture in our country by using a variety of methods. In military management as a sample, to the building of enterprise culture, but also an important part of enterprise culture. In 2009, Hu Yongjia of the army management

purposes, forms and consequences are studied, and the management in the army are described in the application value of enterprise management, put forward in enterprise should also pay attention to rank order, government decrees, taking efficiency as the centre. In 2010, made some research on the enterprise culture construction problems of military enterprises of Tan Chun. The author expounds the cultural characteristics of military enterprises, and points out the method of the corporate culture construction. Compared to the rapid development of foreign corporate cultural research, research on corporate culture China is relatively weak. Our enterprise culture research in the theory of deep research, system of management of enterprise culture, the existence of further in-depth study of the spatial aspects of a comprehensive evaluation of enterprise culture, the effect of enterprise culture mode of in-depth research. In addition, the research on corporate culture are qualitative research, but also the lack of quantitative research on corporate culture. We should insist on the combination of theory and practice, the combination of qualitative and quantitative, from the theoretical basis to the application of the model, research the construction of enterprise culture system may be involved in the problem, has an important role in promoting the building of enterprise culture in china.

THE DOMINANT TYPES AND FEATURES

Corporate culture type can have a variety of ways to divide, according to different dimensions, the measure of value of different, can be divided into many types. Classification of enterprises is to through this classification could explain certain issues. Like attitude towards history, there are three kinds of thinking, namely, the history of science, it pays attention to faithfully to the history representation, can be said that the history of science. Reflections on history, exploring its attention to the law of history, taking history as a mirror. The history of philosophy, seek value through reconstruction of history, that is, the philosophy of history. To delineate the corporate culture type, orientation also must have a value, or to make such a division has no meaning. Thinking on China enterprise culture, it is necessary to put it in a framework of analogy, such features will be more clear, at the same time, in this comparison, we can learn and absorb the other culture advantage. To this end, we follow the national and regional levels divide the type of corporate culture.

Japan belongs to the typical oriental culture tradition of the country, its cultural features tend to play a collective wisdom, the importance of collective strength. Japanese popular culture grade idea, the idea of loyalty and filial piety in Confucianism influence, China patriarchal, the core of "Confucian Benevolence" interpreted as "loyalty" and "sincere", gradually forming a Yamato "spirit and soul". They had a profound effect on the spirit and soul of this enterprise culture idea, management mode, management mode. The enterprise culture is mainly expressed in three areas: -- the spirit of loyalty. The value orientation of Japanese culture is "loyal". This is the Japanese thinking basic premise assumption -- and all the men and women in the first to take on debt that is kindness, the original debt. So gratitude is the inevitable mentality. And the main form of gratitude is "loyal". This is the highest standard of all value ethics. For the emperor's allegiance to Lord, allegiance, and gradually evolved into the state of the society and the loyalty to the enterprise. The performance of enterprise business philosophy, highlights the social responsibility of the enterprise, the enterprise also is faithful loyal to the emperor, to the national allegiance. Different value orientation, the pursuit of profit maximization and the western enterprises, Japanese enterprises emphasize the pursuit of profit and serve the country is consistent. And Chinese since ancient times has a light quotient shigemichi thinking, namely "moral heirloom, for more than ten generations; farming and schooling times; poetry and second heirloom heirloom; rich, but three generations" as a student of Japanese proves that moral, responsibility and wealth may not be incompatible. This makes the value target of Japanese enterprise has double orientation, both to pursue their own economic benefits, at the same time to reflect the social benefits. The concept of Japanese

enterprises have a common identity. If the Panasonic Corp value target: "pay attention to economic benefits, pay attention to the will to survive" and its purpose is to "abide by the industry's duty, to encourage progress and the improvement of social life, committed to the progress of world civilization". -- family. Japanese companies are permeated with the coexistence of thick family atmosphere and a family of warmth and the principle of combining ability of the spirit. In the enterprise, the first is to maintain the family level and warmth. Level the core is not paternalistic arbitrary, but personnel at all levels remain in one's proper sphere, each its duty. The second is the staff in the family the warmth of family members, so that employees completed as a psychological cognition and emotion attribution, and enterprises to maintain a relatively strong "blood relationship", and to regulate the contradictions, arousing their working enthusiasm. Make between employees, between departments, between the upper and the lower cultivating mutual trust; the formation of the subtle relationship between employees, cultivating work unit in intimacy. Make all-out efforts to work for them in the eyes of the "family". This concept penetration to the habits of all system, method, enterprise management, make the enterprise staff formed a "community of destiny" structure. Otherwise it will be because of not working hard and being devoid of gratitude by the social moral evaluation system of the accused. Japan family once regarded as the motive power of the Japanese economy high speed development. In recent years, the Japanese family's management mode has been the international and Japanese domestic enterprises varying degrees of criticism. -- the team spirit. Japanese enterprise team doctrine, the spiritual elements from two aspects, one is condensed from the warmth of the family doctrine, two are from and full of the spirit and soul of the identity. Its essence is to emphasize the cooperation and coordination. Focus on the wisdom and strength of the collective. This spirit in the performance of enterprises, one is the implementation of collective management, for major issues, work and pull together, benefit by mutual discussion, collective decision-making, collective responsibility. It is advantageous to enhance the sense of responsibility and the sense of belonging to the subordinates, team consciousness. In the practice of business performance for the decision difficult but the implementation is easy, the so-called wood workers Modaomen not mistaken. Execution emphasizes cooperation and mutual assistance, intentionally vague personal rights and responsibilities, not outstanding personal values, emphasis on collective will. Embodies the collective sense of responsibility, sense of honor and dedication. Japanese corporate culture emphasizes the social standard. Two is the stress on the team consciousness. Team for the individual to collective security and warmth. In the employment relationship to performance for the lifetime employment system. In general, the Japanese called enterprise "the three artifact": the lifetime employment system, wage system based on seniority, according to the three system of enterprise organization of trade unions, like the three tie, the staff and the enterprise together, make the staff unite as one, a sense of belonging to the enterprise is very strong, most people have heart and loyalty is very deep "of enterprises". What kind of national character, there will be what kind of national culture. America famous anthropologist Ruth? Benedict for "the most sun grinding through the" Japanese "chrysanthemum and the sword" conflict character were as follows: "the Japanese people is extremely aggressive and very mild; redeem Wu and beauty; conceited self-esteem and refined and courteous stubbornness and delicate; not changeable; tame but do not want to be at the mercy of; loyalty and easy to mutiny; brave and cowardly; conservative and very welcome the new way of life".

USA is a country of immigrants, cultural foundation and shallow, no rigid tradition, has a strong national character in the adventure and enterprising spirit, strong liquidity and openness, respect of personal struggle, respect the individual value and pioneering spirit. Thus forming the individualism values and ethics, emphasizing the individual standard. These national character reflected in the corporate culture, is to emphasize the individual action, advocate the spirit of innovation, the importance of rigid management or management layer system. They

are embodied in three aspects: one is individualism. Respect the dignity and worth of the individual culture idea, recognize individual effort and achievement, management by objectives and flexible working system management, creating more free space for staff, for pioneering work. The importance of personal rewards, and personal ability, believe in "one rich and to what extent, shows his ability to play to what extent". Encourage employees to the spirit of innovation. Enterprises emphasize personal decision, individual responsibility, in the individual standard America enterprise culture idea direction, greatly aroused the single person's enthusiasm and creativity, has stimulated people's competitive consciousness, innovative consciousness and spirit of adventure. America corporate culture emphasizes the individual standard, the weakening of interpersonal relationship. At the same time, the cultural atmosphere has drawbacks, namely between employees cooperative consciousness difference, affect the overall strength of play; people to the enterprise lack of emotions and a sense of belonging, personnel mobility, between the enterprise and the employee contract relation is simple, lack of warmth. The staff just unit as money and achieve personal ideal place, lack of value pursuit and sense of personal achievement. The two is the rationalism behavior. From the beginning of Taylor's scientific management, enterprise management concept to the pursuit of a clear, direct and efficiency most assessment all work behavior standard. Emphasize the pragmatic and efficient, reflects the realistic spirit, oppose formalism, action oriented; promote scientific and reasonable, pay attention to the organization of sound and the perfection of the system, the program is reasonable. Enterprise division, responsibility and strict working standard, scientific regulations system, advanced management means and methods, reflect enterprise's rigid management rule; emphasizing the contract relationship between enterprise and employees. The "contract of employment" is a cultural product of rationalism and personal ability of nationalism, the liquidity of the employee, as normal, hire workers also tend to adopt the "use doctrine", "compensation arrangements tailored". One aspect of this enterprise culture to improve the efficiency, but also for the overall effect caused by the formation of a barrier, labor relations more tense, do not pay attention to employee emotion, depressing emotion need. The enterprise culture is a kind of technology thinking, a product of industrial society. In recent years, American enterprises have also started to realize the inherent drawbacks of rigid management, control on the behavior of employees, have begun to shift to flexible management, through the "emotional investment", "flexible working day", "harmony management", "management by walking around", "consultation management" to stimulate the overall advantages and mobilize the enthusiasm of the staff. Three is to focus on quality first, customer first business philosophy, this concept has its social and cultural atmosphere and the legal guarantee, but what is more important is the market economy and free competition, survival of the fittest result. Is the result of rational choice for enterprises of between immediate interests and long-term interests, the interests of the enterprise and customer interests, social interests in the survival and development in the process of. Establish a strict quality assurance system in enterprise operation and management, adhere to the "customer is always right" creed, make every attempt to protect the rights of consumers.

In continental Europe, many ethnic, cultural differences. But the cultural origins of European countries mainly is the ancient Greek civilization and Christian civilization. The ancient Greek civilization left Europe with science and democracy; Christian create moral measures mould ideal personality to europe. Based on these two civilizations, continental Europe, formed a rational pursuit of democracy, freedom of spirit, humanism in Chinese traditional culture. The traditional culture in enterprise culture is a rational management. This kind of management thinking in the organization, staffing, management decision, the system construction and other aspects. In enterprise behavior, to obey the law, be strict in one's demands serious negotiation credit, efficiency, weight, reason. Advocates of workers' participation in management by "manager in the system", "semi autonomous group", "work reform committee" and other

organizations, as workers' participation in management platform, and then improve the staff's enthusiasm and sense of belonging. Some enterprises also through the sale of stock to the workers, so that workers have the centripetal force of enterprises. European enterprise culture advocated the spirit of innovation and the strategic vision of the world.

Chinese traditional culture has a profound foundation in Taiwan, the people of Taiwan is a traditional ethical ideas. Therefore, many enterprises in Taiwan, from the basic principle of the construction of enterprise culture of Confucianism, the use of traditional ethic relationship handling of relations between various interests within the enterprise; at the same time, combined with modern enterprise management concepts, Chinese and Western rational management methods and management techniques, from the Western originated, thus laid a unique and efficient culture atmosphere for the sustainable development of Taiwan enterprises. The Confucian "benevolence, righteousness, propriety, wisdom, faith" five virtues, is the basis of Confucian social thought, ethical relationship between them reflected in people's. The programme of the old Confucian ethics is the monarch and his subjects, father and son, brothers, friends, couples cardinal. Now, the relationship between modern enterprises to deal with is the multilevel. For the majority of Taiwan enterprises, because they are from the family business, so first of all is the relationship within the family, in addition, there is relationship between the enterprise and enterprise, enterprise and customer relations, investor relation between enterprise and its employees, enterprise and society. Confucian ethics requirements of enterprises in Taiwan to achieve the "five security": an family members, will be the enterprise management authority and the profit allocated to build up a common struggle together, each member of the family members, in order to secure prosperity total loss; two An Gudong, to shareholders at a reasonable investment return, make them feel satisfied, peace of mind to the long-term holdings and additional investment; three customers, to get cheap beauty products or services to the customer, let them feel at ease to use; four employees, to create a harmonious enterprise atmosphere and for their personal growth business platform, and satisfy their material and spiritual desire, make them feel at ease to enjoy. Motivate employees to work and innovation ability. Specific performance: courtesy of employees, respect their personality; motivate them bold play abilities, praised the "error not blame, only blame inaction"; to give them proper working pressure, but not excessive; timely and appropriate rewards and punishments; attractive on-the-job training and so on. Except in the management of "people-oriented", Taiwan enterprises also pay attention to create a relaxed and harmonious atmosphere in the interpersonal relationship inside enterprises. In practical work, Taiwan enterprises in the emphasis on the lower level to the higher level at the same time, and asked the superior to treat subordinates, superiors should be under the "King", but also as a subordinate "dear", "division", "friends of". Taiwan enterprises choose cadre heavy ability not only ability, they also consider candidates in addition to the ability of conscience, conscience and intuitive ability, and even consider the candidate whether harmonious family relationship. The so-called "home and everything", this is our ancestors teach untiringly for generations to come, Taiwan entrepreneurs understand this. Many Taiwan entrepreneurs often make oneself an example, for all staff to show "make no exception". Because of the same reason language, customs, etc. compared with foreign, this concern for employees tend to be more detailed, more humane. For example, Shanghai Yongfeng Auto Parts Co., Ltd manager Ms. Chen Limei in the eyes of employees, is a good manager human. Ms. Chen cares employee life, help the difficult staff, she will host the gala annual Mid Autumn Festival, personally for staff awards. Ms. Chen with its unique charm of personality to win the confidence of employees, over the years, the stability of staff in her factory, the enterprise has obtained the very good economic efficiency. At the same time, Ms. Chen also served as a maternal and child joy battalion, which means she must give up a lot of spare time to organize various activities. But she never complained, always glad to assume responsibility, responsible for the coordination of all aspects of the relationship,

leading Taiwanese wife and children have a rehearsal, organized activities. Her enthusiasm and generosity has a very good reputation in Taiwanese, we all affectionately call her "may", first came to Shanghai, Taiwanese families are willing to find "may" help, problem consulting children studying etc.. Fushun Yongda rubber products Co., Ltd. Taiwan pan Tonglang in strict management of enterprises at the same time, pay more attention to care about the lives of employees. The company purchased the social pension insurance and accident insurance for all employees. In the event of a staff, funeral, marry, marry marry, pan Tonglang were. Employee illness, life difficult, pan Tonglang Royal visit. The company established the billiard room, table tennis room, time to organize the off-duty staff to carry out recreational and sports activities, and according to the length of service every year to arrange the employee paid vacation days 5~15.

As early as in the spring and Autumn period, Confucianism everybody Mencius puts forward "the poor are spared, as the economy and the world", "taken from society, with the community". Social development today, people for the requirements of enterprises is not only to provide valuable products to the society, but also requires them to assume more social responsibility. This happens to agree without prior without previous consultation and confucianism. Compared with other places, Taiwan enterprises are more willing to participate in social welfare activities. Formosa Plastics Group founder Wang Yongqing think, dedication is a win-win thing, push aside all obstacles and difficulties, as in social dedication at the same time, we are also able to motivate yourself, to play a greater potential. If the enterprise cannot create wealth for the society, grasp the social wealth is just to achieve the enterprises of their own interests, so, this enterprise is short-sighted, its meaning is very limited, such enterprise is destined to be short-lived. In Taiwan enterprises in mainland China, and some have to donate money to the hope project, some donated to local schools and hospitals, and annual donations for local poverty alleviation. Although the Taiwanese enterprises in mainland China's donation started late, compared, some Chinese cannot with the mainland but, importantly had formed a kind of momentum. On social donation will make employees more "take serious", breed a strong sense of pride and a sense of belonging. As long as the business not only for family friends interests, as long as they can to hold love, employees will associate enterprise universal benevolence, and hard to understand businesses treat their sincerity. The 2005 Taiwan building materials leading enterprises sinyih Ceramic Group held a "charity" activities in Beijing, donated 8100000 yuan RMB to the poor students. One of the 7100000 yuan donation to the Song Qingling foundation, this poor college students will be divided into two years supported by Beijing, Shandong, Jiangsu, Hubei, Yunnan, Henan and other 6 provinces. At the donation ceremony held "charity" goods for sale is China KMT chairman Lian Zhan, the people first party chairman James Soong should sinyih Ceramic Group Chairman Lin Rongde invited the inscription message of peace ink firing of exquisite ceramic tile. The charity bazaar obtained money will be donated to support public welfare undertakings. Also in 2005, Taiwan's Formosa Plastics Group invested 20000000 yuan, in Inner Mongolia areas to help build 50 Mingde primary school. In fact, in order to return to the motherland, support, education, Wang Yongqing proposed to build 10000, the primary school in Inner Mongolia, the project is part of the plan. At the same tim. At the same time, Wang Yongqing and the Ministry of education has reached an agreement, "Chang Gung Memorial Scholarship", set up in 31 provinces, there will be 1000 people benefit from each province city every year. In addition to the public spirited, but also pay attention to green management of enterprises in Taiwan. Green management is the enterprise according to the theory of sustainable development and environmental protection requirements, a series of management activity of a green management theory formation and the implementation of the. It includes the development of green products, developing green trade, green consumption to guide the society, establish a green corporate image and so on. Taiwan enterprises in recent years, there are great changes in the mode of

management: one is to advocate green design; the two is the use of advanced technology, transfer to cleaner production; three is to promote ISO14000. The theme of the times to promote environmental protection, the implementation of green management is also the Taiwan corporate social responsibility performance. The mainstream theory of the traditional Confucianism is "restraining commerce", and many times is "justice"; at the same time Chinese tradition of thought that "no business is not evil," "materialistic businessmen light friendship", which is related to the development level of productivity, but also with the ruling class to take the policy concerned. When we enter the commodity society, the enterprise is to provide the needed products to the society, at the same time, the uptake of reasonable profit. In turn, the enterprise after all is not charity, to the enterprise profits instead of social interests as the starting point is the reason that enterprises exist, these theories are the mainstream thoughts of Western management. Taiwan enterprise management culture is like a piece of western modern management science is to through, to our traditional culture as the weft woven into the business network: on the one hand, take the Western rational management thinking, management system and advanced management techniques and methods; on the other hand, stick to the oriental culture and the doctrine of the mean, harmonic, man's thought essence, the oriental culture and Western culture, each improves by association with the other management from here, not only to meet the need of market economy, but also effectively prevent the decline in the moral level. This is a form of Taiwan enterprises are profit chasing the enterprise culture. The so-called positive profit, is the relative profits and interests of evil. It is to point to get through the normal channels of legitimate profit, behoove. With the need of the society of human, material and financial resources, the production of the product is the bounden duty of enterprises. The more reasonable profit enterprise, explained that the enterprise to provide the public with more effective products and services to society, the greater the value of. On the contrary, the enterprise has been losing money, that consumption of social wealth has no contribution to the society, the enterprise should be eliminated. If the enterprise through illegal means to seek profit, so it gets more social, the greater the loss, this kind of behavior will not allow for the society. So the Taiwan enterprise culture not only encourages the enterprise profit, and use unscrupulous divisive tactics against the enterprise profit; we should not only give priority to efficiency, but also against the enterprises treat employees as a salaried slaves. This is in fact the enterprise should take immediate interests and long-term interests, economic benefit and social benefit organically. And even some enterprises beyond the law the moral bottom line, the pursuit of superior spiritual realm, become business model. Chinese thoughts of traditional culture has a long history, profound tradition, all kinds of thoughts and add radiance and beauty to each other. In this chapter, due to space constraints, only select several representative thought to carry on the brief elaboration, to the limited space, in the basis of sorting out the traditional culture, to find useful enlightenment for the modern enterprise culture construction.

The core concept of Taoism natural view and the highest category is "Tao", "Tao" gave me a new meaning, me thinks, "Tao" is the general law of the universe origin and human concept formation. Me said: "Dao Sheng, born two, two three, everything, all the negative Yin and Yang, salt air and that." ("me") this is a speculation me evolution process generation of the universe. "Tao" as the noumenon of the universe or simply, before heaven and earth exist. Believe me, everything in the universe is derived by the Tao, it is unknown, invisible, the eternal absolute inaction, "Tao" to derive all famous, tangible, there is a difference, there into, there are specific perceptual thing destroyed. Taoism describes the process as there is no -- -- everything, and introducing the concept of "gas", a basic link as "gas" for the universe generation. That is to say, "Tao" is gradually generated by gas in the universe, is also a gradual transition from the invisible circles and to the implementation of the process of tangible circles, this generation process is carried out in natural inaction way, is the result of interaction of things inside the

yin-yang opposition forces, denial of the will dominate the day existence. "Road" is also the world's universal law me think "word changwuwei and for all", "Dao" is always the nature, inaction, and yet no one thing is not what it is. "Regular and natural orders", is not to interfere in all things and let it come very naturally; "benefits all things without struggle", to all things and not everything. It is not mandatory, not to interfere in the growth of all things, let nature take its course, often to the opposite state of things moving, to brake, with weak strong victory. The nature of constitution of Taoist thought essence and theoretical foundation.

Life is an important part of the theory of Taoism, it focuses on the Taoist View of life value. Taoist affirmation of life value from the two aspects of human life value and individual value to study. The value of life is mainly reflected the relationship of human and nature, individual value mainly manifests the relationship for the people and the society. In human life value affirmation, Taoism and Confucianism are highly affirmed human status in nature, has excellent value. Taoism through the sublation of the traditional concept of fate and the ghosts and gods idea transformation respected Tao Tao supremacy, high value. In human, physical relationship between Confucianism, by revealing the difference that the man-made world precious, Taoism through unified reveal people and objects and people contact soar as the existence of the meaning and value of class. In the individual value and the social value of the relationship between people, the Confucian emphasis on the social value is higher than the individual value, Taoism is not valued people's social value, but to highlight the supremacy of individual value, think that as long as each person's self value smoothly and fully embodied the social value, corresponding naturally reflected, reflects the relationship between the two the intrinsic unification.

Weak strong victory, Killing with Kindness -- could art "man is born weak, its are strong in death", "the weak strong victory, soft overcomes rigidity, the world does not know, Mo can". Me advocate the weak, not the pursuit of weak itself, but in "weak strong victory" to advocate "tender is the means, strong is the purpose". Soft said: "strong", to a certain extent, not negative, and also beyond the positive level. "Killing with Kindness" is a kind of "tolerance" art of the leader, requirement leader is magnanimous, bear all the shame and risk, be kind to others, trust in subordinates "tolerance carefully". Me said: "good, I complained to Germany; good, bad, I also good; good, believe, I believe. For those who don't believe, I believe. Dickson, a saint in the world, Xi Xi yan." Through such a generous heart, tolerance of the bosom, make better citizens, everyone and trustworthy, world harmony. Shun due to natural, turn material resources to good account, give full scope to the talents, so the enterprise leaders should also be tolerant not harsh, accept multi talent, that is, "all rivers run into sea, tolerance is a great", treat others, trust in subordinates, with good psychological quality and working attitude to win the loyalty and trust of subordinates. Me "Inaction", "conform to the natural" strategy and the importance of nature. Can not shirk its responsibility successful business leaders of the business. Although an enterprise's success or failure is not fully decided by a leader, the relevant but and each participant and the surrounding environment, conditions and other factors, but a mind, enterprising, have mercy mercy, leader of noble virtues but plays a key role. We focus on the analysis of reference down me thought to the modern entrepreneurs: "is the natural law" means, "Tao" is the mainstream of "Inaction", people follow the example of road, it should be based on the "Inaction" of the main. Me to people to follow the laws of nature, to grasp the development and changes of everything and conform to the trend of "inaction". Here the "Inaction" can not be simply interpreted as negative attempt nothing and accomplish nothing, apparently, "Inaction" seems to be a backward means, but the real purpose, is to avoid contradictions and problems existing in advance, thus occupying the initiative, "stop at nothing to achieve the ultimate goal of". The "Inaction" is applied to the modern art of leadership, is "have for, have not for", requested that the managers "for" in the event, in the little things "is not". Not in the daily life minor chores, determine the commitment to organization overall development policy,

fully motivate subordinates, manage each its duty, in natural and peaceful atmosphere, to achieve organizational goals. "Doing nothing" - modern enterprise culture is the highest state of Taoism in the most concise and most importantly "inaction". In the "me" in more than 10 mentions of "inaction". Taoism's "Inaction" is a supreme realm of the corporate culture. "Heart, inaction". Me advocated "Inaction" is a positive, is to go "for the" "Inaction", is a dynamic. Here you can put this on the basis of the principle of dialectics is divided into three stages: -- -- all for inaction. "Inaction" is Taoist methodology in a most special, the most wisdom, which is the most efficient technology. At the same time, there is no understanding and wisdom of height, also don't use. In turn, general managers and leaders to recognize and use, it will be a "great success". Me put forward the "four no" to ensure a permanent successful managers, leaders. "Four" is: not since see, not self is, not self thinning and not blinded. Don't see, is not to reveal his own self is not their own; not to sure; not since the cut, is not your praise yourself; don't pride, is not conceited. "The negative Yin and Yang, to take first" -- "Inaction" strategy "are basic principles of things mixed, congenital lives. Xi Liao Xi, independence is not changed, weeks without danger, can be the mother of. I do not know its name, strong character is strong, for it. Big Yue died, death said far, far said back, weak road use." Me to recognize, "Tao" has its own movement, it is a "reversal is the movement of the tao". This contains a very rich content, the main spirit is "Wujibifan", the "return" word, refers to the opposite transformation and the return of the composite of righteousness, "the power of old", "be strong", "misfortune may be a blessing to, the Fu Fu Xi disaster". Believe me, everything involves two be both opposite and complementary aspects: "being and non being, difficult and easy, compared with high length, inclination, voice and sound, before and after hand in hand, forever." Two aspects of the opposites are interdependent, each to each other as the basis for its existence, in the unity of "Tao", which is the eternal law of motion "this movement form reflected in the strategy, is the requirement of leaders pay attention to thinking about problems, formulate measures to prevent things from the opposite side, towards the development of adverse direction. "Inaction, not dead", to conform to the natural things, there is no processing not good thing. Noninterference is Taoism management philosophy is the most important, according to the principle of "Inaction", fully comply with the public opinion and natural, play people's potential, to realize the great order.

Inaction thought by ancient emperor once used in the country, today is the entrepreneur to management of enterprises, and has become a lot of entrepreneurs Chians magic weapon. Today's enterprise management need to "govern by doing nothing". With the development and perfection of market economic mechanism, as the economic subject of the enterprise to obtain the development in a firm foothold, the myriads of changes in the market, must meet the requirements of the new situation of the management thought. For example: America Baer laboratory is world famous, well-known research leadership of the professional world trends, in the new development of modern science and technology, it is exclusive of the ten of the world first, it depends on what the management of such great achievements? We can see the "Inaction" banners hung in the office of the responsible person, the next note as "the best leaders always did not forget to help subordinates, but always not let subordinates feel cannot do without him." The leadership experience is: the Institute is moving in the direction you imagined, but the Institute staff and I can't feel you there. As me said: "You Xi, the noble words, Gongcheng things, people say 'I nature'".

"Benevolence" is an important concept in Confucius confucianism. "Benevolence" is the core of confucianism. The so-called "benevolence" is "love", treat others with kindness. Confucius "benevolence" up to the level of theory, as an important category of philosophy to use. "Benevolence" in Confucianism with political utility and social norms. The prince must be "governing by Morality", adhere to the anti war, no storms, heavy people, Ju xian. Confucius by "benevolence" launched the "benevolent" thought can long period of stability, the rule of virtue.

A gentleman should be "has been with the DA and Darrell", "do not want to, do not impose on others".

"The ritual" application for the strict distinction between young and old, poor, relatedness, and humble, up and down, the men and women in the patriarchal clan system, a system of nobility, property distribution principle and ethics. From the political point of view, "Li" emphasizes the hierarchy; from the social norms and moral sense, "the ritual" emphasizes the consanguinity patriarchal clan system, "Jun Jun Chen Chen father and son" is the most concise summary. "Social norms ceremony" is basic, and is an important part of personal accomplishment. Confucius life in the study of ritual, ritual, ceremony romance development, making gift has become an important part of the ideological system, and plays a pillar role theory.

"A middle course" is the theoretical principle Confucius put forward in his late years, life moral. "" refers to the two sides of contradictions interdependence shown by the "degree", namely the stipulations of changes in the amount of. "Mediocre" pass "for". "The doctrine of the mean" namely, "in" into "," stipulation is to grasp the contradictions interdependence or mutual infiltration followed by the amount of each of the two sides, the contradictions within certain limits development, so as to maintain the harmony and unification of unity. "The doctrine of the mean" is a kind of ideology, but also is a kind of thinking method. The relationship between people and their own self-cultivation, "doctrine of the mean" think "over" and "not" is wrong, will produce harmful consequences. The correct approach should be "impartial", namely to grasp the two limit of things and take its midpoint, both must do "not", but also to prevent the "late", is the most excellent.

For the purpose of ruling a nation by Confucianism, self-cultivation, way of realization is the shape of the gentleman personality and perfect. As the world as a gentleman must have benevolence, wisdom, courage to three aspects of the character, and to achieve the unity of benevolence, wisdom, courage. "Benevolence" refers to a loving heart, back to love all people, can be on the wisdom, the courage to complement. When a person is "wisdom" inadequate ", when Yong" not just, as long as you have a heart of love, can also become a respected gentleman. "Zhi" refers to the sensible way to, to help people raise awareness of "benevolence" and initiative to use it. "Is the meaning of the wise LiRen" refers to. "Yong" refers to the realization of the ideal of the dauntless spirit, includes not only the courage to face difficulties, including intrinsic character of self energetic. Confucius to benevolence, wisdom, courage is called the "gentleman". "Never worried, perplexed wise, not all of the brave". The benevolent love selfless, magnanimous mind, so no worries; the wise man aware, study to know, so no doubt; Gang Jian the brave self-improvement, advance despite difficulties, so do not fear. Unity of benevolence, wisdom, courage is the embodiment of perfect gentleman personality, both personal and career success conditions, but also social factors to keep the stability and development of the.

Confucian philosophy with distinctive "human study" color, regardless of "Zibuyu weird things" ("the Analects of Confucius, and the Confucius deafening"), or forward person "the most expensive in the world" ("Xunzi king") Xunzi, regard people as priority among priorities of all things in the world, fully affirmed the human subject status. In recent years, the use of Confucian philosophy has a great development, began to play an important role in modern business management, especially its "to the philosophical proposition of artificially expensive", becomes a new idea of modern enterprise culture, namely "people-oriented". The culture of Confucianism "benevolence", "justice" as the core, emphasizes the justice, to cultivate employees a correct outlook on life, values, shaping the corporate image. "Benevolence" of the content is very wide, is a set of political and economic ethic in the integration of social philosophy. The significance for enterprises is mainly manifested in three aspects: one is the deep connotation reflected the spirit of the people; the two is helpful to strengthen the cohesion of the enterprise; three is to help humanity consciousness raising. Confucius proposed "the benevolent love", stressed the ethical spirit of man, requires the establishment of people-

oriented social ideas and moral responsibility, deep connotation reflected the spirit of the people, conforms to the human nature management "of modern enterprise in social economic activities, not only to achieve the economic purpose, must also bear certain social responsibilities, the internal management of enterprises to make the staff really become" social person "and" cultural man". The staff not only to have emotions, self-esteem, also must realize self instruction, self control, become a high sense of responsibility and consciousness of the people. Professor of Taiwan famous management experts Chen Yian think, the core of humanism management is to light up the glory of human nature, return to the value of life, create prosperity and happiness.

With "benevolence" of the heart, motivate employees to the pursuit of beauty, make their own treasure, love of enterprise, combine their own destiny and the survival and development of enterprises, the formation of enterprise strong cohesion, unity in order to achieve the highest economic value and social value. As everyone knows, the management thought, initiated the "people-oriented", is a Japanese company well versed in Confucian philosophy circles. It seems that in Japanese entrepreneurs, should respect people's value, in the first place management. With the "God of management" the reputation of Konosuke Matsushita said: "the success of the enterprise, can make a contribution to society, and make the enterprise itself prosperous development to go down, the key lies in the people." Japan's Sony Corp chairman said, the trick to success is the man, "man is the most fundamental point of all the secret". It is the people's attention, the Japanese enterprises to enhance competition ability, also achieved tremendous economic benefit.

In China ancient philosophy, the argument between justice and interest is an eternal theme. "Righteousness" is refers to the social public benefits and individual moral behavior standard, "Li" is a personal gain or local interests, thus the relationship between justice and benefit is the public and private. This Confucius know two levels. First, each contains interlinked, righteousness and profit, "the wise LiRen", ("Liren") "by the people of the". ("Yao said") from which we can see, Confucius not against the legitimate interests of personal gain, but against the person forget honour at the prospect of profits, after the first profit. He said: "they put the line, many people", ("Liren") "no greed, greed is not important". ("road") second, a person facing the conflict between justice and profit, should put public interest in the first place, the gain in the second, "see lisaiyi, righteousness and then take" (constitution, "ask") and must not be contrary to public morality to pursue self-interest. Riches and honors acquired by unrighteousness, are to me as a floating cloud. "

In the past when it comes to the Confucian ethics, that is to "Li" and "Yi" is. In fact, put forward "the gentleman righteousness" Confucius also is not always opposed to the pursuit of personal desires, that "the rich and noble, is a human desire", "poor and cheap, is also the evil." ("the Analects of Confucius, Li Ren") he also boldly admitted: "wealth can be sought, although I also to whip the scholar." But how to deal with the relationship between righteousness and benefit, Confucius presents "the gentleman righteousness" (Analects of Confucius, "goods") proposition. "Meaning is justice of righteousness". In his view, the pursuit of material interests can not be contrary to "take advantage" righteousness principle. Advocated by the Confucian view of righteousness and profit, if only on the surface, and the western economists claim is different. They claim that "rational egoism", pointed out that people are selfish, but such self-interest is not a bad thing, because "because of his pursuit of their own interests, he often promote the interest of the society, its effect than he really wants to get the promotion of social interest effect for large." In view of this, the western scholars attach more importance to "benefit" to the economic development of the driving effect. It is the Confucian scholars did not see. But brought about the development of the market economy in the production of blindness, and the conflict between short-term interests and long-term interests, so we have to think about how people should profit. This Confucian "righteousness" thought as a dose of prescriptions. The Confucian

"righteousness" is a very rich content of proposition, including the code of conduct on the "selection", also includes the value judgment of the "profit after the first" and "Krishna righteousness". "Se" is also called "necessarily Si Yi", in Confucius opinion, people in the judgment and behavior criterion should be based on "justice" as the only choice standard. "These" thought is the value, it does not exclude the profit, but when asked people in the pursuit of "benefit", must be based on "justice" as choice standard. This and the modern enterprise management concept is consistent, because only in this premise, the enterprise can be in the right and self-confident to earn a lot of money. "Krishna righteousness" is Xunzi in the "phase" in the article on the Confucian view of generalization. In the Confucian view, justice and benefit both the side of unity, there are conflicting aspects. In the event of conflict justice and benefit, Confucianism advocates to sacrifice "benefit" and the preservation of "righteousness", and thus have Mencius "die a martyr" said. Xunzi is more emphasis on "righteousness" constraints "benefit" of expansion, can not make the "Li" was developed to the extreme, otherwise it is difficult to really profit. So in the modern enterprise management, enterprise managers must jump out of the traditional thinking, according to "Krishna righteousness" principle, a good win for the enterprise more economic benefit in the "public management". The reason appears to be simple, but as a business philosophy is to make managers benefit.

Now we are faced with fierce competition in the market economy, the survival and development of enterprises, must continue to struggle in the "battlefield without smoke of gunpowder". But what to base on the market? By the courage and strong capital (and maybe a little bit of luck) can shook the mall? The answer should be negative. Because of the competition really play a decisive role is the people, is the human wisdom. Who can win the hearts, coordinate the internal and external relationships who can remain invincible in the competition. How to coordinate the relationship between all kinds of complex activities in modern enterprise management, fully mobilize the enthusiasm of the people, the Confucian philosophy has given us a lot of inspiration. Confucian philosophy is the most important one "and" words, repeated mining profound connotation of, and take it as the ruling way of management to promote. Confucius strongly advocate "and" public ", advocated ritual use, harmony" ("the Analects of Confucius," learn). Later Mencius advocated "the day as location, terrain and better." ("Mencius - LLA down") Xunzi thinks: "losing days, without losing the advantage, in person and, while Pepsi do not waste" ("Xunzi Wang pa"). From the "people", has become the business guide on the road to success, it is hard to measure the influence of. This philosophy of "harmony", will have a direct impact on the formation of modern enterprise management concepts. "And" advocated by the contradiction, the eradication of interpersonal estrangement, make people keep in a state of harmony, so as to reach the "Brotherhood" ("yen yuan" the Analects of Confucius, the ideal situation). Now the enterprise management is also very important to interpersonal relationship, interpersonal coordination as a main task to improve the work efficiency of catch. Hongkong Shanda limited CEO Lin Shunzhong took the road to success is to attribute their own "person and management staff, are in harmony." Confucius once said: "the hearing, I perhaps people. Will also make no litigations!" ("the Analects of Confucius," Yan Yuan) he will be "no litigation" as his political ideal. But to achieve this ideal, must resolve differences through consultation on an equal footing, with "human action and" instead of endless. Some Japanese enterprises in the processing of labor capital contradiction, also as far as possible not to resort to the law to take measures, namely the consultation to resolve their disputes, so that the two sides reached understanding. In Japan, some factory workshop, everywhere "harmony" and the slogan, stressed that "people", improve interpersonal relationship. Needs to be pointed out is, Confucian philosophy advocated by the "and", is different from the "immorality", to reconcile the contradiction is unprincipled, keep the so-called keep on good terms. The former is the pursuit of harmony, unity of opposites, not evade contradictions, try various devices to to solve contradiction; the latter is confuse right and wrong, harmonic without principles, or even

associate oneself with undesirable elements. This variety of coordinated relationship of enterprise structure, and the establishment of "inner and outer contend for" business philosophy, has played a positive role in. The gist of western culture is "your strife", between person and person competition as a "state of war". This is reflected to the business activities of enterprises, is bound to cause a strife color atmosphere. They not only reflected in the enterprise and between enterprises external competition, also reflected in the internal organization of the competition. The competition of course is not a bad thing, but too exaggerated its role be incompatible like water and fire, will lead to vicious competition situation. At this point, by the influence of the Confucian philosophy Oriental entrepreneurs, will be just perfect to be "and" is introduced to the enterprises in the competition to. Thus, between the enterprise as long as not fight at outrance competition, can also "harmony", and seek common development of living space. Of course, the enterprise internal should be more, cooperate with absolute sincerity, to reduce unnecessary friction, so as to form a joint force to compete with rival face-to-face contest. The late Konosuke Matsushita once said: "the God of business success in career, first in man", this is afraid is all modern entrepreneurs should bear in mind.

Mo-tse's main contribution to Philosophy focused on epistemology. He believes that knowledge comes from people's "eyes and ears of the real", denied Confucius "be born with knowledge" point of view. According to the actual situation only reason or action, things clear objective things on purpose, to get the names and things worthy of. His citing says, is not blind black and white is not black and white, he did not know the name, but he did not know the real black and white. Mozi's proposed the famous "three table", is also a test three levels of truth: the first is speculated origin, look at the experience of speech and history are consistent; the second is to investigate the actual situation, to see the eyes and ears of speech and the people knowledge is consistent; the third is the actual utility of censorship, in accordance with the theoretical formulation of the fatwa to implement punishment see how its social effect.

Mo-tse's political advocates "love", "no", "still the same", "Shang xian". "Universal love" is the foundation of the whole theory of Mo-tse, but also the core of political thought. Mo-tse opposed the Confucian "love", "love is presented no difference etc.". He advocated universal love, love, love if love has, regardless of the distance relationship. However, in the premise of grade is present, it is only a kind of good intentions and attempts to transcend the brutal reality fantasy. Mo-tse's "universal love" is based on "mutual benefit". "Love" is "benevolence", "Ren" and "Li" must be combined with the lover, must benefit others, "benevolence" is not from the benefit. So he paid attention to production, advocating frugality. The universal principle is extended to the country with the people, Mo-tse advocated "Shangxian", "still the same", implement the sage politics, by "the virtuous people" to govern the country. "

Mo-tse emphasizes "lover", has "the content and objective benefit others", the moral consciousness is based on objective material interests based. "Scripture" in put forward clearly "benefit, income and joyful", fully affirmed the rationality of profit, people have a legitimate power in order to meet the desire and the pursuit of material interests. Mo-tse's "universal love" principle is to meet the needs of self-interest or personal interests as the foothold, but Mo-tse insists not to personal interests to damage the profit of the world, to be "and love, mutual benefit" to the world and benefit. Therefore, Mo-tse proposes universal love, righteousness and material benefits of combining principle. Thus, Mo-tse is "chanly" and "valuing righteousness", advocated the "righteousness" to "benefit" as the content, purpose and standard, which is the "benefit" is including personal interests, but mainly refers to the world public, others benefit, think "benefit the world", "Li" is the benevolent the purpose of the most high; at the same time, Mo-tse and the "righteousness" as to "benefit the world", "human interest", "selfish" means, advocate "valuing righteousness", and your "righteousness" refers to the benefit of others and the profit of the world "". So, Mo-tse took a righteous and unified, has

formed the justice and the unity of utilitarian moral values. In short, the unification of righteousness and benefit view of Mo-tse is in "universal" principle, is to let people love fair and reasonable profits. This rational utilitarianism, which is of great theoretical significance in the history of the development of management ethics, is of practical significance to the construction of modern enterprise culture. Under the market economy system, how to grasp the scale of the enterprise ethics, between enterprises and enterprise handle the relationship between competition and cooperation, the enterprise and the customer profitability and satisfying relationships, is the inevitable requirement of the survival and development of enterprises, but also an important content of enterprise culture. In between enterprises processing and its relationship with the customer between the ethical aspect, Mo-tse's unification of righteousness and benefit view provides the following important enlightenment to us: between the modern enterprise should be based on "and love, mutual benefit" principle, carry out the unity of spirit, fair and reasonable phase Aixiangli, fair competition, mutual cooperation, mutual mutual benefit, common development; at the same time, the enterprise wants to keep the commercial reputation, firmly maintain and improve customer satisfaction, must adhere to the unity, the customer on the cheap, service demand and enterprise quality profit coordination unity, mutual reciprocity. Undoubtedly, this not only benefit others, but also conducive to social justice and benefit coexist, harmonious development.

"Universal love", or "and love, mutual benefit", is a universal ethical principles Mo-tse deal with the social interpersonal relationship. Mo-tse speaks of universal love, focus is the mutual obligations and benefits of the unity of the people, and love in order to make profits, to love and to benefit others, egoism are closely related, constitute an organic unity. Love is the goal of seeking the profit of the world, in addition to the world of the harm. In particular, is through the promotion of the whole species be deeply attached to each other, give each other the benefit, interest, and achieve the entire society peace situation. In a word, "and" embodies the fundamental characteristics of Mo-tse about "love": "universal love" not only reflects the human visual my interests contrary egoistic, and negative relationship with the other "lover" principle, advocate the person of world regardless of I, did not identify affinities, don't don't pecking your thief poor Fudi fall in love, Lee, advocating love no difference etc.. Mo-tse further demonstrates the feasibility of the principle of "universal love", put forward the so-called "vote for me to reward peach," the principle of mutual reciprocity. He said: "husband, lover, so people will love; who benefit, who will thus benefit. The wicked, people will thus evil; the Perps will thus harm, people." Behavior of each role that is moral subject to the object, will have a reward object. Therefore, to profit, must "as if a man has, love others", which not only damage to their own interests, but also can get interest returns. Obviously, Mo-tse's "universal love" is to focus on the actual benefits, rather than empty moralizing. In his view, love and Mosapride, adverse to love. Mo-tse often to "universal love" and "mutual benefit" and mentioned, that love to Toshihito content and purpose; and that a lover, benefit other people is not a simple dedication, give, but can get reward.

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ethics between management and managers. Mo-tse emphasizes the monarch and his son do their job, which is also in line with the requirements of modern management is one of the most basic: order, pay attention to the role of identity management. But Mo-tse pays more attention to the ethics of equality, believes that the relationship between the monarch and his subjects between father and son is the bidirectional type, level of discrimination against. This undoubtedly and modern enterprise management the pursuit of administrators and managers are equality, mutual respect, care ethics spirit is consistent. The second is the employee (not divided into administrators and managers) between ethical standards. Between the staff to Mo-tse "as if a man has, mutual love and mutual benefit" the principle of "universal love" to get along, forming the overall affinity and help one another in defense work team spirit and overall symbiotic management culture of enterprise, has the vital significance.

On this day in twenty-first Century, enterprises are facing the serious crisis of talent, how to find, develop and retain talent has become the face of the most severe competition of enterprises, the most urgent problem. The thinker Mo-tse put forward "is the sage, the policy also." "Mo-tse Shang Xianzhong" to play a positive role in the selection of outstanding talent, is praised highly by successive rulers. Today, it is still on the enterprise human resources management has important reference significance. Mo-tse said: "it is the motherland has the Magi, then China thick rule; when the virtuous widow, then the state rule of thin. The adult's services, will is all the Yin." "Mo-tse still wise on" these words mean, to govern the country effect size, depending on the country with their people how many adults, monarch's duty is to appoint people on their merit, attracting talents. In fact, the management of enterprises and the management of state is the same reason, an enterprise to survive, to develop, the key lies in the selection of a group can be virtuous to serve for the enterprise, which is the prerequisite of market of enterprise competition. Now we mainly still wise thought of Mo-tse to carry on the analysis: always adhere to the "Mo-tse preferred standard to Germany for the first" that "individuals are learned, do this", stressing the importance of virtue, enlightens us in the preferred should first pay great attention to the talents and political quality and moral quality inspection, against the true value the measure of talent with simple economic standard; in the enterprise to establish a fair preferred principle, innovation talent selection mechanism in China history, Mo-tse is the first definitely put forward the idea of breaking the patriarchal clan system, proposed the principle of "appoint people on their merit appointment" selection of the people. In order to carry out the "Shangxian" policy, Mo-tse clearly introduced three basic principles: "rise in revolt does not avoid poverty"; "rise in revolt not avoid relationship"; "rise in revolt not obstacle distance". These three principles of Mo-tse, the original that a set of "appoint people by favouritism", "being beautiful" principle full negation, the scope of the virtuous and expand to the whole society, advocate make no exception to all people, "can then give, incompetence is under the", "officer of impermanence is expensive, and the people of impermanence base", it seems to be in today, still has the very strong practical significance. Using the Yin, the enterprise must establish the perfect encouragement and supervision mechanism. With Hyun to "Shang xian". The so-called "Shang", namely respect, advocate, aims at improving the sage position. Mo-tse defined the following "sage. Jane and the country with, but also rich, noble, worship, praise." Put forward the approaches can be used for reference for the enterprise to better play the role of talents: the economy, the rich; status and rights, expensive; attitude to respect; spirit to praise. From the modern management point of view, this is a very perfect incentive mechanism, both the material aspect, also has the spirit, very suitable for today's enterprise talent management. In the "Yu Xian", Mo-tse once said: "the dandy Magi can not lift, not proud of the Magi can not give, also want to Zu Shuyao, Shun, Yu, Tang Tao, will can't still wise." "Mo-tse with" the meaning of this sentence is Yao, Shun, Yu, soup of the art of government is and the use of continuous culture attaches great importance to talent, and not by the national crisis and whether the guidelines need xing. The ancients so, now vice

versa. The enterprise must establish the personnel training and reserve mechanism complete, we must realize that the construction of enterprise talents is a continuous and systematic project, should pay attention to and develop a plan to improve the personnel training and reserve mechanism from a strategic height, against those who "Xing when sleep without any anxiety not lift, the danger of save the crisis the guiding ideology and give error". Continue to attach importance to the cultivation of talents, tap the potential of talent, and constantly improve the quality of talent. At the same time, talent reserve, Mo-tse thinks "into the country not Chevalier, then subjugation it; see Hyun and in no hurry, then slowly the Jun Yi, non virtuous non urgent, non and consider the country. Slow Hyun forget scholar, and to the country's survival, not have." "Mo-tse dear" said Mo-tse scholar in today is actually tells us the importance of talent reserves. As in American Microsoft Corp, discovery and selection of the best talent is the first and foremost task. Bill Gates believes that the success of the Microsoft Corp, hired a group of be a clever, capable person. In fact, this is only fully confirmed the correctness and rationality. Mo-tse is virtuous thought. Aspects of enterprises in China reserves of talent and talent of continuing education is very weak, this is not only the objective economic conditions, also has the subjective cognitive limitation. We should combine the national conditions of Chinese, establish China characteristics of the continuing education system, planning personnel training current and prospective targets, establish a system of macroeconomic regulation, ensure the advance of the training target. In practice, many enterprises because of personnel reserve mechanism out of the problem, resulting in "talent use square hate less" situation. Therefore, in the talent competition today, enterprises should pay attention to the establishment of talent "reservoir".

The highest category of Han Fei's philosophy of "road is". Han Fei's "Tao" to me "Tao" of materialism transformation, enable it to have the objective material content. He first proposed the "science" of the concept of philosophy. "Special rule" is that thing. "Tao" is the origin of all things; according to the "Tao", "Li" is the difference between a variety of different things from. Since everything has its own law of development, so you have to respect the objective law. He also stressed the need to give full play to the subjective initiative, all obey the natural generation is no good, must use or create tools to transform nature, to serve the people. 2, the Legalists "not francou, do not follow this" view of history legalism against conservative restoration thoughts, advocated the reform. They believed that history is moving forward, all the law and the system should develop with the development of history, neither the retro throwback, also can not follow the beaten track. Shang Yang clearly put forward the "illegal Gu, do not follow this" proposition. Han Fei is the further development of Shang Yang's proposition, put forward "time shift and rule not to mess", he put the old Confucian satire is a stupid person for. 3, the legalist "law" and "art" "potential" combined with the strategy of governing the country Shang Yang, Shen, Shen Buhai three were advocating weight method, heavy potential, re operation, each have a characteristic. To Chi among Legalists Han Fei, Han Fei put forward the close combination of the three thoughts. Law refers to the sound legal system, potential refers to the monarch's power, single hand operation to military and political power, is the strategy and means of control, power refers to the princes, the implementation of decree. Mainly detect, prevent chaos, sovereign status maintenance.

In modern society, highly developed commodity economy, the increasingly fierce market competition, the survival of the fittest become objective reality that enterprises must face. In the economic tide of entrepreneurs is to lead the enterprise is the mainstay of beach goers, the enterprise's success or failure, how to shape the modern entrepreneur spirit of personality, is the time the task put forward. If the legalist "in analogy to the" now "enterprise organization system", will the legalist "monarch" analogy "entrepreneurs" now, so how to shape can advance or retreat, can change to keep, dynamic to static, can be able to put the modern entrepreneur spirit, can get many inspirations from the Legalists in the hero personality shaping. The legalist

innovative spirits is the most innovative spirit of all classes of authors in the representative of Legalist school, history, no one is not strongly advocated and assist him to Daxing reform, committed to fuguoqiangbing overlord career. The positive enterprising, innovative spirit especially attract sb.'s attention. Visible, when the operation mode of the old system can not adapt to the need of situation, further development even have hindered organizations, to break the old system, and establish a new system is to be imperative. While the reform first requires managers in consciousness, thinking to grasp the situation, innovation. Exciting, challenging reform, is the corporate power forward. In the era of knowledge economy the rise of business circles elite to reform has maintained a positive attitude, so that their enterprises to sustainable development in the face of the new situation, the new situation, also can take it calmly for the new problems appeared in the process of reform. Of course, the reform is not always successful. Understand this point, can remind entrepreneurs do not have little success is pleased with oneself, also do not suffer a little frustration will get disheartened. In the tide of economic reform, might not have emerged in many outstanding, but many a entrepreneur, could not resist the ups and downs of business, such as flower briefly as the broad-leaved epiphyllum, fleeting. The reasons may be many, the main point, is failing to keep unremitting self-improvement spirit of struggle in a setback after. The Legalists representative figure of Wu Qi, its fate has many ups and downs. He is a general in the state of Lu, Li repeated military exploits, and later to Wei Guo Ren River County, well governed, Junwei Dazhen; and then by a traitor up from Wei Quchu, presiding, rectifying the order of law and discipline, strict reward and punishment. Wu Qi, in the Lu Zelu Xing, Wei Wei Sheng is, in Chu zechu strong, is China history the last legend. The legalist thought summary Han Fei said: "relies on people as self reliant", "people learn than has since also" "Han Feizi said" as long as the right external storage under unremitting self-improvement, innovation, no matter when and where, can reflect their own value of life, and adversity, more precious. Entrepreneurs should be the mainstay of the enterprise, is a model of employee in mind, if entrepreneurs themselves are not self-confidence, innovation, how to motivate employees to make efforts? So when an enterprise falls into crisis, the first is to replace managers, instead of their. Entrepreneurs keep innovation spirit is the first step to the success of enterprise management. The pragmatic work attitude of the legalist school advocating utilitarian values, known as a pragmatic spirit. Han Fei once said: "the sage not get into a rut, dare to innovate, the world things, because the preparation. Now wish to first Wang Zhizheng, governance and the people, all defensive line is also like the.

Han Fei Tzu - five Bookworms "means the social reality is constantly changing, the monarch ruling the world things should be different, at any time to law, if a solid conservative system, dread, follow the beaten track, like for like stupid. Han Fei will be the history is divided into three phases: "antediluvian contest to moral, medieval chase resourcefulness, today's war on strength." "Han Feizi" is also the purpose of sage to explain Wu Du Shiqing and rule, with changing times and changing attitudes and methods. The market economy era, enterprises can develop to the market need to make choice to meet the needs of the market is promising, otherwise you will be eliminated. The survival of the fittest is particularly prominent in the market competition, to an enterprise, the key to remain invincible in the competition is to have a strong economic strength, therefore, to improve the economic benefit is the basis of the development of enterprises. The question is, how entrepreneurs formulate development goals and a clear development plan according to the needs of the market and the enterprise's own condition. The style of work of Legalist culture weight method, the heavy potential, circumspect heavy operation, wherein the weight is one of the main tendencies of thought. Surgery is the monarch. Sly with people skills, is too wonderful for words, keep secret the. However, surgery is not as people imagine means cunning, it can manifest as circumspect work style, and is reflected in the following three aspects. First of all, to fully understand their own. Han Feichang said, the majority of reigning monarch is a virtue and intelligence are extremely common

monarch, as a support stand upon one's pantofles peoples, monarch, to admit that he is the "main" is not easy, but it is necessary. Although the supreme monarch has the potential, but if not fully understand their own advantages and disadvantages, not each other, blindly arrogant, he would be difficult to establish and consolidate the image of authority, soon potential can not be maintained. So their situation and ability to maintain a clear understanding of the moment, there are shortcomings is not terrible, afraid is not correct; understanding of others is not difficult, difficult is to know yourself and be strict with oneself. The entrepreneur is surrounded by more fame, the more we should keep a sober mind, more to prevent self-willed. Secondly, to correctly understand others. The legalist school with special emphasis on the interests of the relationship between the monarch and his subjects in computational complexity, it advises emperors keep distance with the minister, especially beware lest people hostage closest bodyguards, by pinning. This requires the monarch has an in-depth understanding of his vassal loyal, discernment of good and evil, good and bad only through a thorough understanding, more evidence, to make a correct judgement. Smart entrepreneurs don't just believe one-sided statement, is not only a way to understand the situation, he will seek the views and focus on individual combination. In an enterprise, people's views, background and solve the problem must be and must be diversified. The enterprise is more diverse, more can better adapt to the changing market environment. Once again, is to control the feelings, to keep a secret. The Legalists advocated monarch circumspect, so that to keep the countenance of the stage, it is not without reason. Because there are such people, the use of the monarch's likes and dislikes, to achieve its objectives, it can not easily believe anyone. Legalists that monarch, the largest patient is trust people, blind trust others easily people contain. In modern society, the competition is quite fierce, a message, a technology may be the key of success or failure, but the commercial spy omnipresent, not against. So good control of emotions, to keep a secret is a mature entrepreneur essential accomplishment. In short, keep the circumspect work style in get on in the world, both for entrepreneurs to protect themselves or for the development of the operation of the entire enterprise, is necessary and responsible behavior.

Han Fei is the same as in pre Qin period, many politicians, thinkers, put forward clearly, as can undertake all kinds of management personnel, the standard must be a combination of "Yin" and "energy". The so-called "management personnel", which should be "sage", and should be "able person". Only meet this standard, can become the object of appointment. To this, Han Fei has the elaboration. In the "Han Feizi" in eight after, he stressed that "Ming master Road:, take on the Ren, Yin Yu guan." That clever leader, the use of personnel, should be hiring talented people, let the sainted and talented people to held various management positions. In the "Han Feizi people" in the main, he reiterated that "Ming master, push power and tseuk Luk, said while the officeholder, cited without Yin, with will have to." Think, a wise ruler is awarded the title, salary according to the subordinate of the credit, in accordance with its ability to grant office politics. Promotion is a person must have good moral conduct, appointment must have a strong ability to. In "Han Feizi eight crafty", he further says "Ming master as official tseuk Luk also, so did Jinxian, advised active power. Hence the saying: Officer sage amount can." Think, office, title, salary set up a sophisticated management, is to promote talented people and encourage a man of merit. So, appointing virtuous man he must measure his ability. Obviously, in the eyes of Han Fei, the so-called management talent, will be the "talents", "Yin Zhi men".

2. The Construction of Enterprise Culture Mode

Mode is the solution proposed, people are summarized on a particular type of problem. It includes the commonness and characteristic of this kind of problem, and through the collection and analysis of information, proposed or concluded belonging to the class of problems of the standard. At the same time, in addition to the processing method of screening, screening out

the most effective treatment method, so that later directly apply, save the processing time of problem. Thus the model building is actually a kind of problems and solutions summary, process to make standardization. What new mentioned in the "new cultural history" China model is a simplified form of the theory of. That is, the relationship between the actual event of the internal mechanism and event intuitive, concise description, to show people the main part of the structure of things or processes and their relationship. Application of the model is quite extensive, include not only the specific rules, procedures, including the human abstract behavior, thoughts. Corporate culture is a kind of internal sense of personality, is the enterprise members shared and identity, it is in the long-term operation of the enterprises of condensed, also can be reflected through the enterprise organizational behavior. Although in real life, every kind of enterprise type, see be quite different from any other aspects of scale, properties, strength, profit, broadly similar but need to enterprise growth process of solving problems. The solution to these problems and change with the different conditions of the enterprise itself, creates the basis for our each problem of classification summary. Enterprise culture, as a mainstream awareness of all employees, is the enterprise's highest goal, value system, basic beliefs and organizational behavior norms. Corporate culture through the influence of member enterprises in reality work attitude and efficiency, has a great impact on the enterprise's own position in the industry and competitiveness. Therefore, in the fierce competition of the modern society, more and more enterprises begin to use corporate culture to infection and affect the work behavior of employees, with intent to obtain greater economic benefits. Because of the different conditions of the enterprise is different, the difference of all kinds of enterprises to adapt to the enterprise culture is of great realistic significance of its development. Through the learning of theoretical knowledge of enterprise culture, understand its operation mechanism and promote the development of the enterprise principle, combined with the experience of the successful operation of enterprises in reality, it can be summarized that the different types of enterprises for enterprise culture mode, for the future to the building of enterprise culture and development provides an important guiding role. Research on the construction mode of enterprise culture is based on the theory and practice of corporate culture from two angles, according to classified and summarized, summed up the guiding ideology and the behavior of all the members of the enterprise's own conditions and the manifestation of the common close connection, puts forward the direction of enterprise culture construction are suitable for different types of enterprises. The typical construction model of enterprise culture is the basic reflection of reality in the construction of enterprise culture. Cultural construction model of enterprise is to distinguish between the question of principle and method in the construction of enterprise culture, mode of enterprise culture construction form the most typical and universal significance. But because of the different situation of different enterprises, the construction of enterprise culture in the culture construction of model reference when the enterprises, leaders should be combined with the actual situation of idea and enterprise model in the reasonable enterprise culture as own tailor-made. The simple use of the ideas and methods of model, businesses will often encounter bottlenecks in different aspects, the modes of modified to make it more consistent with the requirements of their own enterprises, is the right way to use the mode of enterprise culture construction. The building of enterprise culture mode in the stage of different development stages of the same enterprise need is different. The enterprise culture with the enterprise state changes will have a great change. Therefore the enterprise from its inception to set up the corporate culture may while adjusting for the need to adapt to the rapid development of enterprises in the future. In order to prevent the enterprise culture has become the obstacle of enterprise development, the enterprise leaders should periodically check the state of enterprise development, adjust the direction of enterprise culture construction, the application of different type enterprise culture mode. Therefore the same subject at different stages of development requires the application of different mode of

enterprise culture construction. The diversity of enterprise culture is to adapt to the development of building up of different enterprises. Because of the diversity of enterprise, enterprise culture is also a variety of. According to different industries, the scale of enterprise, the quality of the staff and workers, the nature of the work, the cultural atmosphere condition, the corporate culture will be derived from a variety of forms, so as to make the enterprise culture construction mode has the characteristics of variety. Targeted because of corporate culture is built to meet the needs of enterprises of different stages of development and, therefore has the relative adaptability for different characteristics of the enterprise. The enterprise culture is not rigid doctrine, which is more likely to be into the enterprise internal employee, and urge enterprises to employees towards the business plan development direction. At the same time, different types of corporate culture to solve the problem of different enterprises respectively also each have advantages and disadvantages, in the construction of enterprise culture at the beginning because of fully considering the purpose and function of enterprise culture construction, in order to better realize the enterprise development programme. Model of culture construction of enterprise system is not a simple propaganda, but the system transfer the spirit of enterprise, to awaken the soul of enterprise tools. Business leaders to promote enterprise development, growing enterprises, suit one's measures to local conditions set change the enterprise spirit of the target, put the goals need to be from the table and the transfer to the employees.

Cultural construction model of enterprise in reality is already carried out the building of enterprise culture of experience, through the building of enterprise culture to explore the course of different industries, different scale enterprises and the practical application effect, we put forward the model of enterprise culture construction in different. Cultural construction mode of enterprises from the following several aspects to the positive effects on construction of enterprise culture in enterprise. The guiding role of whatever the mode of enterprise culture construction, they are included the application of this kind of mode specific corporate culture conditions. These conditions include the nature of enterprises, enterprises of the industry's position within the industry, the enterprise can provide material conditions and enterprise staff the overall skill level etc.. Although the conditions affecting the construction of enterprise culture a lot, but by referring to the patterns in the conditions of enterprises, enterprises can find the model of enterprise culture construction in line with its own conditions, and thus faster and more effective to determine the direction of cultural construction. Although, establish a sound corporate culture also need a lot of debugging and improvement in the basic model on, but through the correct guidance enterprise culture direction and categories, cultural construction mode of enterprise can help the enterprise to complete faster construction of enterprise culture in a more economical way. The demonstration role of enterprise culture construction model to help business leaders to learn how to understand their business and the important role of how to establish an effective enterprise culture. Some business leaders to clear the formulation of enterprise future development goals, but also the need of enterprise development and cultural values, but it is not clear what should be how to locate and promotion of enterprise culture. And cultural construction mode of enterprises of different enterprise system, architecture and different type of enterprise culture to establish the relationship, so leaders can reference patterns in the condition of independent design in the clear after his goal, which makes the application mode of enterprise culture construction is far beyond the scope of its inherent. To promote a fundamental objective function of enterprise culture construction is to inspire the spirit of enterprise strength, accelerate the pace of enterprise development. To develop suitable condition of the enterprise culture, can effectively make up for the deficiency of enterprises in the system and the hardware aspects of the core competitiveness of enterprises, construction and consolidate itself, making it a leading position in the fierce competition in the market, so they have to promote for the long-term development of

enterprises. To sum up, the enterprise cultural construction mode has an important role in guiding the enterprise corporate culture design of the overall framework and the direction of development, can help enterprises to effectively achieve the task of the construction of enterprise culture.

The enterprise must carry on the construction of enterprise culture must understand the initial conditions of the enterprise culture. Different corporate culture not only has the common characteristics and has the individuality characteristic. In the construction of enterprise culture, enterprises must first achieve the common conditions of the construction of enterprise culture, in which is based on the enterprise's own characteristics, to create suitable for the enterprises of the advanced enterprise culture to select a different personality condition. The construction of enterprise culture needs the enterprise leaders should know the effects of various factors on the enterprise culture system with system. The leader should have a basic understanding of the enterprise staff level, in order to achieve the building of enterprise culture to promote the role of employees, to create a consistent basic expectation and desire for development of the enterprise culture, formulate really has the incentive mechanism of the enterprise culture, is the key to the construction of enterprise culture. The leader should have the accurate positioning of the industry competition and the working property, location of industry competition and the working properties can be established, can make the enterprise more competitive in the market of the enterprise culture. Different types of corporate culture is also required to meet different personality condition. And the composition of the basic elements of these different personality condition is the enterprise itself is the environment, staff quality, the geographical and cultural characteristics. The doctrine of corporate culture. The formation of doctrine of corporate culture, the most important is to have industry specific attributes. The industry attributes, including two aspects: on the one hand is because of the dangers caused by the industry, on the other hand is due to the professional industry internal cause. The former mainly refers to the high operation risk industry in mineral smelting as the representative, the latter is to accountant and so on as the representative of the work experience have great professional requirements of the services industry. In establishing the doctrine of corporate culture, enterprises must first have a sound management system and daily behavior standards, let the staff have rules to follow. At the same time, with the nature of the position or role model mentor staff, using them as basic doctrine of enterprise culture construction of reference. Inclusive enterprise culture. Associated with the global economy increasing, more and more Multi-National Corporation and large institutions trans regional in nature, in order to better adapt to the local market, the effective control of the cost of the enterprise, the establishment of inclusive enterprise culture is paid attention to by more and more large multinational company. However, to establish inclusive enterprise culture, enterprise must have sufficient international talents and international business. On this basis, the formation of training team with international vision of the professional, comprehensive training for new employees, make it accord with the request of corporate culture. Open culture. On innovative thinking and technology has high requirements of the enterprise need is open culture. This kind of corporate culture requires master the technology cooperation, competition also sparks, create a newer and better creative products. In order to create the atmosphere of corporate culture, leadership itself was close to the staff, to reduce the enterprise's internal administrative barriers. Whether from the enterprise architecture design and daily requirements should meet the employee's own preferences and demands, incentive system foundation of equality, then on the basis of establishing enterprise required open enterprise culture. Family enterprise culture. That and open culture similarities, family enterprise culture also requires the leader himself deeply internal staff. The difference is that the former is limited to work issues discussed, with equal attitude to promote the development of job. The latter includes not only work, more it is to the personal staff of life care. With business leaders to set an example, set up service staff from top

to bottom, the system standard staff mainly, is the establishment of family enterprise culture personality condition. Operation mechanism is to restrict the relation and functional elements of the relationship and effect between each form a certain mechanism.

In the overall operation mechanism, allocation between the various elements of the different and regulating function, operation process and characteristics of running mechanism was different. It is a reas. It is a reasonable structure in systems engineering, and can generate a specific function, the overall operation to achieve the desired goal of self regulation. Mechanism that can control, and ensure the normal operation of engineering. The enterprise culture in the various elements of interaction, mutual influence, operation mechanism of different functions, the realization of enterprise culture is widely spread in the enterprise, and achieve the expected effect. At the same time, the coordination mechanism of sub can guarantee the enterprise culture continues in the role in the process of self regulation. To evaluate whether the enterprise reasonable management of the standard is whether the enterprise can keep the pursuit of the maximization of enterprise value, the establishment of enterprise culture is to condense the entrepreneur spirit of enterprise employees, correct work attitude of employees, improve work efficiency, in order to achieve the purpose of reducing the cost to increase profit. Although the focus of different enterprise culture emphasizes in all kinds of business, the role is also different, but the intrinsic mechanism of corporate culture in enterprises in operation trajectory is consistent. As the operation mechanism to realize the integrated enterprise culture, to achieve the maximization of enterprise value goal, the operation mechanism of enterprise culture should be included in the supporting mechanism, incentive mechanism, restraint mechanism, feedback mechanism. Organization and structure is the skeleton of the enterprise, the enterprise culture is enterprise's blood vessels and nerve. For enterprise employees, organizational structure changes, the hard constraints appear in daily work; corporate culture is being accepted and recognized values, understanding and development of enterprise staff guidance and influence. Support mechanism of the corporate culture as a guide and cohesion. The leading role of enterprise values can integrate the individual values. In the merger and reorganization of enterprises, the enterprise was founded, the recruitment of new staff and other circumstances, individual between employees, between enterprises in the same values inevitably differences. Enterprise culture clearly tell the employees of the enterprise's core values is what, with what kind of entrepreneurial spirit, the pursuit of the goals of the enterprise what to show the prospect of enterprises, employees, allowing employees to see the future of enterprises, promote employees to continue to view their original values, adjust their own values, the trend of enterprise value. The guiding role of enterprise culture in the performance, the formation of enterprise culture so that employees have a common values, understanding of a lot of problems tend to be consistent, enhance the communication and trust, communication between them, so that the activities of the enterprise more harmonious. Condensation effect effect of enterprise culture to the staff and the pursuit of enterprises closely linked together, so that each employee a sense of belonging and sense of honor, the cohesion of enterprises especially in dangers and entrepreneurial development more showing great strength. First, consider the material benefits from the aspects of enterprise culture, make personal and business interests closely integrated. Excellent enterprise culture makes employees identify with the enterprise values, ideals, the pursuit of goals and the purpose of enterprise development, personal goals closely together, personal interests and future will and enterprise development combine. In this way, the staff of the enterprise as the center to produce a strong centripetal force of enterprises, will be scattered individual forces condenses into the whole strength. In addition, the enterprise culture is the spiritual sustenance of employees. Good corporate culture advocating the cultivation of talent, respect for talent, make full use of the talent, the staff have the warmth of home and a sense of belonging in the enterprise. Staff spiritual sustenance in the enterprise, rely on emotionally in the enterprise, in action faithful to

the enterprise, to make their own destiny and the destiny of the enterprise closely together, so as to produce a strong cohesion. The supporting mechanism of the corporate culture to guide and cohesion, the enterprises with the development of the relationship between individual employee behavior tightly together, let the staff understand oneself is closely related with the enterprise, so as to make a solid foundation for the further implementation of the corporate culture, but also let the enterprises turned to a force, and efforts to encourage employees to strive to speed up the development of enterprises. Incentive mechanism refers to the incentive subject using leverage to mobilize the enthusiasm of the incentive incentive object related system and working mode. Think of modern human resource management theory, scientific incentive mechanism should be established on the basis of people-oriented, that is built on respect for people, to meet the needs of the people on the basis of. In the internal organization of the formulation and implementation of certain policies, regulations and take some measures, can stimulate the organizational and personal work enthusiasm, and to regulate behavior, guide the direction of effects, but also regulate the organization and operation, an important means to mobilize the enthusiasm of the people. An effective incentive mechanism to start the people enthusiasm, initiative, give full play to the spirit of creativity and potential to full of inner vitality and impetus towards the organization, the desired goal. The design of a particular leader of the external and internal stimuli to start and finish the staff motivation mechanism, encourage people to complete the tasks assigned by the manager. So the incentive mechanism in the corporate culture plays a dynamic role, in enterprise culture construction process, it is necessary to focus on the construction of the incentive mechanism. People not only material needs and spiritual needs. According to the incentive mode of action on the individual's incentive, can be divided into material incentive and spirit incentive. According to the incentive mode of action on the individual's incentive, can be divided into material incentive and spirit incentive. Material incentive is the most commonly used incentives, but insufficient material incentives will affect the enthusiasm of staff, material incentives for excessive and will make people complacent, and material incentive is easy to appear the phenomenon of marginal decrease. Excellent enterprise culture to promote respect, believe that people, play a non enterprise, non rational role of emotional factors in the management of the enterprise, can be lasting, effective to the development of human potential, inspire the employees enthusiasm and creativity. Excellent corporate culture as the most important resource, human centered, committed to continuous improvement and all-round development of people, so that employees see the enterprise exists on the importance of their own, see their important value in the enterprise, thereby creating a lofty sense of mission, with high morale consciously the development of enterprises, and strive to achieve their life value work. In people-oriented enterprise culture atmosphere, the contribution of employees of enterprises can be sure, timely praise and reward, can make the staff have a great sense of honor and sense of satisfaction, so as to stimulate it with great enthusiasm and progressive, creative work, in the creation of value for the enterprises to realize their own value. At the same time, because the enterprise values are recognized by all employees and advocated, employees will be formed between the harmonious atmosphere of mutual trust, trust encourage. The corporate culture incentive mechanism is so important, guaranteeing the normal operation is particularly crucial, want to let the corporate culture incentive mechanism in normal operation, the construction of enterprise culture should pay attention to the following aspects:

The enterprise culture core goals must be true, elastic and energetic. The enterprises should make clear the core value of the content, so as to make the staff understand and grasp the true core part, encourage employees to the core value of effort. To create a consistent with the values of the corporate culture of enterprise employees. Enterprises in the selection of staff, to their values, occupation ethics have certain understanding. Enterprises in different sectors, employees of its culture, environment, salary, personal education at different levels, which will

influence the work of value concept, the sense of responsibility, sense of mission and sense of loyalty to the enterprise. Only mastered the values of enterprise's own employees, to establish an effective incentive mechanism of enterprise culture. An antidote against the disease in order to produce the best effect. In the play the incentive mechanism of positive effect at the same time, the negative effect of control. Incentive mechanism in enterprise culture often caused the differences of interests between employees. Broadly speaking, in order to urge the employees to work hard, enterprises should be given to people to reward, to give the lazy person to punish, in order to establish a sense of fairness in internal corporate culture, and here the sense of fairness and fairness of the mentioned below in the restraint mechanism in different. This distinction is emphasized by different treatment, incentive mechanism to establish the staff in the eyes of the fair, and the fairness constraint mechanism is fuzzy individual difference and work performance, in order to get the corporate culture within the overall harmony and stability. In specific work, enterprises need not only the competition between the employee and the work, also need mutual cooperation and collective existence and dependence. The staff is carefully try to figure out the enterprise in the process of the allocation of scarce resources in the standard, and as a guiding individual behavior criterion; the fair standard guiding individual behavior and not in accordance with the enterprise in every kind of text description or enterprise top management commitment in every kind of occasion. At the same time, the enterprise culture in incentive if too much emphasis on individual job enthusiasm increased, so it is possible to cause the enterprise internal individualism expansion, low efficiency of cooperation and communication between employees, lack of human touch, make employee is in nervous and uneasy working mood. And when the atmosphere reached a critical point, can obviously reduce the working efficiency of staff, resulting in negative effects of incentive mechanism. Constraint mechanism refers to all aspects of a complex system of mutual restraint, mutual influence, there are organic connection. The operation mechanism of enterprise culture must have a constraint mechanism and incentive mechanism of coordination, the reasonable construction of competition and cooperation in cultural staff. Constraint mechanism of enterprise culture itself not only includes the use of corporate culture on employees' work attitude, behavior, also includes the incentive mechanism itself limits. On the incentive mechanism itself restrictions on incentive mechanism to fully mobilize the employees personal initiative and sense of competition, at the same time to pay attention to the enterprise internal approval degree of fairness in the enterprise culture construction process. The fairness of the enterprises must carry out a balance between the two, one is more emphasis on increasing the ability, good performance of employee motivation; two, equity requirements and had to take into account the staff very hard though the efficiency is not high but the work process. The enterprise culture must take into account the enterprise motivation and impartiality of two different requirements. That culture should feature also has the fairness and incentive. Incentive culture refers to the realization of organizational goals motivate employees and the culture itself has the characteristics of consistent maintain motivation. Constraint mechanism is generated for the incentive mechanism, its important content is fairness. In the enterprise culture construction process, pay attention to establish the values of fairness, is very good for the incentive mechanism constraint. On the employee behavior constraints of corporate culture itself contains ethics and enterprise system will directly affect employee behavior. The new institutional economics about human behavior of the third assumption is opportunism behavior tendency of people, namely the person with adjust to changing circumstances, do things by irregular ways, to seek their own larger interests behavior tendency, people in the process of pursuing benefits will use very subtle means. Business ethics with justice and non justice, justice and biased, good and evil, the principles of honesty and hypocrisy to evaluate the behavior of employees, and rely on the social public opinion, traditional habits and inner belief to maintain coordinated operation of enterprises of various kinds of relations. Business ethics

and moral constraint mechanism is implemented through self-discipline and heteronomy mechanism. The self-discipline mechanism so that employees consciously practice ethics, consciously and goal of enterprise, traditional habits and the overall interests of consistency. And the heteronomy mechanism is the moral standard of the mandatory norm the behavior of employees of enterprises, thereby promoting employees to work for the common goal. Enterprise system is the organization or group in order to maintain its production, work and life order, promulgated and formulated written plan, procedures, regulations and testimonies of the sum, characteristic with mandatory. Compared with the constraint of enterprise ethics, institutional constraints of the enterprises are hard constraints. The ethical and moral constraints of enterprise system and enterprise should be closely integrated, hard constraints and soft constraints to the combined application of function, thus forming the enterprise good order. The feedback mechanism is a mode of action to adjust the system activities to system activity results, also known as feedback control or feedback control system. Any one of the control system is composed of control system, including the controlled system's organic composition of many sub system. An important objective of the leader enterprise culture construction is reasonable to reduce business costs, increase market competitiveness of enterprises, so the enterprise culture derived results can be made by the enterprise in the market performance of reference. By comparing before and after the operating results of enterprises in the construction of enterprise culture, the operation mechanism of enterprise culture of feedback. The enterprise culture construction is a dynamic process, in the initial stage of the construction, the enterprise leaders should simulate according to their own situation to reference the market current cases of success, a preliminary set of enterprise culture prototype. In this process, to understand the advantage and disadvantage of the company and the industry itself, learn from the experience and lessons of the past enterprise is very important. However, with the characteristics of each enterprise and the original set of enterprise culture constantly produce conflicts and contradictions in the development, the enterprise must consider the reform of the enterprise culture.

In this process, it plays the most important role of feedback mechanism. Usually the basis of the analysis and in the correct grasp of the enterprise information, enterprise culture development direction of the original set without much problem, but in actual operation, because the enterprise is different, may require appropriate debugging. Therefore, attention to enterprise culture after the implementation of enterprise internal work efficiency and operating results, performance evaluation of enterprise cultural construction with the scientific method, and make a rational judgment on it, is the main content of feedback mechanisms. Gradually in the debugging, find the most conducive to the development of enterprises enterprise culture. The feedback mechanism of an important change in the enterprise, or the enterprise environment produces major change, also has the important significance. The so-called important changes within the enterprise, usually refers to those who may bring new ideas for senior management personnel changes, and the possible introduction of new cultural multinational merger or acquisition. These changes could lead to content management, the core competitiveness of enterprises are changing. Therefore, the enterprise culture to make adjustment and transformation with the business development center of gravity, and the feedback mechanism as the intrinsic growth attributes of enterprise culture, can help leaders saw the old enterprise culture and the new development direction of the enterprise what inconsistencies, in order to prevent the original enterprise culture hinder the enterprise reform, and make timely adjustment. The so-called enterprise environment great change occurs, it usually refers to the impact of traditional culture breakthrough and political events. The success of some of the traditional family enterprise may have existed for hundreds of years, and in that time, along with a variety of cultural liberation of bound and regime shifts, if enterprises want to survive, we must constantly adjust their pace, to conform to changes in the environment. While similar

in important changes occur within the enterprise, when generating the social changes, the feedback mechanism of the corporate culture will be promptly by the change of operating condition and the efficiency of the alert operators should keep pace with the times. Any kind of enterprise culture construction model contains more than four kinds of mechanism, running as the basis and the growth power of enterprise culture, the supporting mechanism and feedback mechanism is the foundation of corporate culture part, the incentive mechanism and constraint mechanism is the enterprise culture to promote the progress of power enterprises. The incentive and constraint of different combination of enterprise culture model can be combined into different types, in order to adapt to different types of enterprise development. As a system of corporate culture, the first clear the influencing factors of enterprise culture construction, through the analysis of the interaction between the factors, and the future development direction of enterprise culture intervention, to determine the different formation mechanism model of enterprise culture construction. Usually in a nature factors influence on the construction of corporate culture is different, the influence factors can be divided into the following several aspects: material, system, spirit and culture. Material from the comprehensive point of salary and working environment, whether the enterprise is what kind, can provide employees better material conditions of enterprises have more advantages in the recruitment of staff. Therefore, the material conditions of the enterprise better staff quality and skills are also higher. The enterprise should let the staff and give full play to utility, and accept the enterprise culture, we must pay attention to freedom, equality, competition should contain upward cultural characteristics in enterprise culture. Only by getting the employees feel oneself is valued, and encourage employees to give full play to their talents, can make full use of human resources. Therefore, high material conditions of the enterprise, the enterprise culture construction, the opening up of the tendency of free mode. Range system contains the enterprise system is very wide, but the embodiment of enterprise culture is mainly reflected in two aspects of growth and organization staff. Enterprise system pay more attention to the cultivation of employee growth means that enterprises operating scale and organizational structure are complex, regardless of the initial conditions of employees, all need to go through training in order to better understand and complete the work of the enterprise. On the other hand, enterprise system, pay attention to employee growth also means that the business to employee's personal qualities have certain requirements. At the same time, enterprises require every employee can actively to achieve business goals, to achieve self enhancement, which formed a covert organization to a certain extent. In the process of . In the process of staff training, enterprise in fact also gradually completed the same process to employees, makes workers more conform to the enterprise nature. Therefore, pay attention to employee growth companies will form has a certain degree of freedom and equality spirit in the construction of enterprise culture in the system, but also require employees to have a certain organizational culture model. While the emphasis on employee organization of enterprises in the system, often killing the enterprise staff's creative spirit and free play to. The business scope is limited, on the staff of the execution requirements of high. Therefore tend to rigorous, orderly pattern in the construction of enterprise culture. The spirit of enterprise employees to enterprise leader's personal feelings and loyalty to the enterprise is an important influence of spirit of enterprise culture construction. Often have personal feelings of employees can overcome various difficulties in the process of the work, put one's heart and soul into for enterprise development of the struggle. Such enterprises as the staff was filled with the spirit of service, and thus easy to form with the cult of the individual enterprise culture mode, so the enterprise culture in the enterprise leaders exist in period is an important intangible wealth, but when a particular leader when to leave the business, will also bring great loss to enterprises. The other factors affecting the mental aspect, namely the employee's personal pursuit, to the formation of enterprise culture mode is also very important. When employees are generally more intense

personal pursuit, the enterprise in order to attract and retain employees tend to adapt to set some rather than pursue corporate culture, such as encouraging employees to learn, employee self growth and firm performance combination. Make the enterprise culture gradually towards competition, open mode. The factors inside and outside the enterprise culture cultural differences is another important effects on the formation of cultural construction mode of enterprise. When the difference inside and outside the enterprise culture is not big, business leaders can be established in line with the cultural concept of employee and enterprise where the enterprise culture, so that the enterprise culture with local characteristics, and when the internal and external difference of enterprise culture is larger, the leader must establish a more open and inclusive enterprise culture. Therefore, when the enterprise to enlarge its scale, cross regional and transnational merger and acquisition or production, corporate culture will be bound to be more inclusive and the trend of internationalization development.

Material and system is the carrier of communication employees of enterprise culture only feel really material and institutional incentives and constraints, can effectively understand and abide by the leader advocated enterprise culture. Different corporate culture based on different conditions of enterprises, think beyond the material and system limit, does not meet the requirements of the staff to pursue the existing conditions of the enterprise culture is unrealistic. So the establishment of corporate culture, we must always pay attention to the effect of reference material and the system of enterprise itself, employees accept and carry out the enterprise culture. Material and system of enterprise culture influence most directly reflected in the three factors: enterprise to provide to the satisfaction degree of employees of material life. This factor can be provided by the enterprises for staff salaries and workplace for evaluation; business to employee personal growth degree of attention, the specific object of study is the enterprise offer employees internal learning exchange opportunities, and encourage the mechanism of staff of autonomous learning, whether the enterprise has established a set of perfect incentive mechanism of action of growth learning, is very important for personal growth, but also a measure of corporate culture; enterprise working environment and atmosphere, the environment here and atmosphere and second work places is different, the former belongs to the material of the standard, the latter is a measure of the standard system. The working environment and atmosphere is stressed that organizational level, such as whether to ask dress uniform, whether the emphasis on time to work, whether the publicity of collective interests above everything else, these specific rules reflect the enterprise organization level is an important factor which influences the enterprise culture. The spirit and culture is the enterprise culture abstract content in different countries, different cultural environment of the enterprises must exist cultural differences, even in the same country and the same cultural environment of corporate members will be their experience, personal pursuit and so on enterprise culture has a different degree of understanding and acceptance. Therefore, spirit and culture emphasize both the impact on corporate culture construction from two angles respectively employee personal and collective enterprises. But this kind of influence on the construction of enterprise culture can be embodied in three aspects: be the first to bear the brunt of the employee's gratitude emotion and is loyal to the enterprise attitude. Specifically can be employees of personal worship or thanks to the leader himself, this kind of emotion is the typical mental factors. Because too has individual difference, so it is not a good implementation and control. But once the generation of personal emotions, has a significant role in promoting the formation of strong cohesive corporate culture. The second is the employee occupation the goal of self realization. Similar and personal feelings, this occupation pursuit but also differ from man to man, some people the pursuit of life, well, it only requires a steady income. Some people pursue the high quality of life and the continuous self challenge, obviously on the two kinds of people, the same degree of stimulation can not bring the same effect. For the first class of people, only the larger stimulation can promote their independent

improve efficiency, increase the enthusiasm, and the second kind of person just less stimulation can produce significant incentive effect. As in other words, for the first man their presence can guarantee the stability of the enterprise, because they are more likely to give up the job opportunities and stick to the post, and the second kind of person is just the opposite of the increased business instability. Therefore, whether the enterprise can meet the staff to realize their own occupation pursuit will affect the establishment of corporate culture, can not meet the enterprise because of the legacy of the staff characteristics and can meet the employee's own occupation seeking enterprise employees to leave the characteristics are different, thus the basis for the establishment of corporate culture is also different. In the investigation of the factors, can be combined with the enterprise exists with incentive and fairness of the promotion system to measure. In addition to the mental factors, cultural factors can not be ignored. As mentioned above, the culture here is the dominant ideology in the society where the enterprise environment. The leaders of the enterprises itself and employees may come from the same cultural environment, also may come from different cultural environment, the relationship between different cultures, on the relationship between leader and employee in enterprise management of employees and enterprises the descriptions have different emphases, some cultural emphasis on the relationship more humanistic or morality should be in the enterprise, and some culture the emphasis on the relationship more biased competition or market enterprises in. Cultural differences between the enterprise and the surrounding environment will also affect the establishment of its own enterprise culture. If the enterprise culture is not the mainstream culture enterprise location of the acceptance and recognition, so the corporate culture will be challenged, and even enterprises themselves will not be able to survive in the local.

3. The Building of Enterprise Culture Chinese based on Traditional Culture

The building of enterprise culture is a complex system engineering, China corporate culture does not form spontaneously, can only rely on the enterprise sustained and unremitting efforts to shape. As the culture itself has a strong national character, thus creating excellent enterprise culture, to learn the essence of traditional culture, Chinese learn widely from others' strong points, fusion China refining, forming a unique corporate culture. China enterprises should broaden their horizons, active thinking, grasp a variety of research methods, from the point of view of the history and current situation of its own, explore and summarize the knowledge economy era China enterprises special law and development track, understand the special requirements of corporate culture, so as to establish conforms to the national condition to conform to the inner rules Chinese parallel China enterprise activities effectively the Chinese enterprise culture.

Comrade Jiang Zemin put forward in 2001 July "seven one" speech: "representing the direction of advanced culture Chinese of our party, is the party's theory, line, program, principles, policies and work, must strive to reflect the development oriented to modernization, facing the world, facing the future, national scientific and popular socialist culture requirements, promote the whole nation's ideological and moral qualities and scientific and cultural quality continues to improve, to provide spiritual impetus and intellectual support for China's economic development and social progress, the socialist society is a all-round development, the all-round progress of society. The cause of socialist modernization is the material civilization and spiritual civilization, harmonious development of." This is the "the party must always represent the orientation of advanced culture China the scientific connotation of" the comprehensive summary. According to the advance direction of advanced culture Chinese spirit, can the development strategy of China's socialist cultural construction is stated as: to the Marx doctrine

as the guide, with the excellent traditional Chinese culture as the foundation, further emancipate the mind, more boldly absorb the outstanding cultural achievements of foreign, construction has China characteristic socialist culture. To establish with Chinese reflects the characteristic of Chinese the direction of advanced culture and the socialist culture, we must be based on China national traditional culture. The world every nation's traditional culture is the coexistence of the essence and the dross, and even the two often perplexing intertwined, no a nation's traditional culture is the essence or mere dross. The culture of each nation by setting, the existence of a positive, progressive factors at the same time, also there is always conservative, negative factors. The progress and development of every nation, are obtained based on the renewal and the inheritance of the traditional culture on the. In the treatment of traditional national culture, in the extreme "left" trend of thought of rampant years, we have the good with the bad to the traditional national culture as a feudal dross raids and abandoned, the result is the essence of destruction, and the patriarchal system, What I say goes., personal worship, worship of violence such as these real feudal dross is popular. After the reform and opening up, we have ignored the construction of spiritual civilization, make us recovery and the establishment of the socialist rules of conduct and ethics in the new period of difficult. With traditional culture, we can not like some national nihilism to it, China to achieve modernization, we must abandon the China national traditional culture, a full range of Westernization, go "body with" road. National nihilist view not only conforms to the actual Chinese, and no end of trouble for the future, the loss will lead to the national pride and self-confidence, cohesion. Have the whole world in view, the United States, Germany, Japan, Britain, France and other countries to embark on the road of the developed, not only a country is to rely on the exclusion or completely abandon their traditional ethnic culture and made the world, and a large number of walk on the road of modernization of the developing countries and regions, such as India, Singapore, South Korea, the same so, while they are learning the west, learning foreign culture, but not a country completely abandon their own national traditional culture, western culture is that pure essence, China culture is completely dross, this is an extreme metaphysical point of view. At the same time, dealing with the national traditional culture, we cannot read hastily and without thinking, the overall absorption, so-called "the revival of confucianism". Because the retro essence is backwards, in violation of the law of historical development. For China traditional culture, first of all, we should absorb and transform the everything of value. Great attention should be paid to the absorption, but also attach importance to the transformation, no absorption, transformation is impossible; only absorb, without modification, it will make the inheritance into a simple copy. Absorption and transformation is the essence of national traditional culture, such as "immune to temptations, poverty can not be changed, force can bend", "first and worry about all over the world, after the world music", "do not want to, do not impose on others" character, patriotism, unremitting self-improvement spirit etc.. National traditional culture the essence, we can directly or indirectly to serve socialism today, but to carry on the reformation of it with the views and methods of the Marx doctrine, endowed with the spirit of the new era, thus not only retains the traditional national culture characteristic and beneficial components, and create a new socialist culture with the spirit of the times the. Secondly, we should criticize and discard the dross of traditional ethnic culture. The national traditional culture originated from the special historical period, the level of understanding of the times by the level of productivity development and the limitation of human nature, by the limitations of class. At the time when it, is a historical necessity, is a kind of progress, with some reasonable factors. But with the passage of time, the reasonable factor will become unreasonable, progress will become backward. Therefore, dealing with the national traditional culture, we should have a critical attitude. The criticism does not mean denying thoroughly, abandon doesn't mean completely cut off history. Lenin on Marx said: "all that created by human society, he examined with a critical attitude, any point not ignore the past. Usually all the achievements of human thought,

he re explored, criticism, the test in the labour movement, then drew people bourgeois narrow restrictions or bourgeois prejudice bound can come to the conclusion." This is our correct criticism method, which will be out of date, decadent, reactionary, negative things cleared, revealing its essence, a thorough critique, and resolutely abandon. Thirdly, criticized and abandoned in order to better absorption and transformation, will be the two organic unity. Our traditional national culture is a complete system, content and form of points, there is main and minor points, classification of global and local, can not be separated from the different independent parts, if the artificially separated, the culture as a whole will no longer exist. We have a thorough study of the national traditional culture, put grasping its essence in the era background, concrete analysis of concrete problems, to distinguish between abandon and criticize what, absorption and transformation of what. Such as "patriotism" of the spirit, we must be clear about "the specific content of love", today we advocate patriotism, must have the characteristics of the times today.

First of all to the nation as the premise, mining and play the positive effect of the traditional culture. Usually, researchers put structure of corporate culture is divided into four layers: the surface of the material culture; superficial behavior culture; the middle and deep spiritual culture, system culture. Any enterprise culture and the culture of the people is always there is a kind of uninterrupted blood relationship, it is always attached to the body of national culture. National culture is the sum of the nutshell created a nation of material civilization and spiritual civilization, it refers to the formation of a nation through a long process of production of the national language, life style, behavior patterns and associated with the world outlook, value outlook. China enterprise culture is a kind of management mode in the field of contemporary economic management inherits the essence of the traditional culture of Chinese formed, is a kind of ethnic culture and intimate cultural mode. According to the type of enterprise, business strategy, market orientation, region and establish its own characteristics, which can eliminate the blindness of the building of enterprise culture in China, which has its own characteristics of the construction of enterprise culture China. Secondly, establish the concept of "keeping pace with the times", the construction of enterprise culture and the pursuit of profit target combined with its own characteristics, to cultivate the enterprise culture, promote the enterprise intangible assets. "Contains the traditional culture, generations way of thinking, values, behavior norms, historic, inherited a strong hand, on the other hand a reality, strong variability. At this stage of the enterprise culture must will fully reflect the reality of the national traditional culture, and the status and requirements with the current political, economic combination, there must be conducive to the development of social productivity, must be conducive to promoting the all-round development of people. In order to enhance the competitiveness of enterprises, advanced enterprise management concept and management system we need to, because of the important role of corporate culture, we need to build advanced, competitive enterprise culture. The spirit of enterprise culture is the top layer of enterprise culture and reflect. The spirit of enterprise culture refers to the formation in the production and operation of enterprise consciousness and cultural concepts, which includes belief, enterprise values, enterprise ethics, entrepreneurship, mental outlook, staff hero or advanced characters content. The advantage of this culture (also known as cultural literacy) will be the operation and management of the managers and employees into enterprise, and make the enterprise get the humanistic and economic double benefits, and interaction, mutual promotion. China long history of thousands of years, gave birth to the profound source far long of excellent traditional culture, for example, emphasizes the "social commitment, self-cultivation, wholehearted devotion to public duty, love life, the pursuit of harmony" and so on, these beyond time and space the essence of traditional culture has made countless Ren Ren Zhi Shi, the broad lessons, purification, active use on the development of ethnic traditional culture has the positive function and significance.

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