Research on the Impact of Excellent Traditional Culture on Corporate Social Responsibility

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Abstract. At present, corporate social responsibility has become a normal practice, but there is no uniform criterion for the performance of social responsibility. There are similarities between the thoughts of doing business in the excellent traditional culture and the fulfillment of corporate social responsibility. Excellent traditional culture has an impact on corporate culture and senior managers. Therefore, Enterprises can integrate excellent traditional culture into the construction of corporate culture, and pay attention to the leadership role of senior managers under the influence of excellent traditional culture.

Introduction

Since ancient times, there have been many excellent elements of traditional culture in society, which contains many philosophical ideas that are beneficial to business operation. It not only guides the development of ancient commerce, but also has a strong reference value for modern enterprises. The slogans of "unity of righteousness and benefit" and "harmony is the most precious" have always been respected by large modern enterprises.

In modern society, enterprises 'excessive pursuit of development speed leads to the deterioration of the natural environment; the acceleration of urbanization process alienates the distance between workers; and the fast-paced competitive life aggravates the psychological burden of workers. For a long time, this series of problems have puzzled enterprises to varying degrees. Enterprises should not only ensure the normal operation of production and management to obtain sufficient profits, but also fully consider the interests of all parties to achieve sustainable operation and conscientious operation.

Enterprise management cannot be separated from the decision-making of senior managers. From the cultural schema theory and upper echelons theory, we can see that the influence of excellent traditional culture on senior managers will affect their decision-making. Based on the influence of excellent traditional culture, many top managers have established good values, and instilled this advantage into the enterprise management practice, management system formulation and other aspects, constantly improve the enterprise culture, and create a good corporate image. For example, in addition to standardizing the work behavior of employees, some managers also add descriptions of employee incentives and respect when formulating employee manuals, which are influenced by the idea of "people-oriented". Along with the development of artificial intelligence, some managers will timely increase the description of employee education and quality improvement.

The Present Situation of Corporate Social Responsibility Implementation

At present, many business managers have begun to pay attention to the implementation of social responsibility, and issued social responsibility reports to disclose responsibilities for the government, consumers, employees, suppliers, distributors, shareholders, communities, the environment and other parties. However, many enterprises are mere formalities and think that several donations are equivalent to fulfilling social responsibility. They do not integrate the fulfillment of social responsibility into the corporate culture and the overall operation of the enterprise, and do not instill the sense of social responsibility into the hearts of every employee.
The fulfillment of corporate social responsibility can be divided into two categories: one is mandatory social responsibility to undertake economic and legal responsibilities, the other is voluntary social responsibility to undertake ethical and charitable responsibilities. Therefore, mandatory social responsibility includes the obligation to repay the debts of creditors and suppliers as stipulated in the contract, to issue employees' wages and shareholders' dividends on time, to produce high-quality legal products for customers, to avoid tax evasion and tax evasion and so on. Voluntary social responsibility includes such obligations as public welfare donation, sponsorship, support for community services, and environmental pollution control. Excellent traditional cultural factors have a certain impact on the two types of corporate social responsibility, but the degree of impact is not the same. Li Xiaoxiao (2016) measured the traditional cultural environment by the number of temples, Confucius temples, Taoist temples and Confucian temples near the registered sites of listed companies, and studied the impact of traditional culture on social responsibility. The results show that traditional cultural environment is more conducive to the fulfilment of voluntary social responsibility, and this relationship is more obvious in non-state-owned enterprises.

By consulting the social responsibility reports issued by listed companies and comparing the social responsibility reports of the same company in different years, we can find that most companies have fulfilled mandatory social responsibility adequately, while the fulfillment of voluntary social responsibility needs to be improved, or the fulfillment of voluntary social responsibility is not systematic and not normalized, but the general trend is getting better. For example, some listed companies disclose social responsibility reports that mention traditional cultural ideas such as "integrity, people-oriented", and also mention protecting the interests of shareholders, employees and other stakeholders, but the stakeholders involved are not comprehensive. There are no innovations found in the reports of different years, and the descriptions are relatively simple.

The Driving Effect of Excellent Traditional Culture on Corporate Culture

Wang and Juslin (2009) pointed out that influenced by the origin of Chinese traditional culture, ethics is an important driving factor for Chinese enterprises to fulfill their social responsibility. Diao Yufan (2013) expounded the humanism, harmony and collectivism in Chinese traditional culture, believing that these excellent traditional cultures will promote private enterprises to fulfill their responsibilities to employees. Chao Gang (2016) believes that entrepreneurs, influenced by Confucianism and Taoism, form correct values, which is helpful for enterprises to attach importance to social responsibility, and is an important driving factor of corporate social responsibility. Xinjie (2014) believed that as an informal system, "harmony" and "unity of justice and benefit" in Chinese traditional culture would invisibly eliminate the dilemma of social responsibility. There are many cultural factors which are beneficial to the development of enterprises in excellent traditional culture. They are very helpful for enterprises to enhance their soft power. For example, traditional culture emphasizes ethics and morality, and educates enterprises to operate conscientiously and compete benignly.

Excellent Traditional Culture Helps Enterprises to Form Positive Values

The spirit of "vigororous and enterprising, unremitting self-improvement" in traditional culture leads enterprises to form positive and upward core values. They are not satisfied with the current situation, and devote themselves to developing new products and technologies, and continue to grow stronger. Faced with the challenges of economic crisis, artificial intelligence, Internet technology and other factors, they are not afraid, actively explore and face difficulties. The view of "unity of justice and benefit" in traditional culture plays an important role in the market economy system. This viewpoint admonishes the enterprises to establish correct management philosophy and to stick to the right path and abide by the discipline and law when earning profit.
Excellent Traditional Culture is Conducive to the Cultivation of Team Spirit in Enterprises

The development of enterprises cannot be separated from the wisdom and strength of employees and the cooperation of teams. The thought of "people-oriented", harmony and benevolence in traditional culture all have important enlightenment to this point of view. Talent is most expensive in the 21st century. So enterprises must adhere to the people-oriented principle, formulate a series of preferential policies to retain talent, and widely absorb outstanding talent. At the same time, enterprises should respect the personalized development of employees, give humanistic care as much as possible, so that employees can easily and safely engaged in their work, inject vitality into enterprises, and create more miracles. In addition, there should be no collusion among employees and between employees and leaders, and win-win cooperation should be advocated.

Excellent Traditional Culture is Beneficial for Building Brand

Under the guidance of "advocating morality and valuing sensibility" culture, enterprises should adhere to honesty and credit management, with improving service quality as the core, so that customers have a sense of belonging in psychology and emotion. The idea of "valuing education" can guide enterprises to strengthen staff training, innovate products, constantly meet the needs of the public in the new era, and ultimately build corporate brand and enhance the visibility of enterprises.

Excellent Traditional Culture is Beneficial for Realizing Ecological Management

The idea of "conforming to nature" in traditional culture is consistent with the concept of ecological civilization construction and sustainable development advocated by today's society. Under the guidance of this idea, enterprises should reduce pollution, increase expenditure on pollution control, transform and upgrade the industrial model, and produce high-quality ecological products.

The Enlightenment of Excellent Traditional Culture to Top Managers of Enterprises

The driving effect of excellent traditional culture on corporate social responsibility is inseparable from senior managers. Top managers are decision makers of enterprises. Their ability and quality determine the development direction of enterprises. Their emphasis on corporate social responsibility affects corporate culture and employees.

Cultural Schema Theory

The cultural schema theory holds that under the influence of excellent traditional cultural ideas, senior managers of enterprises will improve their cognition of social responsibility, establish correct values, pay more attention to cooperation and sense of responsibility, and use authority to guide the development of enterprises with correct ideology.

Upper Echelons Theory

The upper echelons theory holds that top managers, based on the cultural heterogeneity among top teams, will create a good corporate culture and management atmosphere, attach importance to the fulfillment of social responsibility, and thus contribute to the long-term development of enterprises. Therefore, enterprises should attach importance to the value guidance of excellent traditional culture to senior management team, introduce high-quality senior managers, strengthen the cultural construction of senior managers, and promote the transformation of excellent traditional culture, so as to promote the implementation of corporate social responsibility.

In short, influenced and nurtured by excellent traditional culture, top management team will improve the awareness of social responsibility, enhance their values, focus on teamwork and guide employees with their authority, and take into account the interests of shareholders, creditors, employees, government, suppliers, customers, society and other stakeholders which affect the performance of corporate social responsibility. As shown in the following Fig 1.
Optimization of Corporate Social Responsibility System from the Perspective of Excellent Traditional Culture

In order to construct the corporate social responsibility system, we must return to the excellent traditional culture, draw nutrients from the traditional cultural heritage, and make innovative exploration in the light of the current social situation.

Incorporate Good Elements of Traditional Culture into the Construction of Enterprise Culture

Under the condition of market economy, competition is not only the competition of commodities and prices, but also the competition of corporate culture and reputation. No matter what era, the construction of corporate culture must include such traditional cultural elements as integrity, benevolence, fairness and justice. In the process of corporate culture construction, the combination of traditional culture and corporate social responsibility is emphasized. Traditional culture covers a wide range of areas, so it is necessary to add special traditional cultural factors to fulfill the social responsibility of each interest subject to make the fulfillment of social responsibility deeper and more comprehensive.

Enhance the Cultural Literacy of Senior Managers

According to the cultural schema theory and upper echelons theory of Chapter IV, it is known that the top managers of enterprises will apply the influence of excellent traditional culture to their business decisions, so it is imperative to improve the cultural literacy of top managers. On the one hand, enterprises can evaluate their moral qualities when recruiting senior managers. Because the age gap, gender gap and educational background difference of senior managers will lead to different cultural edification, they should also fully consider the acceptance of senior managers of different levels and promote enterprises to accept various traditional cultures. The collision of elements is conducive to the enrichment of corporate social responsibility. On the other hand, in the process of normal operation, enterprises should timely carry out the training of combining excellent traditional culture with corporate social responsibility, guide senior managers to innovate while fulfilling corporate social responsibility, and publicize it among all employees, so as to ensure the development of enterprises is getting better and better.

Strengthen the Guidance and Supervision of Government Departments

Enterprise operation and profit are inseparable, and it is easy to deviate from the track of fulfilling corporate social responsibility under the trend of profit. Therefore, the fulfillment of corporate social responsibility cannot be separated from the guidance and supervision of the government. Although most enterprises has the self-discipline, they still need the government departments to form a routine
supervision and restraint mechanism for the implementation of corporate social responsibility, actively promote positive culture, give greater rewards to enterprises with good performance of social responsibility, and give severe punishment to enterprises with malicious competition and disruption of market order. The idea of not fulfilling corporate social responsibility will be killed in the cradle. Government departments can also set up a special platform to publicize the implementation of corporate social responsibility, timely publish the implementation of corporate social responsibility, publish a model of combining traditional culture with social responsibility, and play a role of timely supervision for enterprises.

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