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Research on the Ethical Problems and Construction of Chinese Enterprises in the 21st Century

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ABSTRACT

We all know one thing very well and feel it in our daily life. Our life is getting better and better, and the enterprises around us are also becoming more and more. However, the construction of enterprise ethics is a problem that we must face in the process of economic development, and it must be solved perfectly. Why do you say that? When we are enjoying a richer and more comfortable life and the enterprise is making more profits, our food safety problems, environmental problems and medical safety problems are more exposed. While enterprises are pursuing the maximization of interests, the construction of business ethics has become a pressing matter of the moment, which is also a topic of common concern and concern to people today.

This paper studies the domestic enterprise ethics problems, summarizes the current situation of the construction of enterprise ethics in China and the ethical problems, analyzes and finds out the reasons that may lead to these problems, and finds out the matching solutions from relevant studies and case analysis at home and abroad.


Key word: Business ethics; Ethical issues; Ethical construction; Solutions

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1. Introduction

1.1 Background of topic selection

Since the beginning of the 21st century, our economy has been facing the key to transformation, and it is also an opportunity for the rapid development of enterprises.^[1] All kinds of enterprises have continued to grow and develop through the convenience of policies and the needs of society. However, there are also many enterprises that have not controlled themselves in this development process, have taken the wrong direction, and only looked at the immediate interests, which has made the enterprise go to a place where it has never recovered. The exposure of security incidents such as “ditch oil”, “melamine milk powder” and “vaccine incident” has caused the public to have a distrust of the enterprise. It has shaken the confidence of the people in Chinese enterprises. Due to the imperfect accountability mechanism, the ethical awareness of the relevant personnel is indifferent. Traditional ethics such as “priority and profit” and “the gentleman loves money and take the right path” and modern corporate ethics have not played their due role.^[2] Make security incidents happen repeatedly. Therefore, corporate ethics and moral construction has become an even more urgent matter.

1.2 Research significance

Although there are many enterprises in China, they have to admit the fact that the competitiveness of Chinese enterprises in the international are too weak. In addition to technical reasons, it is largely due to the quality of our products. Technical things can't be solved at one time, but quality can be done through specifications. The quality is not up to standard, and more is to cut corners and shoddy in pursuit of interests. In the long run, our customers have left us over time and no longer trust us. Naturally, our business is getting worse. It is extremely difficult to reawaken the trust of our customers. What companies need to do is try not to make mistakes at the beginning, which shows the importance of building corporate

ethics. Integrity is important to doing business with foreign clients, and we must abide by this principle.

2. Current status of corporate ethics in China

2.1 Status of corporate ethics

China's economic development shows that the trend is getting faster and better, and at the same time, it is even more necessary to build a set of matching corporate ethics system as soon as possible to help our economy make better progress.^[3] Despite the continual enrichment of people's material life, in the market economy, traditional ethics and morality have been impacted again and again. The rapid progress of the whole society has further highlighted that our corporate ethics construction cannot keep pace and faces many The challenge.^[4] Before a new, complete and inherited corporate ethics system emerged, traditional ethics had a greater test.

Over the years, in the enterprise, various things that ignore corporate responsibility and disregard corporate ethics have occurred frequently. We know that law is compulsory.^[5] Once you break the law, you must be punished as you should, but morality is not. It is only a potential constraint. It is a kind of public behavior. Once people's consciousness declines, when there are many people and many enterprises that do not follow ethics, then this trend will spread and drive the whole. The standards of social ethics continue to decline. What the law can do is only superficial, and more is just what has happened. At that time, it is only the consequences. Only the construction of ethics and morality can be fundamentally self-disciplined and supervised. Only by doing the same thing, the social atmosphere can be fundamentally improved.

2.2 Problems that arise

2.2.1 Blurred corporate ethics

At the very beginning, China has basically no concept of corporate ethics, which means that this is learned from the West. We must know that the gap between Western cultural concepts and our cultural concepts is very large.

On the one hand, there are cultural differences. Leading to some conceptual errors, on the other hand, there is a process of learning, digestion and absorption. In China, many enterprises, entrepreneurs, and employees do not know what is corporate ethics, let alone the scope of corporate ethics and the specific implementation and construction.^[6] People's concept of corporate ethics is very vague. It is necessary to know that people's actions are based on their own clear cognition, and vague cognition is difficult to play a substantial role.

2.2.2 Lack of corporate ethical spirit

What is most important in business management, yes, it is integrity.^[7] To the integrity of our suppliers, the integrity of our sellers, the integrity of our customers, the integrity of our society, and the integrity of our country, people-oriented, integrity management. In our real life, there are many companies that only pay attention to the immediate interests, not to consider the interests of consumers, or even their lives. The reason is that in the minds of these enterprises and entrepreneurs, there is no concept of honesty and management, and they do not assume the consciousness of due social responsibility.^[8] Most of their minds are business methods, investment ideas and corporate profits. Seriously damage the image of the company and damage the rights and interests of consumers.

2.2.3 Missing corporate ethics rules

Many companies do not build up their ethics. If they don't have this concept, they will not be able to start. Although some companies have established corporate ethics, they only use it as a form, and put it on the shelf, thinking that it is useless, and the final effect is more than nothing. For some people who really value corporate ethics and really build their corporate ethics, due to their ability, they lead to the lack of many rules. Although they have achieved certain results in specific practice, the effect is not up to expectations.^[9]

3. Ethical Thinking on the Behavior of Losing Morality in Enterprises

3.1 Benefit-driven and "moral landslide"

Benefit-driven, from the perspective of the operation of the market economy, is the inevitable performance of the market mechanism. From a personal point of view, profit-driven is what she must follow as a commodity producer or commodity exchange.^[10] In order to maximize the value of his commodity exchange, he must weigh the gains and losses, and use economic interests as the main criterion for exchange activities. The dual role of the market in ethics is formally driven by profit. Benefits drive everyone's quest for utilitarian value.

In the process of economic system reform, there is a bit of moral "climbing" and "landslide". The "moral decline" is to look at the new situation with old ideas. Morality needs to be unified in the view of history. The new era requires a new economy, which in turn determines the morality of a new morality linked to the market economy. The concept of morality is also advancing with the times. Economic benefits; including self-interest and departure, the market economy pays attention to interest-oriented, fair competition, survival of the fittest, equivalence exchange, mutual benefit, etc., regardless of our views on them, is not a morality, "landslide The theory only noticed the moral negative phenomenon that appeared under the conditions of market economy, and did not see the huge role of the driving force of interest in promoting the development of social development."^[11] Research on the Ethical Problems and Construction of Chinese Enterprises in the 21st Century

3.2 The demise of professional ethics

Strict ethical systems and regulatory mechanisms have been gradually established within the more cash companies in the United Kingdom, the United States and Western Europe. Most of the world's top 500 companies have written ethical guidelines to regulate employee behavior and maintain professional ethics.^[12] The international business community has changed the old prejudiced business concept, positioning the company's goals in the pursuit

of profit and promoting the virtuous circle of society, so that the company can survive for a long time and continue to coordinate and grow. The history of market economy development in western countries for hundreds of years shows that corporate ethics and professional ethics are of great significance to the healthy operation of the market economy. For the enterprise, honesty is very important, and enterprises that lose their integrity are doomed to be unable to stand.^[13]

4. The specific reasons for the ethical issues of Chinese enterprises

4.1 Constraints of ideas

Merchants with traditional ideas believe that as long as they can obtain economic benefits, they can use whatever means, as long as they do not violate the law, they can do everything, ignoring corporate ethics.^[14] Even if the company's interests and ethics team get up, it is always considered that taking into account ethics and morality, their own business development will be slower, and their profits will be reduced invisibly. This kind of erroneous concept has led enterprises to take advantage of their interests in their operations. They are bent on looking forward, what they do when they make money, disrupting the market order, and finally jumping into the pit they dug.

4.2 Bad social atmosphere

In the context of rapid economic development, after several decades of long-distance running, the speed has hardly changed. In this process, the whole society began to become impetuous and utilitarian. With the help of the pull of money to bring a good life and the thrust of a huge imbalance in the heart, the whole society is an economic society, a society of interests, and a society that is aligned in the future.^[15]

Bad social trends have invisibly affected enterprises, and some enterprises have used this as an excuse for their own ethical behavior. Business managers should not let this happen, use their own professional corporate ethics knowledge and high ethical ethics, and give correct explanations and guidance.

4.3 The legal system is not sound enough

China's legal system construction is relatively lagging behind, compared with the rapid development of economic construction.^[16] Especially in economic cases, the law is often unclear. Many bad business practices have exploited the loopholes of unclear laws. When there is no legal protection, as a backing, the courage of the relevant stakeholders of the government machine will be more liberalized. Knowing the law and breaking the law, everything is for the rapid development of the local economy and for its own performance. Eventually, corporate ethics was ignored.

4.4 The backwardness of corporate ethics education

In the enterprise, most of the ethics of business ethics lack professional ethics and corporate ethics. Many companies lack the ethical education that employees should have.^[17] There is no clear and clear corporate ethics code within the company. Without guidelines, it is impossible to achieve a binding effect on employee behavior.

5. China's corporate ethical problem solving measures

With the development of China's economy and the maturity of the market economy, strengthening and accelerating the construction of corporate ethics has become an inevitable requirement, promoting a good atmosphere for the competition of the entire enterprise and improving the people's ethical and moral qualities.^[18]

5.1 Re-examine the concept, framework and basic issues of corporate ethics

The rational concept of corporate ethics can only find a clear answer if it discusses the modern role of the enterprise in the country, society and economy. The market economy can accommodate the ethical orientation of corporate strategy that transcends the principle of maximum benefit. In other words, a single firm is indeed the right place to propose ethical requirements; we should establish a reliable philosophical foundation for corporate ethics so

that the so-called arbitrary value judgment Sex is no longer a valid reason to oppose corporate ethics as an academic subject.

5.2 Starting from the overall situation of the society, strengthening the moral environment construction of corporate ethics

When the internal and external environment of the enterprise is coordinated, when there is a good corporate ethics atmosphere, then it is better to build corporate ethics. A good moral atmosphere will make employees more active, restrain their behavior, abide by the company's rules and regulations, and at the same time safeguard the interests of the company. Once an employee is faced with a choice of ethics and interests, a good moral atmosphere lead him to think correctly, make a suitable choice, and use some resources to solve the problem.

5.3 Build a complete legal system

The law is mandatory, and the law has a binding and punitive effect on acts or activities that are beyond the law. Therefore, for companies, the impact of the law is absolutely effective and authoritative. The law can adopt strict coercive means to constrain the business management activities of the enterprise. Under the constraints of the law, it will gradually form a habit of its own behavior, and the legal constraints will become self-restraint. The same is true for the construction of corporate ethics, and the improvement of corporate rules and regulations can also promote the construction of corporate ethics.

5.4 Play the role of public opinion and consumer supervision

Consumers are the direct service objects of enterprises, and also the inspectors and supervisors of enterprise management and business activities. They are important groups to be concerned about enterprise development. To win the market, enterprises must first win consumers. It is very important for enterprises to play the role of consumers in supervising enterprises. It can not only effectively correct the deficiencies in the construction of corporate ethics, but also make it easier for consumers to

gain trust and establish a good corporate image. Similarly, in modern society, public opinion is also an important group that supervises corporate management and management, and plays a vital role in the ethical construction of society as a whole. Media public opinion can not only promote the cognition of ethics and morality of all citizens in the society, but also play a powerful role in supervising ethics. In business management, enterprises should pay attention to the use of public opinion to promote self-ethics and moral construction. Reasonable public opinion use can help enterprises to get favor in the capital market and obtain strong economic and social benefits.

6. Conclusion

Today is an era of higher globalization, and integrity is increasingly important to the requirements of the enterprise. When foreign merchants do business, it can be said that corporate is a very important factor, but our past business cooperation records, our partners, often play a key role. If the company has a bad record, then it will face a bad situation that the business can not be carried out smoothly. It can be said that in a fair and open international competition, enterprises and enterprises without ethical and moral constraints can not escape the fate of being eliminated. Entrepreneurs without ethics and self-discipline will be deprived of the qualification to participate in competition. Therefore, the construction of corporate ethics is a very important part of today's enterprises. We must pay enough attention to make this step as perfect as possible.

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