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Research on the culture of Fujian merchants group

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ABSTRACT

Fujian merchants spread all over the world and have made an indelible contribution to the development of China and the world. The paper mainly analyzes the four development stages of Fujian merchants group, Summarize that the culture characteristics is marine, family, diversity, inheritance, deification and the spirit is love fighting, pragmatism, solidarity and friendship, honesty and trustworthiness, feedback hometown. However, Fujian merchants group still have some problem and face with enormous challenges at home and abroad, recommended that promoting to transform old spirit into new, strengthen cultural publicity, promote the change of management and internal guide and external united, so as to promoting the sustainable development of Fujian merchants culture.

KEYWORDS

Fujian merchants; Development phase of Fujian merchants; Culture of Fujian merchants; Spirit of Fujian merchants; Sustainable development.



INTRODUCTION

On May 16, 2010, the CCTV International Channel aired large historical documentary "Fujian merchants" to promote people's understanding of the history and culture of Fujian merchants. Fujian merchants is the general designation of who is Fujian membership and engage in commodity production, commodity exchange, foreign trade, financial services and other activities at home and abroad^[1], and is one of the most active three business group in our country economic stage at present. In China, the Fujian entrepreneurs have created a Anxi tea, Dehua porcelain, Shishi clothing city, Jinjiang shoes and other industry groups, and formed a well-known "Jinjiang mode" at home and abroad, set up more than hundreds of trade associations. In other countries, in addition to Hong Kong, Macao and Taiwan compatriots, the number of Fujian overseas Chinese more than 12 million, distributed in more than 160 countries and regions of the world. There are about 200 million Fujianese Hong Kong and Macao compatriots, the assets of Fujian merchants of over 2 trillion U.S. dollars^[2]. Fujian merchants group form the cultural features of maritime, familial, diversity, inheritance, deification, and condensed out Fujian merchants spirit of "Good view of time-varying, for those routes, dare to take risks, love fight will win, social solidarity, generous friendship, love father love township, feedback the native place". However, with the development of economic globalization and regionalization, Fujian merchants face the challenges, such as individual working alone, lack of foresight, family management. You Qiumei (2011) considered that the spirit of Fujian merchants is open, inclusive, love fight, fraternity-oriented^[3]. Gu Jing (2008) considered Fujian merchants with limitations that lack of vision, countersunk foolhardy, mercantilism profits, weak legal system and work alone, lack of cooperation^[4]. Anyhow, the culture of Fujian merchants need depth excavation, in order to successfully achieve the transformation of culture and spirit, ensure that the culture of Fujian merchants flourished and development in China and around the world.

THE DEVELOPMENT PHASE OF FUJIAN MERCHANTS

The formation phase of Fujian merchants

Fujian merchants started in the late Tang Dynasty and Five Dynasties period. It is reported in the literature in Song Dynasty "Qing yi lu", the term "Fujian merchants" is to appear. After the eastern Jin Dynasty, war more than the central plains of China, leading to a large number of Northerners migrating and make Fujian and Guangdong overpopulation, coupled with much mountain of the southern region of Fujian, barren land, people have no enough food to eat, can only go abroad to make a living. As a result, the overseas trade of Fujian gradually rise and Quanzhou port develop into one of the four major trade port in the Tang Dynasty. Overseas trade brought in ivory, rhino horn, fragrant drugs, pearl, hawkbill, which were the representative of a foreign Treasure and became a hot commodity in the Central Plains. Overseas trade not only make businessmen get a lot of wealth, but also greatly increase the government's fiscal income, while shaken the traditional concept of the kind of derogatory businessman. Thus, with strong regional characteristics of Fujian merchants group began to form, Fujian merchants formally entered the stage of history.

The boom phase of Fujian merchants

Song and Yuan Dynasties is the highest section of the development curve in the ancient history of overseas trade, there three main features during this period. First, Fujian status improved, which results in government support. Song Dynasty gradually established the overseas trade policy to attract foreign barbarian, allow people to go to sea, and set up Maritime Affairs responsible for managing foreign trade matters. Quanzhou Maritime Affairs has also become one of the Song Dynasty three Maritime Affairs, and Quanzhou Port gradually developed into the world's Eastern port. Second, shipbuilding flourished, especially in Quanzhou, which is the first in the country's shipbuilding quality,

leading position in the world at that time, the famous "blessing boat" as they are built. The seagoing vessel of Song Dynasty unearthed in Quanzhou Bay in 1974 which fully reflects the prevailing shipbuilding capacity and technical level. Third, the use of the compass, the invention of the compass provides accurate directions for Fujian merchant trade to deep sea voyage. At this point, Fujian merchants main to export ceramics, silk fabrics, woodblock prints and import ivory, rhino horn, fragrant drugs and pearls to active in Southeast Asia, Korea, Japan, and the country from north to south. They built a veritable "Marine Silk Road", and the formation of a new relationship between commodity economy pawn lending.

The decline phase of Fujian merchants

During the Ming and qing dynasties, the government adopted a long-established policy of Boycott, the folk maritime trade also gradually decline while the maritime trade prevalent when Zheng He's voyages as the representative of the official organization. Fujian merchants develop with in the form of businessman or larcener in confrontation with the government or compromise, they develop gradually with modern significance, not only gathered a large number of commercial capital, but also formed a considerable strength and status of Fujian merchants group, which is located in China's top ten business group in fourth place. After the opium war, the door to China's economic is opened by the western powers, who take advantage of the industrial revolution brought to China dumping products and acquisition of resources such as silk, tea, mineral, and get the powers of tariff rights, which lead to a serious impact to domestic commercial and industrial development, mainly overseas trade of Fujian merchants group gradually decline. In modern society, the chaotic situation such as invaded, warlords and frequent war and imperialist blockade, domestic planned economy were severely suppressed the development of Fujian merchants, Fujian merchants can only survive in the cracks and no longer thriving like Song and Yuan Dynasties.

The re-emergence phase of Fujian merchants

After the reforms, Fujian province approved by the state to implement "special policies and flexible measures" to foreign economic activity, and gradually opening up of Xiamen, Fuzhou, southern region. At present, Fujian merchants have developed into one of the most five active business group at China's economic stage. According to statistics, in the domestic, the number of Fujian merchants is more than 2.5 million, and more than 20 provinces established a hundred trade associations since 1995. In other countries, in addition to Hong Kong, Macao and Taiwan compatriots, the number of Fujian overseas Chinese up more than 12 million, distributed in more than 160 countries and regions of the world. There are about 200 million Hong Kong and Macao compatriots of Fujian, Fujian merchant asset of over 2 trillion U.S. dollars. According to the "Asia Weekly" "International Chinese 600 strong" statistics, excluding Taiwan enterprises, there are 106 Fujian merchants in 250 Chinese enterprises, which distributed in Southeast Asia with 85, Hong Kong 19, the accumulative total assets of \$ 300 billion, accounted for 40.9% and 37.8% of listed companies and total assets respectively^[5]. With the development of globalization, Fujian merchants develop speedily and stably in China and the world stage.

THE CHARACTERISTICS OF THE CULTURE OF FUJIAN MERCHANTS GROUP

Ocean characteristic

The pre-Qin "Shan Hai Jing" recorded "Ou and Fujian all in the midst of the sea, there is a mountain at its northwest. Another said that Fujian mountains in the sea." The geographical feature determines the Fujian people to the sea as field and for the city. Since form the Han and Tang dynasties, Fujian merchants "break South Pacific," "do fan off", and across Southeast Asia, Northeast Asia, the Indian Ocean, East Africa, the Mediterranean world, engaged in trade activities with "three knives."

started with the Arabs, Italians, Jews, South Indians. They contribute to the formation of the "marine Silk Road". Fujian merchants in the Tang Dynasty formed in Quanzhou, Xinghua, Zhangzhou and other regions as the center of shipbuilding base, "Quan ship", "Fu boat" has a leading position in China and the world. Quanzhou port became an important hub to Asia, Africa, Europe and other over in the Song Dynasty, known as the "Oriental largest port." As the ocean has the characteristics of rough, varied, extreme risk, which make Fujian merchants with the competition and adventure, innovation, freedom casual awareness. Meanwhile, Fujian merchants love fight, have a faith of "one-third of the heavens, seven by the hard", praised the "skill-thirds of seven guts", and form the spirit that struggling with the heavens and the Sea, the fun infinite.

Family characteristic

Fujian merchants have the very strong concept of clan and countrymen, with kinship and folks as a link to do business together, support each other, and common struggle. During the Ming and qing dynasties, Fujian merchants group has the "area as the center, kinship and folks as a link, for the purpose of love and help, with hall and office for their connection and discussion in a foreign land". Family business have formed more widespread in Jinjiang area, a son inherited his father to form habits. Such as the chairman, president, vice president of Peak Group held by Jingnan Xu and his eldest son, the second son respectively, rarely used outside professional managers. This kind of familial-based Fujian merchants culture makes their collaborative development formed industrialization, large-scale and regionalization. Currently, the important industry has formed a 60 industrial clusters, such as Jinjiang footwear, Dehua porcelain, Anxi tea, Nanan stone material and so on, and annual output value of over ten billion yuan has 14. Industrial output exceeded 400 billion yuan, accounting for more than half of the total industrial output value of Fujian province. And Putian merchants occupy the leading position in domestic timber market, monopoly over 99% of Beijing, 90% of Changchun and 50% of the Shanghai market respectively^[6].

Diversity characteristic

Fujian merchants culture with diversity, which is integration of the marginal dialect of cultural, the landlocked central plains culture and exotic culture. The population size of Fujian original people early is small, use of Hokkien. After the late Han Dynasty, there appeared three times climax of the Central Plains into Fujian since Jin and Tang dynasties, which brings advanced Central Plains culture, Hokkien, Hakka, Mandarin becomes the result of merging of the two cultures. Fujian merchants deeply influenced by Confucian culture, and gradually form a kind of spirit, such as honesty, morality and justice, charity and return home. Song and Yuan dynasties, the role of Arab and other foreign businessmen and Fujian overseas Chinese brought Arab culture, Southeast Asian culture, Japanese culture, Western culture etc. and to integrate into the culture of Fujian. Diversity of cultures makes Fujian merchants with the diversity of cultural character, reflecting that the inclusion and heritage of Fujian merchants culture, and formed a place as representative of business group, such as Fuzhou, Xinghua, Longyan, Yong'an, Yanping. According to scholar Chen Feng: In Fujian, northern businessman find contentment in poverty, eastern businessman fond of stability but fear of chaos, western businessman pay attention to clanship, southern businessmen pay attention to "over sea," "go abroad".

Inheritance characteristic

Fujian merchants have the development features of cross sea and land, which results in the time on one after another and space on the left and right co-exist, so as to ensure the heritage and continuity of Fujian merchants group. Fujian merchants have mastered various techniques for safe navigation at sea in the Song and Yuan Dynasties, and silk, porcelain and tea became the three major export commodities. During the Ming Dynasty to make maritime business as the main body which led Fujian merchants to

heyday. Zheng He's fleet of ship and crew mostly from Fujian, represented by Chenggong Zheng of Zhengshi sailing group come and go East Asia, Southeast Asia. Fujian merchants have been slowly rising over in Southeast Asia when the ban on the sea and the Opium War of the early Qing Dynasty. More than 100 years since the end of the 19th century have sprung up large number of Fujian merchant figures who lead times, like Jiageng Chen, Shaoliang Lin, Wenhui Hu, Henian Guo etc. To modern times, many overseas Chinese back to invest in Fujian, which promote the rapid rise of the domestic market. There is some famous industrial clusters and some nationwide well-known brands.

Deification characteristic

The choppy and vagaries sea given Fujian merchants and fishermen with life-threatening, Fujian merchants and Mazu thus become attached to each other. Mazu is the "Poseidon", "escort goddess" of Fujian who bearing the aspirations and ideals of Fujian people. Fujian merchants will to Mazu pilgrimage every year after the Spring Festival for the first time out to sea, deciding the great date to sailing. Almost all the ships are equipped with a shrine to sacrifice Mazu. When ships load safely, the captains go to Mazu to reward, commonly known as "send blessing ceremony". At present, there are 5000 Mazu temple around the world, which respectively located in 17 countries, such as Fujian, Taiwan, Hong Kong, Macao, Japan, Korea, Indonesia, Thailand, USA, Africa, nearly 200 million people believers. Mazu culture blend with Buddhism culture and Confucianism culture, with its unique culture connotation and cohesion function has been become part of Chinese civilization. Guan Di is the embodiment of justice, who can avoid evil, get money, protect businessmen and others to ensure business smooth and make a fortune. The sailors of Fujian and Taiwan made of "five taste food" to worship Guan Di with pork, fish, chicken, duck, lobster, etc. in the lunar calendar May 13 and 24.

THE CHARACTERISTIC OF THE SPIRIT OF FUJIAN MERCHANTS

Love fighting

The "Three heavens, seven by the hard", "skill-thirds of seven bravery", "Youth do not work hard, old age no reputation" and other folk proverb deeply branded in Fujian merchants mind, embodies the Fujian's adventure spirit of love fight. Historically, many Fujian merchants are build up from nothing. They start from apprentices and small business in a foreign country, and continue to struggle on their own industrious hands. So they has accumulated a lot of wealth, eventually became famous entrepreneurs both at domestic and foreign. During the Ming and Qing Dynasties, Fujian people who violate the sea ban. In the early 1980s, the people of Zhang and Quan who took the lead to trade and smuggle with Taiwan. During the Cultural Revolution, the national implementation of cutting "the tail of capitalism", the people of Shishi still risk to open "underground factory" and do "speculation" business. After the reforms, Fujian merchants dare to break the existing rules, out of the shackles of institutional mechanisms, and constantly create new motive power of development, the establishment of individual businesses, foreign capital enterprises and township enterprises have mushroomed, forming industrial cluster, and "Quanzhou experience", "Jinjiang mode" have a tremendous impact. According to statistics, from 1978 to 2007, the average annual growth of GDP and revenue of Quanzhou is 17.6% 21.4% respectively, and the total economic output by the penultimate became the first of Fujian province, which was rated as one of the country's 18 typical area since 30 years reform^[7].

Pragmatic and mercantilist

The thought of "Heavy farming but restraining Commerce" and "heavy official but light Commerce" deeply rooted in ancient feudal society, businessmen in the bottom of the "segment of society". However, Fujian merchants form the thought that "business to get rich," "commercial is better than industrial or farming ". They are proud to be businessmen, forming the spirit of mercantilism, breaking the Cultural View that "don't travel while parents alive," "despise merchants ". On the one

hand, it determined by the geographical conditions of Fujian, they can only put out to sea and do business to make a living, in order to solve the pressure of survival. On the other hand, the cultural integration of exotic culture with Fujian cultural, such as Arab culture, Southeast Asian culture, Japanese culture, Western culture, which make the business consciousness awakening and the commerce cultural activity in Fujian. In the early Song and Yuan Dynasties, Quanzhou Port is famous as Alexandria, which became the first port at domestic. This created a strong market sense of Fujian merchants, which makes them according to the environment to change rapidly and grasp the good opportunity. Therefore, Fujian merchants are famous with the Jews.

Solidarity and friendship

Fujian merchants have custom that take kinship and folks as a link and co-development with clan and countrymen since ancient times. On the one hand, the geographical feature of Fujian blocks the interaction between Fujian natural villages. After the Central Plains into Fujian, they take family as a unit to develop together, so as to enhance the concept of Fujian's clan. In the Ming and Qing Dynasties, there are a lot of folk family organizations, and building church door, genealogy, Chong sweep in vogue. Thus gradually formed a family-owned business management style, the phenomenon of inherited his father are everywhere. On the other hand, Fujian merchants help each other and acquire wealth jointly when they get rich and unite countrymen. Putian merchants most representative, such as in Zhongmen town, village with the village and household with the household to do business about building materials, which makes Putian merchants almost monopolized the domestic timber market, and they occupy 99%, 90%, 50% of the market in Beijing, Changchun, Shanghai respectively. Fujian is a famous hometown of overseas Chinese hometown, with a population of only 270,000 in Shishi City, there more than 60 million overseas Chinese and Hong Kong, Macao and Taiwan compatriots lived in Southeast Asia, Japan, Europe and the United States. There no territorial and cultural invasion although the footprint of Fujian merchants across five continents. They fully respect the local folk, have made an indelible contribution to the development of local social and economic, and take a deep friendship with the local people^[7].

Honesty and trustworthy

Honesty is the essence of Fujian merchants culture, Zhu xi's honesty thought thorough Fujian merchants heart. They treat people with sincerity, to the trustworthy and get profit with justice, to achieve the unity of cognition and action. Thirteen Guangzhou is one of the three merchants groups in Qing Dynasty, Zhenyu Pan is one of the leading figures, who was called "the most trusted merchant" by foreign merchant and named "the world's richest man" by the French magazine ". Youming Guo who was named as "China Post ancestors" is famous for his honesty, and he established the Tianyi honest Bureau which is the Chinese first private international post offices in Chinese postal history. The spirit of honesty and trustworthy become Fujian's genes and can be handed down from generation to generation today. As Dewang Cao, the chairman of Fuyao Group who received the global Ernst & Young Entrepreneur which is known as the Oscars in June 2009 and he is the first Chinese to win this award. The company he founded is China's largest automotive glass production and marketing group, which has a 70% market share in China^[8]. This closely related to the spirit of honesty. He once said "entrepreneurship must be in good faith, small honestly by wisdom, big sincerity by virtue".

Nurturing hometown

Fujian merchants mainly early mainly established all kinds of non-governmental charitable organization, such as nursing home, relief Station and private school, to contribute to support their homeland. Quanzhou Huaqiao charity hall is well-known charitable organizations in modern, and the donations mainly from overseas Fujian merchants. As in 1925, the donations from the overseas Chinese of Philippines, Indonesia, Singapore accounted for 80% of the total number. During anti-Japanese War

period, represented by Jiageng Chen, a large number of patriotic overseas Chinese donated medicines, food, clothing and so on, to make a very important contribution for the War. According to statistics, since the Reform the overseas Fujian merchants donations for Fujian province as high as 100 billion annually, and the annual donation about 10 billion yuan in recent years. There are 10 enterprises and 11 Fujian merchants representatives into the hundred enterprises in 2007 Hurun philanthropy list, their 4-year cumulative amount of charitable donations of up to 10 billion yuan. In 2009, Dewang Cao announced that he would take 70% Fuyao shares held by the Cao family to establish a charitable fund, and he obtain the title of "China capital city" title for individual donations over 10 billion yuan in 2010. The charity of Fujian merchants not only make Fujian to benefit, but also Shanxi, Yunnan, Beijing and other regions, and Southeast Asia and other foreign countries^[9].

THE ISSUES AND CHALLENGES OF FUJIAN MERCHANTS GROUP CULTURE FACING

The limitations of family

First, Fujian merchants form the relationship with blood, geopolitical, industry will not be able to make full use of social resources, and realize effective combination of factors of production, which is not conducive to the development of Fujian merchants in modern society. Second, the family style of family enterprise is serious, the cultural level of first generation entrepreneurs is generally not high, but take participate in everything, leading to right transition concentrated and arbitrary decisions, which eventually lead to investment of business unsustainable, randomness and single investment subject. Although part of Fujian merchants started trying to modern enterprise management system, but the pace is relatively slow and the effect is not ideal. According to the survey, 210 private enterprises in Quanzhou City, there about 40% investment with self-owned capital, 43.25% of the ownership and management rights into one, which is difficult to realize enterprise-scale operation. Finally, family business mainly take a kind of "family" hiring, such as family, relatives, classmates, which restrict the choice scope of talents. Particularly the position in relation to money, financial and material warehousing, procurement generally held by lineal relatives. This not only mix with the complex emotional relationships, but also difficult to absorb professional talent or the real talent can't get reuse^[10].

Irrational adventure

On the one hand, the development of economic globalization lead to the market change quickly, the complicated environment of enterprise external, uncertainty market and asymmetric information, which increases the risk of development of enterprise. This spirit of adventure is easy to cause blindness and irrational in investment, and also leads to low level repetitive construction. Meanwhile, Fujian merchant one-sided pursuit of diversification operation apart from specialized. Thus, the idea that experience is omnipotent, the way that racking our brains to make decisions or blindly follow the suit, the mode of operation that imitate and low-price competition, these is all extremely unfavorable to corporate sustainability, or failed during economic crisis. On the other hand, Fujian merchants dare to flout authority since the ancient times, and get used to take advantage of the loopholes of government policy for development. However, the extreme behavior has transcended the bottom line of law or commercial moral, and disturbed the basic rules of the business game. The fake and shoddy products and the mode of operation is not only affected the reputation of the other most law-abiding Fujian merchants, reduces the overall image of Fujian merchants and caused great negative impact on Fujian economy. The bursting of the Yuanhua smuggling group is a typical case^[4].

Lack of teamwork

Although Fujian merchants all over the world, but mostly is "lone ranger", lack of the consciousness of team work. On the one hand, Fujian merchants used to fight alone, unwilling to cooperate with others, "Rather be beheaded, not Pteris" is a true portrayal of Fujian merchants. Early

Fujian Southeast in Asia were mostly started with "three knife", formed the means and mode of operation to make a living alone. Private enterprises in the start-up stage can unite as one. There will be conflict between them while enterprises get to form large-scale, which led to the separation. On the other hand, Fujian merchants group more dispersed relative to other merchants more group, which is not conducive to the forces of cohesion and resource integration. Therefore, this leads to redundant construction, excessive competition, industrial isomorphism, Fujian enterprises significantly weaker than Guangdong and Jiangsu and Zhejiang in industrial upgrading and overall social development strategy. Meanwhile, the chamber of commerce of Fujian merchants very little compared with them. Since 1995, Fujian merchants established only more than 100 chamber of commerce in more than 20 provinces, they are mostly specious and difficult to achieve the role of cohesion, coordination, communication, etc.^[11].

The challenges of Fujian merchants group culture facing

Abroad, first, some of the newly independent countries look for various reasons to implement stringent checks and policies restrictions to protect the economic interests of local residents. The anti-Chinese movement frequently generated, which makes the life and property of Fujian merchants is less protection. At the same time, the advantages of human capital and social capital of Fujian merchants are also declining for the improvement of local education. Second, there is conflict in many aspects about cultural, such as privacy view, time view, dining custom. Especially the conflict of feelings, truth and law increased the difficulty of cross-cultural management. Third, National complex relation have a significant impact on the development of Fujian merchants, such as the Diaoyu Islands incident, Nanhai dispute, which is reflected into the enterprise trade between the two countries. Domestically, on the one hand the global financial crisis leads to the policy of export-oriented shift. On the other hand Fujian is attacked by the Yangtze River Delta and Pearl River Delta as well as the impact of the advantage of backwardness" of west triangle", and facing the embarrassing situation of the serious loss of personnel, funds and other resources. Meanwhile, the gradual disappearance of the demographic dividend, the introduction of energy saving policies and corporate financing difficulties, leading to the sustainable development of Fujian merchants enterprise faces many threats^[12].

THE COUNTERMEASURES FOR THE SUSTAINABLE DEVELOPMENT OF FUJIAN MERCHANTS GROUP CULTURE

Transforming old spirit into new

First, Fujian merchants need transform the love fight into fight effectively, both avoid opportunistic, collusion, etc. and the ways to gain wealth by breaking the law and regulations, business ethics. At the same time, we should use the law to protect their own rights and interests, through the proper way to win the wealth and honor. Second, Fujian merchants will continue to play a pragmatic spirit, follow the rules of market, improve the level of service and the quality of product and exert the influence of the brand. At the same time, they should pay attention to play the role of the capital and form the consciousness of using wealth. Third, they from the "rule of man" which based on blood, township edge shift to the new era of "rule of law" which compose of professional talent, avoid individual absolute centralization, transition of nepotism, strengthen the integration of their own capital and social capital, promote the awareness of cooperation of global Fujian merchants, to form an open network of Fujian merchants. Fourth, Fujian merchants should change the difference degree of paying faith which based on kinship and geographical in traditional honesty, form a culture of honesty based on contract, play a super-personification of the good faith like Zhencheng Pan, to win the cooperation and trade in the national and world. Finally, improving the spirit of feedback, small to relatives, employees, communities, hometown, big to the state, society, the world, whether close or not, home or elsewhere, domestic or foreign. Fujian merchants should improve their social responsibilities and develop from a small love into big love.

Strengthening cultural publicity

First of all, we need combine the Chinese traditional culture with platform construction, play the role of the Fujian provincial government, and lead by the Publicity Department and so on, with the aid of colleges, universities, enterprises, and the party school, take them as the core to outward radiation, so as to create a pro-business environment. Secondly, we can use a variety of means to shift the invisible culture of Fujian merchants to the visible and vivid. On the one hand, with the help of books, newspapers, exhibition hall or modern tools such as public service ads, television, films, weibo to publicize. On the one hand we can organize charity activities, Fujian merchants culture festival etc. Like a big history documentary film "Fujian merchants", the World Conference Fujian Merchants which is all good publicity. Thirdly, build a global network. Fujian merchants all over the world, the chamber of commerce is numerous. So we not only can join them together to unite into force and form a centripetal force, but also can build a website to promote Fujian merchants culture with more celebrities, allusions and conferences, with the help of network virtualization will spread the culture to every corner of the world. Finally, with the help of the local characteristics like tea, porcelain, petrochemical, snacks or famous enterprises like seven wolves, Pick, Qipai, rich bird, give them cultural characteristics, so as to achieve the purpose of propagandizing the culture.

Promoting the change of management

First, strengthen the cultivation of successors, especially in the scientific knowledge, entrepreneurship, business skills and so on, make them be virtuous and talented, to ensure the sustainable development of enterprise and the spirit pass from generation to generation. Second, we can implement the separation of operation right and ownership, get from centralization to decentralization step by step and give rights to specialized and professional management team, so as to achieve ordering, rationalization, scientific decision-making, and play the role of supervision. Third, forming a scientific personnel system, avoiding family nepotism, with record of formal schooling and ability to pay equal attention to, by recruiting, hiring, training, promotion, performance evaluation and other modern human resource management to achieve the reasonable allocation of talented person, reducing xenophobia caused by subjective will, give the trust and care. At the same time, talent reserve program should be established, enhancing the cultivation of high-quality talents which adapt to enterprise culture, and airborne talent as the auxiliary pole. Finally, strengthening the transformation and upgrading of the enterprise. On the one hand, gradually shift from the labor-intensive enterprises to the capital intensive and technology intensive enterprise, combination each other, strengthen the scientific research investment, promote enterprise innovation. On the other hand, building their own brands, to form effective brand marketing, focusing on protecting their own intellectual property.

Promoting internal guide and external united

First of all, Fujian government need set up the platform, raise the level of opening to the outside, strengthen infrastructure construction, ensure the sustainability of the preferential policy, rectify and standardize the order of market economic, creating a favorable pro-business environment, guide cooperation between enterprises Fujian merchants group and other merchants group. Secondly, playing the role of the World Fujian merchants Conference, Fujian merchants chamber of commerce and other groups, jointing with each other, building the multi-level communication channels between Fujian merchants domestic and overseas Fujian merchants, to introduce more capital, technology, project, talent and other overseas resources, improve exchanges between overseas cultural and domestic culture, rich the culture and spirit of Fujian merchants. Finally, they should break the situation of fighting alone, get rid of the low value-added industries which are high energy consumption, high pollution and low production, joint with each other through longitudinal or transverse, gather the core competitive resource such as capital, talent, technology, collaborative development, and avoid redundant construction, industrial isomorphism, excessive competition. Meanwhile, they can learn from Zhejiang merchants

group and other chamber merchants group to rebuild the chamber of commerce, improve its system and enhance its status, to the functions such as cohesion, coordination, communication, so as to promote the joint development of domestic Fujian merchants.

CONCLUSION

The culture of Fujian merchants is the fusion of borderline dialect culture, landlocked central plains culture and exotic culture, not only has the unique characteristics of oceanic, but also has the features of family, inheritance and deification. Thereby, there form the connotation-rich spirit of Fujian merchants. However, Fujian merchants group faces many problems and challenges which limit their sustainable development. Therefore, the paper put forward to some advice, such as promoting the transformation between new spirit and old spirit, strengthening cultural publicity and introducing modern enterprise system, promoting internal guide and external united, in order to impel the sustainable development and dissemination of the culture of Fujian merchants group, promoting Fujian merchants become the evergreen tree in modern society.

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