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Research on the groups' culture of overseas chinese business

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ABSTRACT

The groups' culture of overseas Chinese business is the main content of commercial culture. We put forward the challenge for the Chinese business culture such as the conflict between man and the rule of law, the conflict between individuality and commonness, relationship between family and market, etc. through research on the connotation and value of the culture. At the same time, we propose rationalization that is building a virtual business, strengthening Chinese language education, paying more attention to the enterprise electronic commerce development, motivating the Chinese business culture, so as to promote the development of Chinese economy.

KEYWORDS

Overseas chinese business; Business groups' culture; Development.



INTRODUCTION

Chinese business group has a long history, and most of its culture has inherited the traditional Chinese culture, its main value orientation is similar to the business ethics, advocating industry and thrift to get rich, group spirit and innovation etc. The existing study on commercial culture is relatively perfect, as most scholars mainly define the cultural connotation and mode of "the Ten Business Groups" by comparing and analyzing the local merchants' characteristic and traditional culture. Zhang Guangzhong (2008) mentioned that the new commercial culture is one of the main cultures of economic globalization in his paper, and it was of rich characteristics of pluralism, openness, which plays an important role in implementing the internationalization strategy of Chinese enterprise^[1]; Xing Wei, Yu Haishan (2009) summarized that "Harmony brings wealth" and "Cooperation brings success" are the essence of China tradition commercial culture on the basis of analyzing the commercial culture of traditional Chinese business group like Shanxi merchants and Huizhou merchants^[2]. Chinese merchants is a widely used concept, generally refers to the overseas Chinese businessmen group in the global economy system who has a Chinese nationality or ethnic Chinese ancestry. It is also called the "World Chinese entrepreneurs", which includes the businessmen of Hong Kong, Macao and Taiwan, as well as the overseas Chinese who are engaged in commercial activities all over the world^[3]. Man-Houng Lin (2001) investigated and interviewed the Chinese merchants who are nationalists, thus verified the high enthusiasm of Chinese merchants participating in the Anti-Japanese movement, and reduces business risk by taking the advantage of "dual nationality"^[4]; Glick, Clarence E. Glick, Doris L. (2010) discussed social and economic status of Chinese living in Hawaii, especially the first generation of Chinese merchants, describing the local organization of Chinese merchants and emphasizing their insistence on Chinese nationalism^[5]; Bowen, Alister (2011) mentioned that Chinese merchants in colonial Australia turned economic opportunities into capital by establishing a close, self-sufficient social organization, and also analyzed the social structure and other related features of Chinese commercial culture^[6]; Xu Yixiong (2002) pointed out that the management mode of overseas Chinese enterprises was not only affected by the local culture, but also restricted by the Chinese culture^[7]. Li Yanping (2003) proposed the reform of human resources management of Chinese enterprises by analyzing the present situation of Chinese corporate culture and its influence on the management practice^[8]. Zhuang Guotu (2011) considered the essence of traditional Chinese values embodied by the overseas Chinese was part of the human universal value, and it showed great attraction when contemporarily the western world was plagued by modern diseases, especially the excessive praise of "consumption", "personal values", "financial speculation" and "hegemony consciousness"^[9]. Xu Binghua (2012) empirically studied the ideology, lifestyle, social consciousness and psychological quality etc. of Wenzhou overseas by analyzing the growing path of regional culture of Wenzhou, and proposed that Wenzhou merchants had their unique geological factors although they inherently had the generality of Chinese descendants^[10]. Considering the existing theoretical research results, it was showed that the majority of Chinese and foreign scholars usually summarize the value orientation and business ethics of Chinese merchants by analyzing their behavior patterns and business strategies, while they barely analyzed the commercial culture comprehensively. Research on Chinese commercial culture should summarize all kinds of operation and management cultures of Chinese enterprises, in order to interpret more effectively the way that the Chinese merchants, as the carrier of Chinese traditional culture, combine and assimilate with the cultures all over the world, and ultimately promote the harmonious development of Chinese economy.

CONNOTATION AND VALUE OF OVERSEAS CHINESE BUSINESS

Relationship between traditional business culture and oversea Chinese business

Chinese traditional commercial culture has influence on the modern enterprises profoundly, its culture has become the essence of enterprise culture, which greatly promoted the development of enterprises. Researching on Chinese business must have a comprehensive understanding of China's traditional commercial culture's historical origin, cultural characteristics as well as the typical representative of Chinese enterprises, and the relationship between Chinese businessmen and Chinese tradition commercial culture is complementary to each other, mutual influence, Chinese business culture

is rooted in the China traditional business culture, its cultural value and soul greatly reflects the characteristics of Chinese culture, through a comprehensive understanding of traditional commercial culture, and then analyzes the relationship between the two, trying to find the characteristics of cross regional Chinese merchants and the value of culture is rooted in Chinese culture. The development of an enterprise is to a large extent depends on the strategic thought under the influence of the mainstream culture, traditional Chinese culture is the spiritual pillar of the Chinese business culture, and Chinese business culture is the mainstream of Chinese enterprises. The development history and the present situation in the world Chinese entrepreneurs, the different external environment and internal conditions of Chinese culture fusion process is different, most of the Chinese management in the production process to China traditional culture is the mainstream culture and absorbed gradually form characteristic business culture. China commercial culture has a long history, scholars of the commercial culture has received mixed reviews, but most think that commercial culture was influenced by China traditional culture, the cultural factors have become the main idea of each period or each are merchants engaged in commercial activities, orientation, fully embodies the merchant's business intelligence, business spirit, commercial pursuit. The author thinks, commercial culture ascend a number of factors (blood, geography and business relationships) and agglomeration of commercial groups in the business process of continuous convergence or to follow the common value orientation, and reflect the business strategy and organization management system. Chinese ten commercial culture break the regional restrictions, free and open market economic mutual influence, mutual integration, every business has its own unique ideas and values, and lead a generations of another generation of Chinese business development. Chinese business culture in Chinese traditional culture based on the core of the business, with help of cultural essence with Chinese multiculture carrier output. With respect to the ten big domestic commercial culture, Chinese business organization not only contact and gathered most of Chinese entrepreneurs, plays an important role, help the weak integration of resources and promoting the economic development to a certain extent. In essence, China ten business group of cultural influence on Chinese commercial culture is enormous, Chinese culture is the inheritance and extension of the traditional business ideas and value orientation, the cultural turn, the Chinese business culture will also affect the new commercial culture's connotation and value.

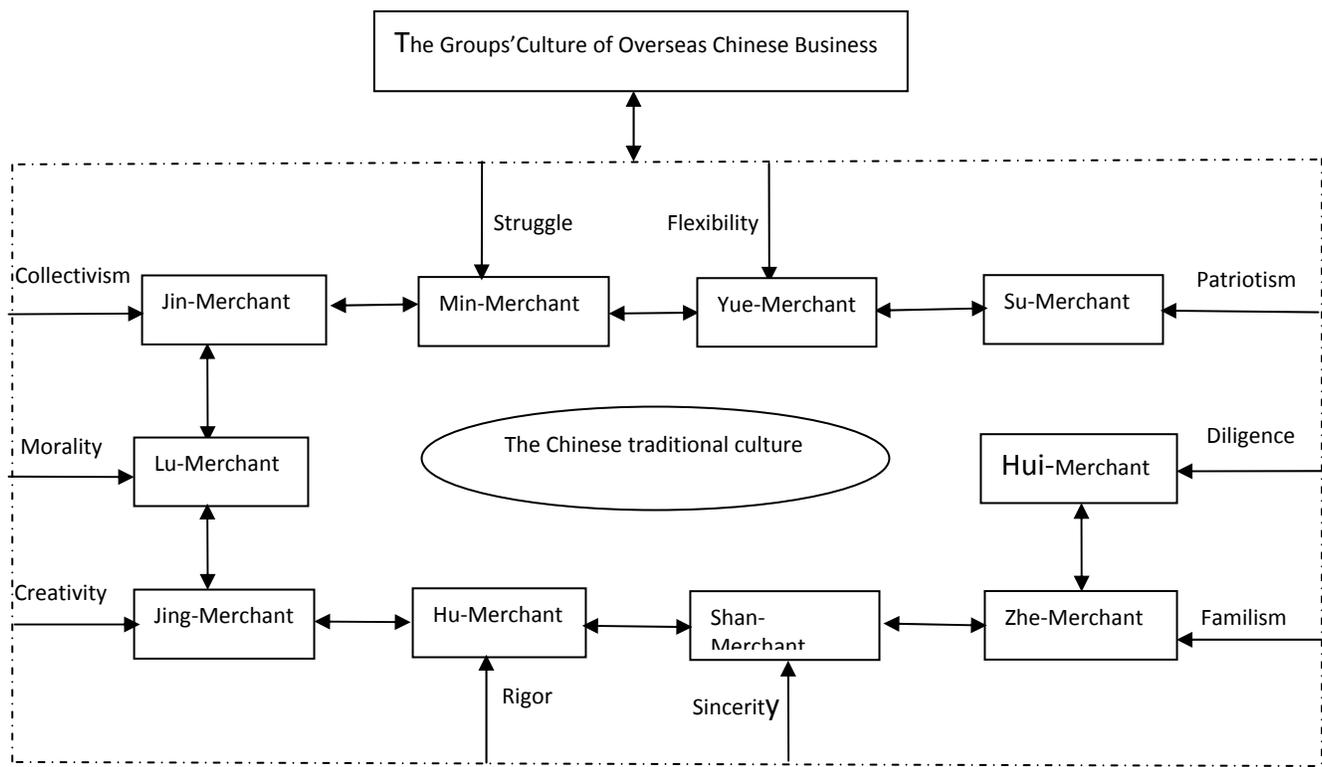


Figure 1 : The relationship between ten major business culture and Chinese business culture

Analysis on connotation and value of oversea Chinese commercial culture

Chinese business culture is the continuation of Chinese culture abroad, not only absorption and penetration of local cultures, but also the role plays as bridge in the culture, cultural connection. Convergence and convergence of culture is a dynamic process, which will produce a variety of conflict, will also be rejected, but the culture shock and adaptation processes directly affect the Chinese businessmen in the local development. Chinese merchant business motivation, process, practices and purposes from the traditional culture especially deeply influenced Confucian culture, generally shows the "benevolence" pursuit, "hardworking" practice, as well as the social and family ethics, the concept of collectivism oriented, and strive to achieve the sharing of benefits, this spirit makes the overseas Chinese and local the merchant to distinguish, forming mode of social civilization and the special behavior. The business culture is a special colony growth of talent culture, which is also economic globalization mainstream culture^[11], becoming intellectual entrepreneurship, development, the success of the world Chinese entrepreneurs support. Of course, business and life process of the early Chinese in Southeast Asian countries, in Europe and the United States, Africa are experiencing a challenge that is also produced many cultural problems, such as the cultural context, identity. Chinese business of western commercial civilization boldly absorb gradually during the collision and fusion of the intrinsic value of local civilization and spirit view, through social organizations continue to improve, develop and extend, formed a unique business culture.

CHINESE COMMERCIAL CULTURE CHALLENGE

The conflict between the humanity and law

The modern market economy can not simply be equated to rule of economy, or simply equal to the moral economy^[12]. The national government in the treatment of foreign investors, usually the law was placed first, followed by the social rules, influence of Chinese in the world of management will obviously be the local legal authority power. In a complex and dynamic business environment, how to grasp the relationship between the local legal factors and the main stream thought of China traditional culture under the rule of virtue is from the "legal" to "legal" thinking mode and management mode change is a major challenge. Chinese business culture is mainly adhere to the people based management thought, practicing the humanistic view, especially business leaders like the subjective judgment and emotion management in business decision-making process, giving full play to the role of interpersonal relationship in the work, this kind of management thought form the Chinese enterprises in the rule as the core of the enterprise culture, which is also featured in the world commercial culture. But this kind of cultural patterns in the process of developing Chinese enterprises with local law thoughts have the contradiction and the conflict, becoming the enterprise to better implement the management and marketing strategies of resistance. Foreign enterprises, especially some enterprises of Europe and America are mainly adhere to the rational management idea, in order to maximize avoid human relationship, but the full play of legal system and the authority principle role, the western enterprises prefer the hard management mode. This conflict lead directly to the Chinese enterprise human resources management in the local marginalized or inefficient, and the training practice is not conducive to the growth of enterprises. The conflict of humanity and law is originated from the differences of traditional culture, which is difficult to convergence of Chinese business culture and the local culture in the process of the game, greatly affect the development of Chinese enterprises.

The contradiction between the personality and generality

Oversea Chinese enterprises have a significant ranking system which is influenced by Confucian culture, and the enterprise leaders pay attention to employees "loyalty" and "filial piety" of the spirit and behavior mode, advocating collectivism and following a principle and to train employees "obedient" consciousness. The cultivation of this core value orientation caused from the set in the practice of personnel selection, training, assessment and incentive targets in the enterprise and the management mode formed in the certain degree can achieve collective win but has restricted the development of

personality and innovation ability of employees. Respecting for individuality and innovation spirit of adventure is the core value of European and American enterprise culture view, which is conducive to cultivating the staff's innovation ability, to seek more unique market opportunities for the enterprise, but it bring bad influence to the enterprise the business culture in today's fast update under the existing conflict and contradiction with win-win management thought. The oversea Chinese culture blindly emphasizes "team" and ignores the personality with the oversea corporate culture hinder the enterprise innovation ability, which is not helpful to enterprise implementation difference strategy. In a word, how to grasp and correct treatment of personality and generality, is another challenge for the Chinese culture in the future of commercial society. There are fundamental differences between the two, and to achieve a balance between the two points are also conducive to Chinese enterprise management practice in the use of China absorbing traditional culture, forming a unique, suitable for enterprise culture.

The divorce of the family and the market

All over the world, overseas Chinese business group with distinctive national culture and traditional culture implement family enterprise management^[13]. The governance structure has characteristics as ownership concentration and single controlling subject, which leads to the enterprise most relying on human relationship in marketing, capital financing, talent management, but lack of inheritance. Once were destroyed, it is difficult to restore. The traditional Chinese culture factors ingrained in the establishment of formal institution or institutional change with the market against and huge cost. The success of an enterprise is closely around the market demand to develop high added value, user satisfaction product. In the Chinese family business, the authority family governance structure is so strong that enterprises enter a market or the development of a new technology encountered great resistance, the inherent culture brought about by the "hidden costs" cannot be found easily but silently corrosion of the core competitiveness of enterprises. Once known as the "first Chinese, the nation's eighth "Wang failure has proved lethal damage of family culture to enterprise development. At present, Chinese enterprises are still in the family enterprise to surpass the transition stage of family business, with the expansion of business scale and market opening, centralized management, originally dominant commercial culture brought about by a single control thought, which has become increasingly unsuited to the development requirements of the market, so Chinese enterprises must be based on the original traditional culture last, based on the market demand, optimize the business culture, to break the bottleneck in Chinese enterprise culture development in the world.

Imbalance of alienation and assimilation

Cultural adaptation model has experienced the development of a single dimension from two dimension and multidimensional^[14], whose development results affect the relationship between immigration subject culture and local culture. The impact and collision of other cultures in each kind of mainstream culture will make the most rapid response, which is no exception. Some studies found that Chinese immigrants in basic values, family values, consumption concepts, and the local people have obvious conflicts. This conflict also exists in Chinese business culture and the local culture, Chinese culture has always been in between the homogeneity and heterogeneity of the market space, there are significant barriers to local culture. In general, the global Chinese businessman now formed business culture and has characteristics of pluralism, openness, but in the face of other countries or the national mainstream culture shock when selecting the alienation or convergence remains an unsolved problem. Both the individual psychological experience or groups of adaptation decision, is a process of adaptation and dynamic business process, this caused a lot of uncertainty to the Chinese entrepreneurs in the local, which led to estrangement and local culture. Enterprise strategy will ultimately affect the development and fusion status in the local survival, alienation strategy will make the enterprise encounters the input malicious collision of culture, and even cause the enterprise to lose the dominant position in the employment, sales and other links; convergence will also make some China managers into cultural confusion, even lose its own characteristics. Therefore, in the face of the input of culture and tradition commercial culture collision, Chinese enterprises according to the different national conditions, national

culture, market situation correctly to balance the degree of implementation of two strategies, cultural strategies correct Chinese business culture development challenges.

The challenges of information and globalization

The development of oversea business is facing the globalization and information, with the rapid development of e-commerce, gradually changing the consumer behavior patterns and the allocation of resources and channels. The whole world of commercial economy in the world becoming without borders, which makes Chinese enterprises be in the external environment and take into account the influence of information and globalization. Since the late twentieth Century, Chinese merchants mainly regard international and the Internet as the feature, relative to the previous Chinese suppliers to dialect, regional characteristics of modern business help, helping from the regional trend of internationalization. However, with the development of electronic commerce, Chinese enterprises are becoming no boundary, information and resources circulation are greatly improved, so that Chinese enterprises gradually lose the cross-border access to resources and market advantages. In addition, new society puts forward new requirements and challenges for the development of e-commerce on enterprise business model, the development trend of globalization, intelligent and facilitation to the management level and operation efficiency of enterprises, which requires Chinese enterprises need to constantly change, in order to strengthen the international competitiveness of enterprises. For Chinese enterprises, because of its existence, in this field caused by electronic commerce revolution and has inbuilt advantage, but there are a lot of difficulties in the process of transformation. Along with the electronic commerce has gradually expanded the scale of enterprises, developing logistics system becomes the key to solving the problems of the development of electronic commerce, but Chinese enterprises' self built logistics distribution system have the huge cost and low profit growth, especially the enterprise cooperation, related material flow and the management ability is low which is lack of motivation. Secondly, requirements of e-commerce on enterprise soft assets such as credit system, customer relationship, brand, network is gradually increased, the majority of Chinese enterprises is still a great challenge, how to change the idea, set up the brand consciousness, the key problems in the development of a space for one person or Chinese enterprises gain in the electronic commerce market diversification. The era of e-commerce enterprises seek fast, continuously strengthen the innovation, respect for individuality, this unique enterprise spirit and soul conflict of Chinese merchant, will increase the difficulty of the management of enterprises. The application of information technology to shorten the physical distance between each regional market makes the market more transparent for all of these Chinese enterprises cross-border in a disadvantageous position in the market competition, and the competitiveness of Chinese enterprises is greatly reduced. Generally speaking, some international political and economic factors such as region economy collectivize trade protectionism, political conflicts have become new global challenges for oversea Chinese entrepreneurs.

The threat from international enterprise

Globalization makes the business activities different from communication, contact, exchange and a full range of interaction in a borderless range, which brings more opportunity to market and developing resource for global business, but international enterprise as economic subject to the era of economic globalization will threat the Chinese culture that should not be ignored. International business entrepreneurs threats Chinese culture from its powerful strength, his cultural ideology, abundant human resources and so on. When the formation of international enterprise culture ideology and Chinese culture advocates value, there is a difference between international enterprises, with its inherent advantages to Chinese business culture of exclusion, causing culture conflict phenomenon, and resulting in Chinese business culture narrowing survival and development space and lack of vitality. In addition, after the international enterprises getting into all regions of the world or the state of the market, having the impact and the threat to local business culture of Chinese enterprises, as the carrier of Chinese culture, the management innovation and transformation is lack of market, capital and talent support, rather than international enterprise with abundant funds and high level of management to lead the trend of

innovation, the impact of Chinese enterprises innovation road. Therefore, it encountered many problems and challenges in the way to cultivate and attract talent and style, making the development of enterprises lack of talent support. The lack of talent caused by lack of cultural growth momentum, painting culture in a weak position in the face of the conflict of traditional and modern, the collision between east and west, nationalism is increasingly expanding, especially the resource and market competition and challenges is more and more.

CULTURE DEVELOPMENT POLICY RECOMMENDATIONS OF CHINESE BUSINESS GROUP

Creating unique business culture

The culture of Chinese business group can improve a sense of belonging and cohesion of Chinese businessmen from all over the world, the cultural soft power will be the Chinese nation tradition culture combined with market economy rule, greatly improve the management level of Chinese enterprises. Face the challenge of economic globalization and the rapid changes of market environment, Chinese enterprises should combine their own advantages and disadvantages conditions, creating a unique business culture, and make it become the core competitiveness of enterprises. This kind of culture, including the enterprise marketing culture, management culture, organizational culture, enterprises should make full use of the Chinese nation's soul and commercial power, from the enterprise strategy formulation, implementation and control of each link, and on the basis of inheriting form the business culture, which including cooperation, respecting for talent, the coexist of generality and individuality, pursuing new and change. For most of Chinese family businesses must break the traditional and closed family management, actively introduce excellent management talents and promote open, democratic enterprise management mode. This kind of unique cultural construction not only needs the sharp thinking of business leaders and strategic vision, but also need to cultivate a large number of middle management talents, motivate active participation of all enterprise employees.

Improving the management and operation mode of enterprises

Enterprise management mode and strategy is an important content of business culture, Management mode and business strategy of enterprise is an important part of business culture, enterprise is a beneficiary and builder of the business culture, so we must pay attention to the construction and perfection of business culture, the ideas and value orientation such as "people-oriented", in the Chinese business culture, is the core of modern management, Chinese enterprises in the process of adaptation and exploit market should be improve their own management mode to improve the immunity and adaptability in the multicultural environment. In the development of economic globalization and information, Chinese enterprises must set up the consciousness of the whole, focusing on the global and actively introduce and cultivate innovative talents, support enterprise transformation and reform, restructuring and optimizing the organizational structure of enterprise, improve the management and operation mode of enterprises. The so-called "perfect" is a dynamic process of continuously optimizing its own cultural resources, integrating the country (region) of the characteristic resources, absorbing the essence and discarding the dross, to construct a suitable and effective model for the enterprise. This process is to avoid Chinese enterprises rely on or superstition their own culture and reject the excellent culture of other countries or nations so that the development path of local enterprises is restricted. The enterprise must have the higher ability of culture adaptation, in the face of the challenge of cultural conflict, it can adjust flexibly to win the favor of the market. On the basis of insisting on and inheriting the essence of traditional culture, Chinese enterprises must combine the local culture, such as understand and respect the local people's beliefs, habits, consumption concept and so on in the enterprise management practice. Chinese enterprises should also break the barriers of Chinese businessman and the local society through diverse channels, create more opportunities for cultural exchanges and cooperation with each other in the field of mutual, design some enterprise activities to give back to the local social,

such as take part in community activities, public welfare undertakings and deal with the local government, policy, laws and regulations and so on.

Strengthening the role of virtual business group

Due to the different between local cultural environment and market environment, the Chinese business culture around the world have certain difference, therefore strengthening mutual learning and exchanges among the Chinese business culture is an important strategy to deal with the challenges. The development of information technology creates the possibility to strengthen exchanges and cooperation for Chinese businessman around the world, creating a virtual business group which is dynamic, open, high flexible and virtual. This kind of organization can be in-depth integrate resources of different global Chinese business culture, propagate corresponding results with the fastest speed, and form a complementary and mutual cultural communication mode. The virtual business group as a platform, constructs a new world Chinese entrepreneurs network that can strengthen the relationship among the world Chinese businessman, improve the Chinese community cohesion and sense of belonging, and can give full play the positive influence of Chinese business culture, a part of successful Chinese enterprises lead to the development and transformation of other Chinese enterprises which are starting a business or in trouble. Play the virtual business group's effect on business culture exchange, need to establish the corresponding mechanism, form the system of operation mode, the relevant government departments lead and fully mobilize the organizations, such as the Chinese enterprises, civil society, Chinese business group, Chinese organizations to actively participate in and promote the institutionalized and normalized of virtual business cooperation.

Paying attention to the education of Chinese

A kind of culture is usually gradually disappeared with the demise of language. Professor Zhuang Guotu through the investigation on Southeast Asian Chinese found that: Mandarin as a carrier of culture has begun to die in some countries, but as a business language it still has certain vitality. Chinese education has a role on spreading and inheriting the culture of the Chinese nation culture abroad which cannot be ignored, strengthen the Chinese education of a new generation of Chinese businessmen can make the traditional business culture in the process of transmission, strengthening a new generation of Chinese will make the traditional business culture improvement and innovation in the dissemination process, forming a new era in Chinese business culture. Therefore the Chinese should adhere to the Chinese education when they integrate into the local culture, especially for the successor of family business, only they accept a good and systemic Chinese education, can they truly understand the essence of Chinese culture and used for the enterprise, and make full use of the force of the fine traditional culture. Strengthen the education of Chinese, need the cooperation of government, universities and enterprises, firstly, through the propaganda of the overseas corresponding organizations to strengthen the consciousness of Chinese or overseas Chinese, improve Chinese entrepreneurs to pay the attention on the Chinese language education; Secondly, increase government investment, improve the system of Chinese education in China, enhance the Chinese research force, and spread the output results to the Chinese businessman around the world through appropriate channels, so that they have access to learning opportunities and resources; Finally, spreading Chinese national culture essence by strengthening the education of Chinese, and making Chinese business groups to exchange ideas and learn from other domestic business groups can overcome the culture difficulties that the cross-border enterprise is facing.

Pushing the development of e-commerce enterprises

In information age, Chinese enterprises must change the traditional concept of management and marketing, establish the consciousness and idea of attaches great importance to the electronic commerce development, through the transformation of the human resource management, marketing strategy, technology upgrading strategy to construct "four in one" (stream of people, logistics, cash flow, information flow) of enterprise core value chain, in order to obtain the e-commerce virtual market share,

enhance the vitality of enterprises sustainable development. In the process of development of e-commerce, Chinese enterprises can formulate the corresponding strategy according to their own conditions and environment, adopt the progressive or directly method to integrated into the e-commerce market, construct enterprises commercial channels which combine online with offline. For cross-border Chinese enterprises, they can use the unique and China continent, improve logistics, information flow and the flow of interaction and circulation, improving the absorptive ability of all kinds of resources, thereby enhancing the competitiveness of enterprises. In the process of the construction of logistics distribution system, they should adhere to the principle of the overall management and integration, standardize logistics management and customer relationship management, to establish their own commercial network in the local area and other countries by using their own brand power and information technology, improve the cooperation effect with suppliers, distributors. In addition, the development of electronic commerce also requires Chinese enterprises to optimize business processes and organizational system restructuring, training talents, constructing the operation system of electronic and information, improve the enterprise ability and operation efficiency.

Promoting cooperation with international enterprises

Chinese enterprises can not completely avoid the threat and influence from international enterprises, can only transform the relations from competition to competition-cooperation with international enterprise. On the one hand, Chinese culture should be enhanced the exchange and study of the foreign excellent commercial culture, absorbs the essence part of their culture and constantly improve their own system of diverse culture, so as to adapt to different market environment and the management requirements, set up learning cooperative consciousness, reduce the mentality that completely reject or have blind faith in other commercial culture; On the other hand, Chinese enterprises establish good relations of cooperation with international companies, realizing resource optimize integrated and improve the organization's ability of innovation and learning. The cooperation success of Chinese enterprises and international enterprises comes from not only the trust and rely on each other, but also need to base on market and resource, business cooperation are equal and fair under the relevant norms and institutional framework, which can achieve complementarity and win-win between enterprises and enterprises. Generally, the cooperation mode of smaller Chinese enterprises with international enterprises is ordering, according to the needs of international enterprises, Chinese enterprises use their own technology, labor and resources to complete the order, so as to make profits. But the cooperation mode of smaller Chinese enterprises with international enterprises need to adjust with the change of realistic environment, the human capital and resource advantages of Chinese enterprises has gradually replaced, resources advantage, Chinese enterprises gradually improve their innovation ability and brand influence after the transformation and upgrading, changing the status of cooperation with international enterprises, especially in the information and electronics industry. This model enables Chinese enterprises equality constantly imitate and innovate in the open platform, improvement of innovation and exploration, absorbs the management mode of the successful international enterprises, and promote the exchange and training of talents, so as to improve the core competitiveness of Chinese enterprises. Strengthening and improving the cooperation mode and improving the efficiency of cooperation is the inevitable requirement of economic globalization and information, only to realize the real sense of cooperation, international enterprises and Chinese enterprises can play their own unique advantages under the gradually diminishing resources, information transparency, and marketing virtualization of the era environment, ultimately achieve the sustainable development of enterprises.

SUMMARY

A merchant to stand in the world should be originated in a pluralistic, open, compatible, flexible business culture. Practice has proved that starting from their own advantages, continuing to absorb the essence of traditional culture and local culture not only can improve the Chinese enterprise culture of

soft power, but also promote Chinese continued success in the economic globalization. Through the implementation and the construction of unique business challenges and dilemma of culture, improving enterprise culture construction, playing the role of virtual merchants and strengthening Chinese education strategy under the new economic era is the useful way for Chinese enterprises to create more cultural resources in the global development, so as to enhance the core competitiveness of enterprises.

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