

Chinese Corporate Culture on Performance of Economic Growth

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Abstract:- The purpose of this paper is to describe the momentous of China organization culture management in ameliorating its administration of skills in government, company and employee's organization. This paper identifies the importance influence of corporate culture in firms operational and China economy.

Corporate relations are described through a descriptive study to bring out some historical Chinese organization culture and governmental politics.

The result shows how the enterprises that change corporate culture practices get a good organization, happiness profit and have increased China economy compare to their competitor's countries.

Keywords:- Business Management; Economy Growth; Performance; Organizational Culture.

I. INTRODUCTION

Corporate Culture is a belief and management theory that improve the organization in the institutions. As corporate culture is a belief, it has a strong role in the corporate organizational. Organization is the principal core who make survival the institutions and if any corporate has a better organization all the work is functioning well. A widely, Chinese corporate culture become the considerable subject in business operational today. The business operational focus upon the corporate culture to mobilize the government, companies and employees also evolve the organization operations throughout a corporate. While corporate culture is a sacred theory, it plays an important role in corporations, touching government, companies, employees, and organization functional into the institutions. Although culture not only the element of firm and economics achievement or defeat, a great culture might have a perfect influence over organizations with which an enterprise and economics growth (Sadri & Lees, 2001). However, the influence corporate culture from the western style into the organization management. China has been creating its own organizational culture and ideology. Since three decades, China was the most country rapidest developing a major economy and including one of the best development rates in the worldwide. Still currently, the China economy continuous to progress, nevertheless the world economies are in turbulent situations in 2008 caused by the world financial crisis. Whatever the weakness of China money (RMB) against the United States Dollar

money (USD) and is one of the most traditional and the biggest countries in the world, both in size and population, China yet is the most robust economies in the world. It is miraculous during three decades; China has been capable of improving their economy as the larger economies in the world from living considered one of the poorest countries in this worldwide. The speed growth of "Qiyejituan" or China corporate groups, such as Sinopec, China mobile, Haier, Sinochem, SAIC, COFCO, and Lenovo, etc., the world surprise with China's business groups and attracting in many ways. In vague detection, the success of China business characterized to its different organizational culture. China is yet profoundly changed by Confucianism and Agriculture culture, China is one of the oldest civilizations in the world, agriculture is among in their culture since so many years ago. Their agriculture is one of the factors what help China's economic development. China, as open export in largest commerce partner in the world, also pulls more foreign companies and has become much foreign investment destination in a few years ago. Thus, it is essential for China to no stop their common advantage relationship between foreign companies and learn from each other cultural differences. China economic growth history core major is started of China's largest companies or "Qiyejituan". China's have twenty biggest corporates, such as Sinopec, BOC, China mobile, Haier, SAIC Motor, Sinochem, and CNPC, etc., they have entered in the list of the world's top 200 companies' groups in the recent year. The winner from of those great companies is no comment concerning their different corporate culture, and it affected to China economics growth and organization in Chinese business firms, it also attracts the foreign companies want to study the different developed Chinese corporate culture concept. A cause of it, China business groups made a good organization, improve their skill of business management and its economy what continued to increases. Foreign companies also may get what made China business more happiness and might build common progress for themselves by looking the problems they have.

A. Statement of the Problems

Faced with technology moving fast today, more organizations regardless of corporate culture. China faces many obstacles to improving both on the strength of its tradition culture as well as in its oldest civilization of the communist management culture affected by Confucianism. And also more customer thinking that Chinese products "Made in China" from imitation and it might have broken easily. Hence, we seek to describes and identify the reforms of Chinese corporate culture, its performance and to tell for

the world corporate and customers, how China change of culture with a positive development in their firm's products quality and its economy growth.

B. Insight of Corporate Culture

Since the 1980s, corporate culture taken been investigated, although it analyzed, it didn't obtain main consideration from investigator or specialists up to 2000s (Choong & Jennifer, 2014). The components of the corporate culture are the value, myths, symbols, rite, character and the owns cultural network in an enterprise. The value can be manifest in the company's speech on itself and also then appear in the others variable of the organization. It is by finality statement of the company, its credo, and its propaganda what express the value said. The myths, symbols, rite, hero and the cultural network are the five components who articulated around the enterprise values. Even if the corporate culture is no single element of organizational prosperity or nonsuccess, it might an important influence being it plays a powerful role in the corporation and yet drive a company's operational performance. Thus, some definitions and more comprehensions concerning corporate culture. Corporate culture is the connection of different ingredients culture, each has its own characteristics, the public culture, the personality of the founders, the professional culture, and the remarkable phenomenon that have known the company.

According to literature review, corporate culture as a concept administration and plan, appear as a grave element of organization success, and business management that have effect on the economy growth (Choong & Jennifer, 2014). These organization and business management have a positive relation with a cooperation culture. Thus, widely a corporate culture as a solution that can solve or remove the hidden boundaries to the organization, and employee's success in a company (Jacalyn & James, 1996). Organization is the core that the company can survival in the long term and it provide knowledge of each employee to know their function into a company. By definition, corporate culture as the motif of divided belief and values that assist each employee perceive organization functioning and therefore supply them the standard for attitude in the organization. Organization with better corporate culture, in total, much successful than enterprises with damage ones as a finding of employee's possessions mutual beliefs and norming behaviors (Hynes, 2008). In (1984) Scholes and

Johnson said, organization culture as being a larger pitch of core attitudes, hypothesis, and theory, that are divide by the team of an organization. Its values, hypothesis, behaviors, and theory have conducted an organization (Irani, Beskese, & Love, 2002). Corporate culture as a component of an organization what implementing by office managers or government in the process to discuss with the team the organization's vision and mission, conduct them to find the opportunities for the business management success. To improve organizational culture, better to have focused on management quality aspirations, and it also improves the performance capability in the company or institutions (Gambi, Gerolamo, & Carpinetti, 2013). Corporate culture is the concept or philosophy of the enterprises such as values, belief, and management of the team. It is knowledge, symbol, performance of firms, communication, permanent, and complicated to change. Corporate culture further viewed at as a method with inputs from the organizational intern and outputs such as attitudes, information technology and product expectations (Joanne, 2002). However, corporate culture cannot change the personality of individuals priority, it is capable of reorganizing the individual's priority and teaching them to standardize difference norms (Guiso, Sapienza, & Zingales, 2013). Therefore, corporate culture is the method what applied by company or institutions to make their business work well and improve their economy growth with an initiative of the good organizational culture. Corporate culture as a company strategy or government management that produce new idea such as innovation, development, managers leadership, concept behavior and replay the customer desire (George, Michael, & Jeremiah, 2015).

C. Hypothesis

In regard to the corporate culture from the literature review, we consider as variables elements: the relations between government, companies, employees and customers (GCEC) study can identify the hidden barriers of each corporate. The Improve Relations "IR" or Open Relations "OR" are used to analyzed the positive relations between (GCEC).

- H1: Care of the Ancient management
- H2: Care of the Internationalization
- H3: Care of Organizational culture impact
- H4: Care of the Innovation

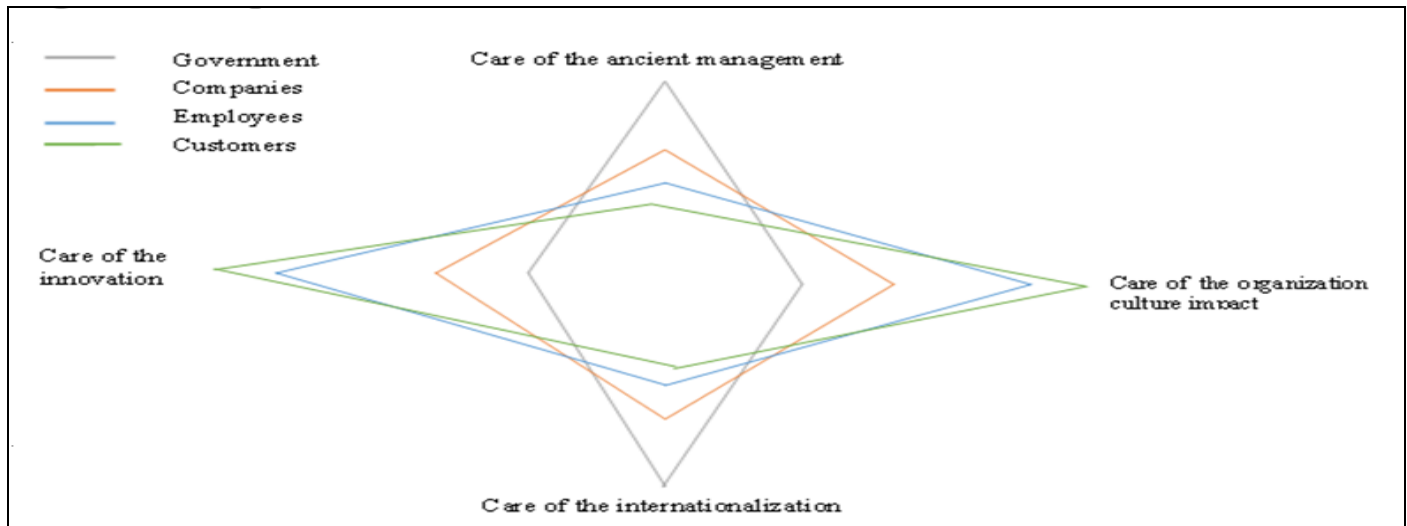


Fig 1: Independent Variables
Source: Authors

Evaluations of gaps and risks: the study by correspondences upon the results of attitudes and perceptions, “IR or OR” model provides a fair view of the divergence observed. From this diagnostic, the risks and the potentials can be identified.

Improvement of the pertinent groups within the organization: IR or OR can also apply to the collaborators groups and provide then identified the gaps between themselves.

Identification of the hidden barriers: this model of OR or IR can locate the lack of the organization management between the corporates toward a strong communication for themselves. The strong communication and open or improve relations between GCEC can remove the challenge or hidden problems and will give a positive advantage for their competitive performance.

II. METHODOLOGY

As the research was describing the performance of corporate culture into the firms and in the economy value. We used descriptive and empirical designs to analyze the corporate culture impact and its magnitude on the Chinese firms and economic growth. Our new method called Open Relations (OR) study the relationship among Government, Companies, Employees, and Customers (GCEC) it can also identify the personality of each corporate or individual about their priority on management strategy. The data was collected from the government, companies’ websites, and some interviews with employees and customers. The data from government and enterprises websites helped us to describe the formation of Chinese corporate culture, characteristics of Chinese corporate culture and its impact history, while the interviews from employees and customers help us to provide some suggestions and recommendations for each firm and country.

III. FINDING AND DISCUSSIONS

A. Finding

➤ Formation of Chinese Corporate Culture

Since the late of five decades, Chinese corporate culture formed by in traditional Chinese culture influenced to the socialist management practices and Confucian culture. These traditional cultures and Confucian culture philosophy is focused on different concepts such as be kind, be helpful, be polite, be wise and be honest as the prime principles for work life, looking and adjust advanced western philosophy and technology and novel management experience; and use “professional” and “valuable” as the primary principles for work. The different philosophy such as be kind, be helpful, be polite and be honest all more reflected by traditional Chinese culture values. In traditional Chinese culture has an ideology of nothing is impossible. It is also formed by familial enterprises; which people have the human relationship it’s common in China. Since the 1980s, Chinese corporate is wake up to sleep to move the administration infamous for their inefficacy, poor quality and the general weakness of customer service. So early that time Chinese firms viewed at the West and Japan for encouraged ideas to build their weak business. In 1984, the CEO of Hair Group find out of the Haier’s products and create 76 fridges to be imperfect. In preference take in the habitual method of switch them to the second-hand stock or workers, Zhang marked entire of the inadequate fridges, bring out all not good products and along the aid of Haier employees, destroyed it to each to show the corporate will not like poor quality. Thus, the CEO brings an accurate quality check system to create a novel culture attitude of appearance in their team (Colin, 2013). Due to traditional culture and learn system culture from West and Japanese system as well as the happiness of Chinese corporates, Chinese corporate culture has obtained more consideration from West and Japanese business people and academic practitioners.

According to Chinese economy history, since the implementing of the reform China economics growth success for initiative by Deng Xiao Ping in 1978, China quickly to realize that maintaining their place in the world is secretly linked to its ability to diversify and secure its sources of energy supply, its GDP was only US \$935.9 billion and the per-capita GDP was only US \$979 (Jean, 2014). After only 17 years, China economy was moving fast and China economy became in part of the large economies in the world. It is named a “wonder in the agriculture culture and technology”. In 1995, China comes a great income country represented a per-capita GDP grow up US \$2.653 and a GDP reaching US \$3 196.3 billion, China pass Japan and Russia. There are some interests because China was capable to build such surprise within only seventeen to thirty years. In general, China historical economic growth its history of China companies. To understanding China companies, such as Haier, Sinopec, COFCO, SAIC, China mobile, and Lenovo, etc., have been appearing in top 200 companies in the worlds. Their success proven the advance of the China economy and is one of the elements, why China’s owns corporate culture has been universally influencing a good organization and business management strategy.

- *Background of the Construction of China Corporate Culture*

China corporate culture asset widely set by more concepts such as the basic culture founded by four processes of Datang’s corporate culture. First, 50 years ago China has inspired by socialist tradition management which is different learned all capitalist countries. Thus, a few socialist values must be genetic in the corporate culture, as the soul of devotion to the company and the public. Secondly, the severe, exact, serious working method and the conscientious work behavior constructed during the over 40-year history of the study company must be a bear on. Third, inspired by its tradition culture with the honest philosophy, tradition culture principles to respect others and love them as loving your own family and parents, every man has a share knowledge and responsibility for the fortune of their country. The last basic culture is, Datang supported on the leading culture created during international economic communications bottom the market economy, as honesty, respecting people and the China business strategy of win-win cooperation. Thus, it is essential to understand the evolution of China companies before argue that the China corporate culture.

- *Evolution of China’s Corporate Culture before the 1978s*

Before the 1978s, which is reform and opening door, China’s companies being unconscious of the philosophy of corporate culture; however, Chinese people focused on agriculture, real patriotism, devotion, specialization and others ideology. These philosophies are yet dominant in today’s companies. During the 1950s and 1960s, Chinese companies accentuated the spirit of work hard and rapid living, but the economic growth was slow. With the socialist market economy philosophy since 1978, and competitive in globalization between the Asia and Western

countries, China started to introduce novel strategy in business practices management with reform to open door with others country and free market economy, early 1978. From France, many COEs of China companies be competent to get formation and education planted on Western concepts. At the time, China open door with novel reform business and management strategy, China companies can have cooperated with western country, it makes the operation going on the right way. Chinese companies focused unique on moving fast the turnover of capital, pressed to adopting the novel organization. The companies gain mode appeared to be random and gone old management strategy.

- *Evolution of China’s Corporate Culture Since 1978*

The today’s development of China companies is lead to the reform in the 1978s. According to our review in China panorama, the president Deng Xiao Ping, who came to power in 1978, founded the importance of economy development in PRC, its system called socialist deal economy expansion. This reforms culture comprises cost stability, free exchange, decentralization of tax, establishment of the diversification banking system, increasing of markets reserves, build up self-government for state companies, ameliorated private sectors, and a mind the gap for the commerce and foreign investment. Deeply remarkable, China flexible its limitation on foreign commerce once it comes into the World Trade Organization (Karen, 2008). From in this period of reforms, their government conduct the China’s economic growth by implanting a different of law and regulation, such as cooperation with alien investment and expanding their exportation. Effected by initiative of the reforms of China Chairman, the Chinese economy appeared on third place in the world after the United States of America and Japan since 2000. Since 1987 to 2001, the Chinese economy was represented with 9.4% the average GDP growth rate. Because of the politics open door, culture change and economy expansion, Foreign Direct Investment (FDI) inflow to China was increased in 2002 with US \$53 billion and in 2003 it was US \$54 billion looking of Serious Abide Critical Strict (SACS). China economy no stop to increase by 64% in 2004 and reached US \$84 billion in 2007. Currently, the Chinese enterprises are alive on liberalization management modern upon the leading by Chinese laws, regulations, and different rules. Nowadays, China corporates have a strong culture to export goods in the world and expand their enterprises to cover the world. Now their own corporate culture tries to do very good quality in goods and service to attract more customers or user around the world and make them satisfy. This ambition needs all employees work on a team and to practice hard, and these company corporate culture became the important factors to remove the hidden barriers and going for the success of China corporations, as rightly as for the credible growth of the China economy.

➤ *Characteristics of China Corporate Culture*

Tradition and Agriculture are of the major culture in China and Confucianism has been profoundly integrated in the alive of the Chinese people and became dominant ideology for the starting of Han Dynasty. However, through the manipulation of the globalization today, China family’s structure yet continue a severe family hierarchy reflected on traditional culture and Confucianism. Chinese people character has been influenced by Confucianism, mind of thinking and system life. Thus, China corporate culture had been created originally founded on Confucian ideology and traditional culture. Lately, the strong reforms in China that started during the Deng Xiao Ping period in 1978 has provided the best influence on the China corporate culture. China corporates have become independent in their decision-making and business operation. For example, there are a clear hierarchy and the leader has full authority in corporations, influence has started happen to ambassador in their activities and its subordinates. Therefore, all workers have improving ethic of freedom and are capable to debate in the decision-making process constantly.

Additionally, China organization culture has been affected by information technology and improvement for China. Deserved as France and Japan, China companies starting to do importation foreign advanced technology. Since 1952s - 1978s a mass of Chinese companies produces titanic economic success across a reproduction strategy, with cheap price brings by economic of scale and cheap labor. From the 1993s, China government started to use the term of corporate culture once China remotes some economics activity. Therefore, the Chinese Communist Party (CCP) implant through an officials’ documents of government, some politics who refer to the ensemble of organizational culture management, especially. In this period that Chinese government begins to realize the opportunity which represents the concept of the corporate culture, then to promote the Chinese Communist Party into the enterprises. In the last 23 years, the Chinese economy development has been amazing. Until now, most of this development had come from producing intensive of labor, added goods of low value. Today, the Chinese firm have industry, services, and agriculture between 1989 to 2013.

the spirit of competitiveness to move up the industrial value chain. Nowadays, most of the Chinese companies have appeared to the competition both national and international, this strong competition makes China focus on innovation, they innovate products of high added value. Innovation is become the key for development and important meaning in China corporate culture today. Hence, there some attracting characteristics of China corporate culture.

- *Lessons from Others’ Countries*

The China organization culture has learned from Japanese, American, and France culture based on the concepts and values of traditional culture and Confucianism. Thus, the China corporate culture is not only developed by themselves, but it was built by combining other countries’ corporates style. By the imitation western style, China can organize their work as effectively as Western countries, therefore, china has more advantage for work and hardship as workplace as Easterners.

- *Industrialization Systems in China*

During the period of Song dynasty, the density of Chinese populations focused on the agricultural zones. China economy has influenced by several activity sectors such as Agriculture, Mines and industry, Construction, Commerce, Transports, Finance, and Administration and services. Despite the agriculture is one important key that plays important role in the China economy, it represents 27% of GDP in 1990, while in 2010 it has massive decreasing which represents 9,6 % of GDP. Because of the system transforming, corporate culture, organization management has been a changed in this period, service and industry have become major key which most contributed to China economy. Since China started to use the term of corporate culture and modify it related to the world standardization based in traditional culture and Confucianism, China economy has moving up so fast and miraculous. This figure below shows the evolution of China, Gross Domestic Product (GDP) for each sector such as

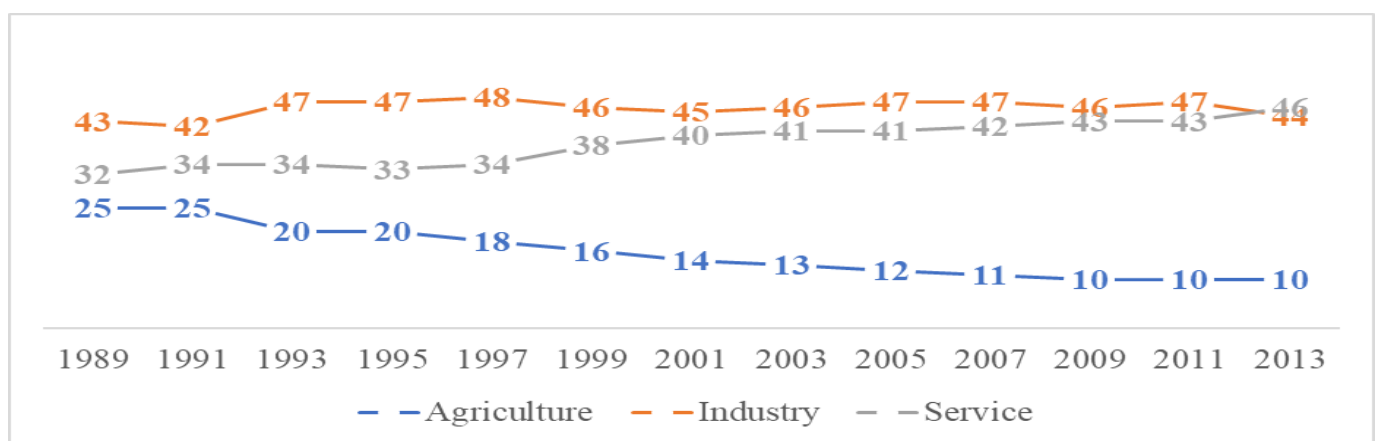


Fig 2: The China’s GDP of Each Sector Since 1989 to 2013
Source: National Bureau of Statistics of China and WDI, World Bank

When China takes consideration the term of Corporate Culture since 1993, the GDP of China from each sector changed. Before 1989, agriculture is the main sector which is touched China development economy while in this period service is very low in China. Since China changed its political to focus on the term corporate culture performance, service and industry is become the major player in their economy. In 2013 China agriculture sector represent 10% of GDP, Industry sector notably, electricity water, manufacturing, mining and gas accounted for 44% of China’s GDP, while service sector has to account for about

46% of China’s GDP. When we talk about GDP, it’s the part of indicator to measure the economy for each country.

• *China’s Enterprises Ancient and Current Organizational Culture*

In this section, we will see below the organizational change into Chinese enterprises. Organization is the word key important in business if you have a strong organization, of course, your business is good and you can get the maximum profits. This table below shows the difference between of ancient and current organization culture of China’s companies.

Table 1: The Comparison of Ancient and Current Organizational Culture in Chinese Companies

	Ancient management culture	Current management culture
Leadership	Leader or manager as a God in China for this period, it is hard to open with workers or employees, when someone of the employee has fault the leader or manager discharged directly the worker.	Leader or Manager become more open, if have a problem, one is probably to demand the employees to speak their mind or get it out on the table.
Communication	communication between leader or manager and employees is very scarce.	Communication becomes more important to solve and move the hidden barriers between the chief of company and employees, now they can discuss on the round table.
Financial	The Chinese government centered on agriculture; therefore, the enterprise, industry, and service are scarceness with help financial from the Chinese government.	The China bank corporate, now can capitalize the small enterprises and their government increases the number of companies who beneficiary the bank loan.
Innovation	China has been focused on imitation in this period and their products quality has problems when compared with other developed countries such as American, Japan, and France.	China’s companies become to have the spirit of competition and innovation, the innovation one of the strongly cultures in China companies currently.
Hours of work	The hours of work are very short, it is no more 3 hours each day or 36 hours per month in the article 41 in China standard labor law in 1994. Therefore, the productivity in China is very low.	Currently, the hours of work in China are around 8hours each day and no more 44 hours each week in the Labor law of PRC. In Chinese companies almost may be from 08:00 AM to 17:00 PM, 08:30 to 17:30 PM.
Workplace	This period the Chinese companies just reserve a small place for their employees and no have the partition, the workers stay same area at the office and each other can hear someone, no have work confidential.	Currently, each employees has their owns office with computer, air-condition, and have masterwork to clean the office two times a day which better organization of work.

Better organization of work is becoming most important in China’s Companies, the communication is most significant in China business to establishment a company inside and abroad in the country. China companies should be given major importance to communicate and relations between the company and the local people but also relations within the society. China companies want to cover this world after the reform which established by Deng Xiao-ping, therefore, the communication strategy is one of the keys to expanding the company outside of China. Communication culture also makes the employees participate on discussion case of the company operation, the Chinese leader or manager open with their workers today. The term of Corporate Culture provides more advantage of China corporate and it gave the happiness for their economy. We will see below the impact of this corporate culture change in China firms and also into their economy.

• *Example of Corporate Culture and its Performance in China’s Companies*

✓ *Haier Company:* Haier corporate culture based on management of innovation, most enterprises understand that service is most important, therefore Haier corporate culture focus of on management quality, marketing service, innovation on quality. In Haier, methods of service are creating a good mark for every customer. The customer is forever correct while Haier company want to always improve themselves. Because of the excellent products and consideration of customer, Haier company is one the part of the top 500 enterprises in the world. Therefore, Haier core value is market sales volume is not more important than reputation.

Table 2: Haier Market Sales in Worldwide

Year	1984	1988	1992	1996	2000	2004	2008	2012	2015
Market sales (\$ Billion)	2	6	8	11	13	14	16	25	39

Since China used the term of corporate culture in 1993, Haier groups not doubt to change directly its business strategy influenced by organizational change. Haier company has two main spirits culture such as entrepreneurship and innovation spirits. And Haier culture focused on the win-win mode of the personal goal, from this period of corporate culture the firms have the strong increase of their market sales. Haier culture gave their employees motivation as a social advantage, training, teach them to love Haier and to makes an employee actively and freelance build innovations to make fruition by founded creativity in creativity. With this intense change Haier turnover, no stop growing up, by 2015 it was \$39 billion from \$2 billion in 1984 when China hasn't yet used the term of corporate culture. Also, Haier company appear in the world such as America, Indian, Africa and Canada etc., ...For Haier the Users or Customers is the major strength to improve themselves, they drive Haier for creating values for customers, Haier duty not only attempts their best to meet users need, but in addition create several options for users.

- *Lenovo Company:* Lenovo corporate culture value based on four concepts such as serving their client, confidence and integrity, teamwork aside from culture, and business creativity spirit. And also, Lenovo company motivate their workers to make sure their workers love this company, Lenovo company take care of their workers to have a great life. Therefore, their employees focused on the organization to be good, when the organization operate well the company growth up its profit and have a long survival life. According to Lenovo, corporate culture as the core DNA for their company success. Because of the term corporate culture, in 2012 Lenovo Computer market was number 1 in the global world. Nowadays, the Chinese government is aware that produced more and focus on corporate culture is very important to their performance and its economy. Therefore, better organization of work given happiness profit of each firm, economy development of a country. When an organization is better and employees motivate, then the enterprise operates well, productivity increase, when the productivity increase there are the gain profit which is given the happiness of the GDP, the Gross Domestic Product can be measured the economy development of each country. We will have seen in this table below the surprise of Lenovo volume percent sales in worldwide.

Table 3: Market Volume Sales in the Worldwide in Percent (%)

Year	1996	2000	2004	2008	2012	2015
HP	4,3%	7,6%	14,6%	18,2%	16,1%	18,2%
Lenovo			6,8%	7,5%	14,9%	19,8%

Before, 1996s Lenovo's group didn't yet appear in the top 5 vendors for electronic products. Of course, with a strong change of reforms organizational and the introduction of the term corporate culture in China since the year of 1993, Chinese enterprises have been smiling and happiness of their future positive profit, such as Haier and Lenovo. With this organization culture, Lenovo's computer vendor reaches up to 19,8% of market sales in the worldwide in 2015. According to evolution of the Chinese enterprises appear in this world and their market volume increase, Chinese economy continuous to develop reflected by strategy change about of the relations between (GCE). Corporate of GCE is inseparable with the organization culture to improve actively on the innovation of each. Currently Lenovo's group is the first computer vendor in the world.

➤ *Impact Historical of Corporate Culture in China's Economy*

As we have seen precedent the formation and evolution of Chinese enterprises, China has a big decision and strong reform with their enterprises political and organizational management. With this strong reform service, construction, and industry, these sectors who take a strong part in China economy, while before the 1987s China has vast agriculture and its agriculture take more place in China economy. Since China changed its government organizational management and focused on the term of the corporate culture based upon tradition culture and Confucianism, thus, China economy growth continued to develop per year. The figure below shows the China GDP from 1990 to 2015.

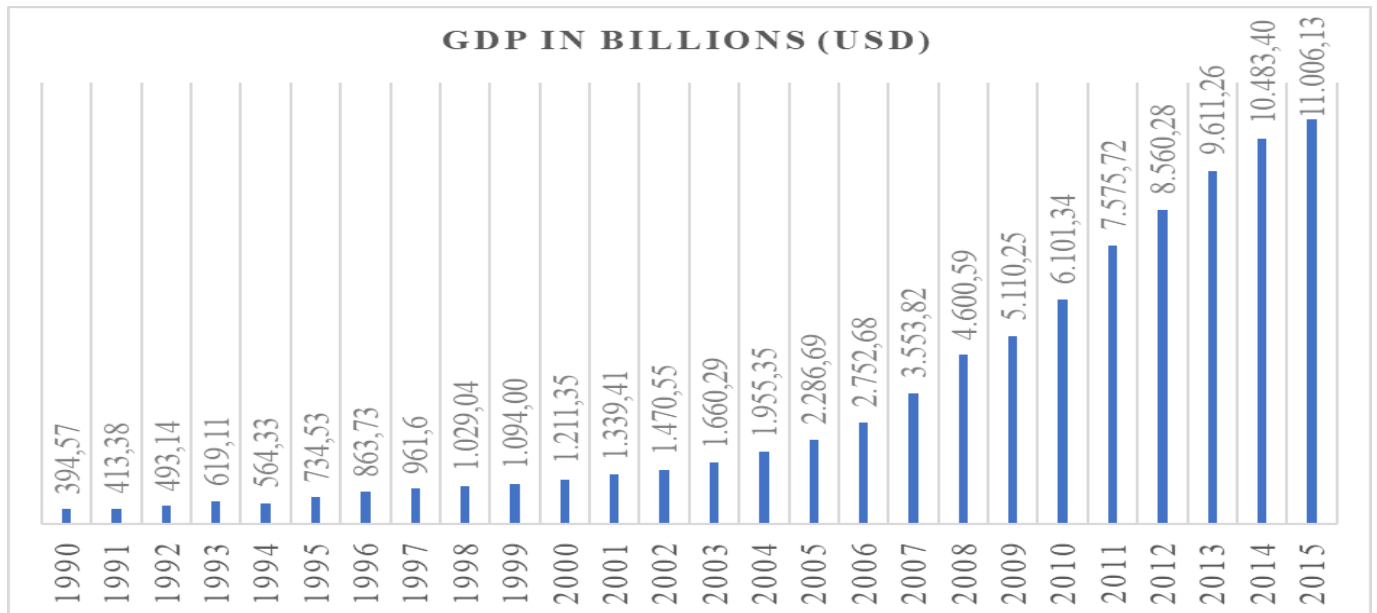


Fig 3: The Historical GDP Values from 1990 to 2015 of China
Source: China National Bureau Statistics data

The Chinese economy is one of the poorest economies in the world before the 1978s, in this period China government was applied the communist management on their enterprises influenced by traditional culture and Confucianism. When China started the method of economic reforms in 1978, China economy moving up fast and miraculous. In 1976, after Mao Zedong's death, the president of China Deng Xiaoping who started strongly reforms of China economy, Deng's increased the China's politic on their enterprises to open China for foreign investment, support trade entrepreneurship, found a special culture. Jiang Zemin the third leader after Deng, expanding the private sector in the economy and introduced the spirit of competition of each company in 1990. Therefore, in 1993 the term of corporate culture arrived in China enterprises systems. In this period the corporate culture has become important key of economy success. Then the

China's enterprises should be motivating their employees and make sure each employee to love their companies, there are China's GDP started to increase, it represents \$619.11 billion in 1993. However, the financial crisis in 2008, China's Gross Domestic Products (GDP) continued increasing with \$4,600.59 billion, it is caused by strongly reforms and strong corporations of their corporate culture given better organization. China enterprises not only focused upon corporate culture, but she added the spirit of competition and innovation in their company's systems, thus actually, China's GDP become \$11,006.13 billion after the USA. As GDP is one of a part can be measured the economy for each country, currently, China is the second largest economy in the world after USA and before Japan. When Chinese enterprises and government political will consider our suggestions and recommendations, then China's GDP will arrive in our projection in figure below.



Fig 4: The Projection of China's GDP for 5 Next Year
Source: China National Bureau Statistics Data

As our projection studies show the strong development of China’s GDP in 2020, it will be representing \$16,891.89 billion in that period. We have thinking it because of the deeper productivity spirit competition and innovation for China’s enterprises. To reach in this ambition China’s companies have to learn more lessons from other countries and have listen to our recommendations who suggest by more leader and manager around the world. There are some recommendations we are provide with sincerity it is referred with the more challenge and problems into the enterprise’s organizational management.

B. Discussions

Although China has its own civilization and tradition culture management influenced by communist management, integrated the Confucianism philosophy. Because China cultures based on Confucianism, after our survey to some

Chinese corporate such as government, companies, employees, and customers (GCEC), the Chinese people are very honest and serious about work.

According to the table 1 above and based on our review, China has strong decision to change their management system. They change many aspects for its corporate relations and improve it to provide gain of each corporate such as government, companies, employees, and customers (GCEC). Because of this deep modification and the term of corporate culture taken place in China, most of the Chinese products appear in the business market, firms’ profit was an increase, and they become competitive to create actively on innovations day by day. This table of matrix below resumes the major change of China corporate management system.

Table 4: China Corporate Management System Ancient China

		High	Low
Novel China	High	Attitudes: honest, punctual, serious, strict, abide	Communication Innovation Relations
	Low	Confucianism Tradition culture Civilization	Education Social inequality Environmental

Both in ancient and novel China, Chinese employees be honest, serious, strict, and punctual of its work and toward their customers, time is money in western countries if anybody is late in his/her work, while in China come on time is minimum respect toward their leader or manager, this spirit influenced by ancient China such as tradition culture and Confucianism that has a high level to build China today on the second rank of the world economy. In novel China communication become dominant in the Chinese firm, it is as the key that remove the stress and hidden barriers between GCEC to found best relation of themselves, therefore Chinese enterprises become have competitive spirit on innovation to reply the customer’s expectations. China is as all country has problems, then they have their lack from ancient China until novel China such as weakness of education, social inequality, and master of environment. According to our interview and sighting of the increase of Chinese people going abroad for study, almost of them is self-funding and view of the percentage that go up to higher education (University) which is over 20% of the Chinese young people. Because of strong social inequality in China and lack of financial most of Chinese younger cannot go up to university, they are chosen to help their parents to make money for life. Also, they are surplus number is one of the problems in education while the university strongly strict to select the best student to go at the university to continue their studies. Those 3 elements such as education, social and environment is inseparable in China, until now China have political strategy plan for their environment, during the interview period we get more information that Beijing capital of China is one of the part most polluted city in the world. As the Chinese people is most numerous of course the social inequality is there and it is hard to solve for Chinese government.

IV. SUGGESTIONS AND RECOMMENDATIONS

After discussing the historical situation of Chinese corporate culture on this article, it was deep to complete this journal with recommendations and suggestions that will be offered to various companies in the world. Our recommendations and suggestions are based on the following five points such as reliable proposition (RP), standardization, better organization of work (BOW), improving the documentation system (IDS), and research collective participation (RCP).

- **Reliable Proposition (RP):** Ensure to give training and competence of staff, it is important as periodically training the staff, but also ensure the competence of all staff hiring within the company. Having regard to the increased supply captured by the provider and saw the new advanced technology should be improved system of monitoring and verification in the Chinese corporate. Training staff has two objectives:

- ✓ It is used to adapt of human to his job,
- ✓ It is an investment in human resources development

Moreover, the human is endowed with intelligence, a resource that should be developed. Therefore, the resource of motivation depends on its gain, its progress in their work and competence in the work entrusted to them. For assess the skills of each employee, there are some assessment criteria:

- ✓ The performance, defining the functional objectives in short-term;
- ✓ Professionalism, reflecting the objectives competency post in the medium term;
- ✓ Potential, defining growth up objectives in the long term.
- **Standardization:** the norm of employees aims to become professionals and that there will ask to be trained. Inequality of competence, those responsible operating in the same occupation the result will in unsatisfactory for the companies, thus the vision of the leader or manager should be strictly away from bias. Competence of staff made the employee define well its mission and it away the fatal mistake order not to destroy the value of the company.
- **Better Organization of Work (BOW):** a better organization of workplace takes less fatigue and accentuates profitability. Therefore, it is necessary to have good working conditions for employees. It is better to restore the office and create a partition, separation according to standards, in a big company, it is important to increase the computer hardware, the number of staff and invest in the purchase of transport for displacement.
- **Improving the Document System (IDS):** the architecture of documents is an organization necessary for the smooth operational of company. As a documentary structure is important key an organization, then it will be to homogenize, verify and formalize the arrangements made to meet the requirements of the international norms. Note that document structure identifies the overall normative documents (standards) and regulations used by the company. It describes the formalization of trial the traceability of the documents in social and environmental monitoring.
- **Research Collective Participation (RCP):** process improvement is an employee participative, where each employee must mobilize to ensure that in the framework of the construction and maintenance of the document architecture, all functioning components are most appropriate possible. Communication plays important role in collective participation, it is better given great importance relations between the company and the customer, especially social relations.
- **Education:** on behalf of our study Chinese younger prefer that their government should be create a new university or formation center for who's cannot pay the normal university and ameliorate the English program study in the university and also innovate a new program such as add the French language program in the Chinese university to provide advantage for their higher education.
- **Social Inequality:** this topic is existing everywhere; it is a complex challenge for each country but we have the courage to brings some solutions for each country especial for China because this study does in China mainland. For slacken the quantity of the social inequality, China government should be encouraging their younger to create their own business toward the financial help from the government. Improve the "IR" or "OR" because, become entrepreneurship needs

teamwork or partnership with each country to be successful in the business.

- **Environment:** this is the main problem in China, according to our research each enterprise in China should take in charge the environment study managing by the Chinese government. Reduce the number of big enterprises in the middle mainland in China, move them near the sea such as Xiamen, Qingdao, Hainan and some else.

V. CONCLUSION

Being an entrepreneur can be a challenging journey filled with uncertainty, risk, and hard work even though it attracts many young fresh graduates. However, it's also incredibly rewarding for those who are passionate, persistent, and willing to learn from both success and failures. The finding of this study shows that entrepreneurship can bring a lot of advantages and participating in increasing the local economic. It is also creating vast work to reduce the rate of unemployment. To become a successful entrepreneur, it's essential to have a clear vision, a solid understanding of the market, resilience in the face of challenges, willingness to adapt, and continuous learning. Building a strong network, surrounding yourself with mentors, and staying focused on providing value to the customers are also key factors.

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