

## Translation and Dissemination of Chinese Confucian Business Culture

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**Keywords:** Confucian business culture, global communication, innovation, digitalization

**Abstract:** Confucian business culture is a business culture deeply influenced by Confucianism, which has a positive impact on economic development and social progress. Nowadays, with the globalization of the world economy, Confucian business culture provides good inspiration for the business operation of Confucian businessmen with its unique values. Nowadays, with the prevalence of e-commerce, Confucian business culture is becoming more and more widely disseminated to the outside world, and at the same time facing new challenges. In the era of new media, the foreign communication of Confucian business culture should conform to the development of the times, promote digitalization, find the value identity of business culture symbols, optimize the foreign translation and communication strategy of Confucian business culture, develop a broader overseas audience market for Confucian business culture, and promote the overseas dissemination of excellent Chinese traditional culture.

### 1. Introduction

Confucian merchants embody a multifaceted approach that combines their ultimate goal of surpassing mere self-interest with a profound sense of responsibility towards societal advancement. They demonstrate an exceptional aspiration to alleviate the concerns of humanity and uphold the noble duty of fostering social development. Embracing the philosophy of "achieving personal excellence for the greater good," they seek to harmonize their individual growth with the well-being of the entire world. The ethos of the Confucian merchant entails a meticulous focus on personal refinement and ethical conduct, underpinned by a strong emphasis on integrity in business practices. Their elevated cultural competence enables them to navigate diverse environments effectively. Confucianism had a strong influence over many aspects of Chinese society<sup>[1]</sup>.

### 2. The influence of the translation on Chinese Confucian business culture

#### 2.1 Confucian business culture in overseas Chinese communities

Overseas Chinese play a crucial role in spreading traditional Chinese Confucian culture. In modern times, the ideas of Confucius are still held in the highest esteem in Japan, Korea, Singapore and other Asian circles. Even in France, the school of encyclopedic law accepts Confucius' theory of statecraft and management as atheistic and materialistic. Many bourgeois thinkers fell for Confucius' theory of governance<sup>[2]</sup>. The international dissemination of Confucian culture is supposed to on the one hand, truly tap the essence of Confucian culture, and on the other hand, fully understand overseas Chinese groups, societies, education and media, etc. Emphasis should be placed on experiential forms of cultural dissemination, so that learners of traditional culture can shift from contact at the tangible level to comprehension at the connotation level, thus fundamentally identifying with and accepting traditional Chinese culture.

Liao Meilin, a Confucian businessman, started his business from scratch in Thailand, and became a famous overseas Chinese leader in Thailand. He did not forget the ambition he set when he was young, and carried forward the Confucian spirit of "benevolence, righteousness, courtesy, wisdom and trust", and was devoted to public welfare and loved his country. For decades, Mr. Liao has written and published a large number of Chinese classics in modern Chinese, English, and Thai,

including *The Analects of Confucius*, *Lao Tzu*, *Mencius*, and *The Great Learning*, all of which have been printed in tens of thousands of copies and given away for free and collected by Thai university libraries. Wang Lizhi, a Confucian businessman who has made the "small business" of ginger and garlic into a multinational "big business", successfully held four International Confucius Cultural Festivals and went to Washington, D.C., to co-organize an International Confucius Cultural Festival with the Greater Washington Shandong Hometown Association to bring more American friends closer to Chinese culture<sup>[3]</sup>.

## 2.2 Confucian business culture in overseas e-commerce platforms

Confucian merchants pursue personal excellence for the greater good, combining self-interest with responsibility towards society. They prioritize ethical conduct, cultural competence, and social advancement in their business practices. Moreover, they prioritize collaboration and exhibit a remarkable sense of duty towards stakeholders and society at large. As conscientious businessmen, Confucian merchants employ strategic branding principles while remaining committed to reciprocating their success by benefiting the wider community.

Confucian merchant culture, when integrated into overseas e-commerce platforms, can exert several significant influences. Firstly, the emphasis placed on ethical business practices by Confucian merchants, which prioritizes integrity and adherence to ethical principles, can play a pivotal role in establishing a reputation of trustworthiness and reliability for these platforms. This, in turn, attracts customers who highly value ethical considerations in their purchasing decisions, contributing to the platforms' credibility and success.

Secondly, the enduring relationship-building principles inherent in Confucianism, founded upon trust and mutual benefit, can shape the strategies of overseas e-commerce platforms. By prioritizing the cultivation of long-term relationships with customers and business partners, these platforms foster loyalty and pave the way for sustained growth, reflecting the influence of Confucian values on relationship management practices.

Furthermore, the strong emphasis on social responsibility and the betterment of society within Confucian merchant culture can drive overseas e-commerce platforms to actively engage in philanthropic activities or support social causes. By embracing this aspect of Confucianism, these platforms contribute to positive social impact, thereby enhancing their brand image and resonating with socially conscious consumers.

Lastly, the cultural sensitivity promoted by Confucianism underscores the importance of understanding and respecting diverse cultural contexts. Overseas e-commerce platforms influenced by Confucian merchant culture prioritize cultural sensitivity in their operations, tailoring their marketing strategies, product offerings, and customer experiences to align with specific cultural preferences and values. This approach allows these platforms to effectively penetrate and thrive in different markets, capitalizing on the nuanced understanding of local cultures.

Wu Fangzhai serves as a compelling example that vividly illustrates the embodiment of Confucian merchant culture and its external influence on e-commerce platforms. Through their meticulous attention to cultural preservation and innovation, Wu Fangzhai showcases a profound Confucian spirit that resonates with their culinary offerings, while simultaneously impacting the broader e-commerce landscape.

Wu Fangzhai is primarily engaged in the research, development, production, and sale of glutinous rice-based food products. If the existing brands want to survive in the complex and changeable market, it is imperative to innovate and change<sup>[4]</sup>. The company combines the preservation of ethnic culinary culture with continuous innovation. They modernize the production techniques of the renowned "Jiahuxidian" delicacies from the Ming and Qing dynasties. Wu Fangzhai has formed a product range dominated by sticky rice dumplings, including mooncakes, tangyuan (glutinous rice balls), pastries, egg-based products, and other rice-based food items. The company has established two major food production and distribution bases in Jiaying and Chengdu, and has built a nationwide marketing network covering trade channels, chain stores, and e-commerce platforms.

At the core of Wu Fangzhai's philosophy lies their unwavering commitment to honoring Chinese traditions, particularly Confucian values. By embracing the 24 solar terms and integrating them into their culinary creations, Wu Fangzhai not only provides a unique gastronomic experience but also fosters a deeper cultural connection with customers. This approach serves as an external influence on e-commerce platforms, inspiring other businesses to explore and incorporate cultural elements into their products and services.

Furthermore, Wu Fangzhai's emphasis on building enduring relationships and mutual benefit extends beyond their traditional brick-and-mortar stores. Through their robust e-commerce presence, Wu Fangzhai demonstrates the application of Confucian principles to the digital realm. By nurturing customer loyalty and establishing trust, Wu Fangzhai's e-commerce platform exemplifies the Confucian ideals of social harmony and cooperative partnerships. This influence encourages other e-commerce platforms to prioritize building strong relationships with customers and business partners, thus fostering a more harmonious and sustainable e-commerce ecosystem.

In addition to fostering harmonious relationships, Wu Fangzhai's commitment to ethical business practices influences the e-commerce industry as a whole. By placing a strong emphasis on integrity and adhering to ethical principles, Wu Fangzhai establishes a trustworthy and reliable reputation. This influence encourages other e-commerce platforms to prioritize ethical considerations in their operations, attracting customers who value integrity and responsible business practices. Wu Fangzhai's external influence extends beyond their own brand, shaping the broader landscape of e-commerce to embrace a higher standard of ethics.

Moreover, Wu Fangzhai's cultural sensitivity and adaptation of traditional Chinese medicine principles to their culinary offerings serve as an external influence on e-commerce platforms in terms of market segmentation and customization. By tailoring their marketing strategies, product offerings, and customer experiences to resonate with specific cultural preferences and values, Wu Fangzhai attracts a diverse customer base. This influence encourages other e-commerce platforms to adopt a more culturally sensitive approach, recognizing the importance of understanding and respecting diverse cultural contexts in order to effectively engage with customers worldwide.

In conclusion, Wu Fangzhai's embodiment of Confucian merchant culture exerts a significant external influence on e-commerce platforms. Through his commitment to cultural preservation, ethical business practices, harmonious relationships, and cultural sensitivity, Wu Fangzhai inspires other e-commerce platforms to embrace these values and incorporate them into their own operations. By doing so, they contribute to the overall enhancement of the e-commerce industry, fostering a more responsible, harmonious, and culturally inclusive marketplace.

### **3. Strategies for the dissemination of Confucian business culture in globalization**

#### **3.1 Promote digitalization**

Confucian business culture is an important part of traditional Chinese culture, which emphasizes "righteousness for profit and virtue for business" and focuses on moral values and social responsibility in business activities; the values it advocates, such as honesty, win-win and responsibility, still have far-reaching significance in today's society. Digitalization is a current trend in society, and with the development of digital technology, the ways in which Confucian business culture can be disseminated are constantly being expanded and innovated. Digital construction can greatly improve the efficiency and effectiveness of the dissemination of Confucian business culture, attract people from all over the country to understand and pay attention to Confucian business culture, increase the influence and visibility of Confucian business culture, and promote the inheritance and development of Confucian business culture. Digital technology offers new opportunities and ways to promote and develop Confucian business culture, and it is believed that in the future, the digital construction of Confucian business culture will be increasingly valued and widely used.

### **3.1.1 Digital library construction**

The construction of a digital library of Confucian business culture includes digitizing the documents, materials and cultural relics of Confucian business culture, storing them on a digital platform and providing convenient search and enquiry functions. One important operation in the National Library of China is the digitalization of Confucian business culture classics. By digitizing Confucian cultural classics, the National Library has provided convenient online reading and searching services, which has greatly improved the efficiency and effectiveness of the dissemination of Confucian culture. At the same time, the construction of the digital library also requires the establishment of a comprehensive digital management and service system to ensure the safety and stability of the digital resources of Confucian business culture<sup>[5]</sup>. The construction of a Confucian business culture digital library also needs to focus on innovation and the introduction of new technologies and ideas to improve the service quality and influence of the digital library. For example, artificial intelligence technology can be adopted to achieve automated functions such as classification, retrieval and recommendation to improve readers' reading experience and efficiency. Virtual reality technology can also be used to create a virtual Confucian business culture experience space to improve the effectiveness and attractiveness of the dissemination of Confucian business culture. The construction of the Confucian Business Culture Digital Library is an important cultural project that is of great significance to the inheritance and promotion of traditional Chinese culture. Through digital means, Confucian business culture resources can be shared with more people, improving national cultural literacy and promoting the development and prosperity of culture.

### **3.1.2 Confucian cultural brand building**

To build a Confucian cultural brand, it is necessary to uphold the concepts of "honesty, innovation and win-win", emphasizing the sense of integrity and win-win thinking mode of businessmen. Secondly, it is important to promote traditional cultural elements such as "benevolence, etiquette and filial piety" and to reflect humanistic concerns in business practices. In addition, it is important to promote the internationalization of Confucian business civilization, to attract global business attention with the charm of Chinese culture, and to enhance the international influence of Chinese businessmen. The following are some suggestions.

Define the main contents and core values of Confucian business culture and use them as a basis for creating digital products.

Make use of digital technology to create digital cultural products from classic Confucian business literature, historical allusions and business cases.

Combine Confucian business culture with modern business concepts to create digital products with contemporary characteristics.

Focus on the user experience of digital products and improve the quality and practicality of digital products.<sup>[6]</sup> The Confucius Institute is one of the key vehicles for digital branding. Through digital branding, it digitizes classical Confucian business culture and related materials, and provides convenient online browsing and search services, greatly improving the efficiency and effectiveness of the dissemination of Confucian business culture. The National Museum of China has created the Confucian Business Culture Digital Exhibition, which showcases the main contents and core values of Confucian business culture to the public. The Confucius Museum in Qu fu, Shandong province, has launched a digital product called "Confucius' Family Feast", which is a digital product of the culinary culture of Confucian business. Some enterprises and institutions have started to create digital products called "Confucian Business Culture Academy" to provide users with online Confucian business culture learning services.

### **3.1.3 AI virtual technology interactive experience**

A Confucian business culture theme park can be created with virtual reality technology, allowing people to experience the essence of Confucian business culture in an immersive way. Through virtual technology, the theme park can create real historical scenes, allowing people to travel back in time to the days of ancient Confucian merchants and experience the charm of Confucian culture

first-hand. In a Confucian merchant culture theme park, we can create a virtual world of merchants and businessmen. In this world, people can feel the cultural atmosphere of ancient merchants, see various statues and memorials of ancient merchants, and experience the business wisdom of ancient merchants. At the same time, virtual business scenes are created, such as scenes of ancient merchants buying and selling, business negotiation scenes and so on. In this way, people can experience the real feeling of Confucian business culture in the virtual world.

Create various experiential activities of Confucian business culture, such as business etiquette, calligraphy and painting, so that people can experience the essence of Confucian business culture and various elements of Confucian business culture, such as etiquette, morality and education, in the game. The theme park can also create various exhibits of Confucian business culture through virtual reality technology, such as ancient merchants' household items, business documents, handicrafts, etc., so that people can gain a deeper understanding of the history and heritage of Confucian business culture. By creating a Confucian merchant culture theme park through virtual reality technology, people will not only gain a deeper understanding of Confucian merchant culture, but will also have a more realistic experience.

### **3.2 Symbolic value in common**

Writing The translation and dissemination of Confucian business cultural texts requires respect and understanding of the cultural diversity that is in line with the culture of overseas audiences, and needs to be done from a global perspective. At the same time, it is important to explore the commonalities between different cultures and to find the value of cultural icons that have a high degree of recognition and sharing. For example, the Confucian business culture itself is a cultural symbol with a high degree of international identification. "Silk Road", "win-win", and "Integrity" symbols have a high degree of cultural recognition in Central Asia, West Asia and even Europe, and "Confucian business culture" is often found in various official and private activities and even brand logos overseas. "In the future, the translation and dissemination of Confucian merchant culture texts should make use of the symbolic value recognition in the historical and cultural contexts to explore more shared cultural symbols, to awaken the common historical and cultural memories of the countries concerned, and to take this as an entry point to stimulate the latent cultural common factors behind different countries, and then to build a cultural community.

### **3.3 Translation strategies optimization**

Spreading Confucian culture in the context of globalization is a challenging task. The trend of globalization can be summarized by two points: firstly, cultural conflicts, and secondly, integration. Integration is the ultimate trend, but globalization emphasizes both commonality and individuality. Now, it is time for Chinese culture to showcase its individuality. To showcase individuality, one must first have a comprehensive understanding of oneself, achieve cultural confidence through cultural self-rescue, and finally, cultural consciousness. From this perspective, I believe that how traditional Confucian culture can be deeply integrated with the characteristic socialist market economy, comprehensively guiding Chinese enterprises to ride the wave of global integration in the market economy, showcase their Chinese characteristics, and provide ethical and moral support for the globalized market economy is a topic of the times. It is also an excellent opportunity for Chinese business culture and corporate culture to overtake in the curve given by history<sup>[7]</sup>. Especially when trying to convey cultural concepts and values across different linguistic and cultural boundaries. However, optimizing translation strategies can enhance effective communication.

#### **3.3.1 Simplification**

This strategy is particularly effective in spreading Confucian culture to overseas audiences who may not be familiar with Confucianism or Chinese culture. By simplifying the language and concept of Confucian culture and reducing the understanding difficulties of readers, audiences can more easily understand and relate to the unique connotation of Confucian culture and attract overseas audiences' interest in Confucian culture.

### 3.3.2 Cultural sensitivity

When spreading Confucian culture to overseas audiences, it is necessary to be sensitive to cultural differences and avoid cultural stereotypes. It is important to emphasize the positive aspects of Confucian business culture.

## 4. Conclusion

In the current era, with the development of globalization and the strengthening of international cultural exchanges, Confucian business culture has been given more opportunities for international dissemination. By studying the historical heritage and international dissemination of Confucian business culture, with the help of digital construction, we can better understand its connotations and values, promote the dissemination of the diverse forms of Chinese Confucian business culture, enhance the cultural confidence and cultural identity of the Chinese people, and improve the international influence of China's excellent traditional culture. In conclusion, the thesis provides useful reflections and references for exploring the dissemination and transmission of Confucian business culture in an international context.

## Acknowledgment

Undergraduate Innovation and Entrepreneurship Training Program of Chengdu University of Information Technology---The Translation and Internationalization of Chinese Confucian Business Culture: Historical Inheritance and Modern Innovation (202310621265).

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