

# The Construction of Theoretical Framework on the Localilzation Study of Chinese Management in the Post-crisis Era

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**Abstract:** Firstly, this article represents the reflection of Western management modes on post-crisis times, whether Western management theory in crisis is the lack of stamina, and Western management theory lacks applicability or not; whether existence of the system errors in the quantification research of the Western management field is or not; whether Management of the proposed study on localilzation is the Chinese management thought of mainstream in the post-crisis era. Secondly, plenty of challenges of the localilzation study of Chinese management. To the beginning, the mining of management thought in the traditional culture is insufficient; Then, simplification of academic value judgment standard in Chinese management theory; eventually, paradigm of the localilzation study of Chinese management in expansion restricted. Thirdly, build a theoretical framework of the localilzation study of Chinese management: To the start, refining classical thought of Western management theory; Then, research content of the localilzation study of Chinese management, including research source of the localilzation study of Chinese management( the Chinese traditional culture), foundation of the Chinese management research (Chinese enterprise development process), its object of study (the Chinese enterprises and consumers); Moreover, the methods of the indigenous management( historical research and systematic approach); Ultimately, a continuous and further study of the localilzation study of Chinese management—Cointegration Management Theory. Finally, the direction of the localilzation study of Chinese management—advanced and forward-looking: On the one hand, the analects of Confucius & Internet; on the other hand, Participation in international standard-setting.

**Keywords:** Localization Research; Chinese Management; Theoretical Framework.

## 1 The reflection of Western management modes on post-crisis times

### 1.1. Whether Western management theory in crisis is the lack of stamina, and Western management theory lacks applicability or not

It appears credit expansion, the burst of economic bubble in the virtual economy, which causes the global financial crisis in 2008. In the context of the financial crisis, GM, Chrysler and the other automobile tycoon get into trouble, whether in theory horizon or business circle starts on Western management review: whether Western management ideas and mode exists congenital defects or not, and we believe these principles to be universally true or not. For the Chinese national circumstances and the status quo, Western management ideas and management theory appear “acclimatized”. It is a common understanding that Western management theory and management thoughts should be the company to have strong potential for development, and in the 30 years of reform and opening-up Global top 500 should be listed more Chinese Enterprise name. However, it is not the case, so we're rethinking Western management theory in China's

practical features.

### 1.2 Whether existence of the system errors in the quantification research of the Western management field is or not

In the West the areas of management theory is often introduced quantitative research, but Chinese management disciplines are more qualitative research, if they are introduced qualitative content , then quantitative analysis is certain scientific nature and errors are inevitable, especially system error more cryptic. Mathematical analysis methods to measure the characterization of decision problem will make the results system high or low. According to a study of western management theory research method, it may produce errors: method error (the error analysis method is by itself, to cause the result for the determination of the system high or low) and subjective error (this error is caused by analysts itself some subjective factors).

### 1.3 Whether management of the proposed study on localilzation is the Chinese management thought of mainstream in the post-crisis era

The crack initiation and growth of management ideas and management theory has its specific economic and socio-cultural environment, which is to address the problem of social production and the progressive development and perfection. In the current economic globalization and integration process, national economies on the formation of management theory already are "borrowed". Assuming that these theories have strong applicability and operability and been considered a large success in some countries, they are believed in their correctness. After the reforms and opening-up advanced management ideas and management modes are introduced, hence, it faces resistance and difficulties when we want to change the current management situation. The first question is this point of view of recognition in the academic circles. Therefore, there is a long way to go that management localization study in the post-crisis times becomes the Chinese management thought of mainstream.

## **2 Plenty of challenges of the localization study of Chinese management**

### **2.1 The mining of management thought in the traditional culture is insufficient**

The traditional management thoughts set reflected from pre-qin times to the early years of the han dynasty, and their object of study is "countries" (that is to say "Organization") and "nationals" (that is to say "people in Organization"). Thoughts are primarily to prosper as a sovereign country of destination, to prosperity freedom and happiness to the people of life goals. Chinese traditional management performance is in the basic orientation to humanistic, moderation, the governance by non-interference. This traditional management philosophy is established as the core of "people", and people oriented is the most dramatic and important features and markings in the management thought of Confucianism; The doctrine of the mean is one of people's rules of conduct, and dealing with problems of principle is mixed on the eclectic, against excessive and the radicals. To win their thoughts is focusing on the leadership of the family, "to force people, non-convinced also, force does not forward positively". To win the hearts and minds as well (Mencius 《the Gongsun chou》); "inaction" is the highest principle of Taoist management thought. As managers, their tasks are to catch events and assign the work to specific people and organizations to do, without personally. In this way is it division of labor and coordination, unambiguity of rights and obligations, the exhibition of his long, each person doing his best fundamentally, and management would be in order to get best effect. Management thought in the Art of War can be summarized as six principles, such as optimization, limitation, random, information and organization. These don't explain much

in Western management theory, and ideally suited for China's management have not been fully excavated, George says: ancient records from "mo-tse", "Mencius" and "zhou li", can see that Chinese people had known the organization, plan, direction and control.

### **2.2 Simplification of academic value judgment standard in Chinese management theory**

Due to the large number of western management theory introduced into China, management theory of development and management theory of academic value of evaluation standards lack of localization. In china any good management thoughts and management mode, which cannot give organizations impressive economic profit, will be deemed to have been abandoned. In the quintessence of Chinese culture, management thoughts reflect at the macro level, and Western management theory clear in specific micro-management level. Based on assumptions of economics in the west, it is the lack of attractive for our enterprises and organizations.

### **2.3 Paradigm of the localization study of Chinese management in expansion restricted**

Chinese traditional management ideas were from the qualitative perspective rather than from a quantitative point of view, which has a certain gap in the academic field of study on management theory. Academic papers in our current authoritative management journal or journals almost reproduce the western academia research paradigm: "introduction & literature review & mathematical model & empirical analysis". No mathematical model and a bunch of data, or papers are in these authoritative journals. Any research study on the achievements of enrichment and development in General begins firstly in the academic community to multiply, and then to practice test. Therefore, at present the management theory of paradigm limits the native paradigms of development and dissemination.

## **3 Build a theoretical framework of the localization study of Chinese management**

### **3.1 Refining classical thought of western management theory**

This article considers that advocating indigenous studies do not negate the western management ideas and model, but we can refine excellent results in the Western management theory. According to Chinese current environment and the characteristics of organization members, we explore Chinese characteristics of management theory, such as the flexible management of the organization, that

is to say, due to the Chinese traditional culture of edification, the organization's management is to have a certain management system (i.e. principles) as well as a certain emotionism management (that is, flexibility). So we cannot abandon the western management theory from the organization and management of basic framework, management of the indigenous Chinese never completely denies the theory of western management. There are some classic management theory and management thoughts with universality in western management theory, not unique.

### **3.2 Research content of the localilization study of Chinese management**

1) research source of the localilization study of Chinese management - the Chinese traditional culture

Management is a science, an art, but also a cultural phenomenon. Philosophical thoughts embodied in Chinese traditional culture are extensive, profound and inexhaustible source of wisdom, and the essence and vitality has always been the focus of attention. China's traditional philosophy has very rich mind on harmony, integration and peace. Management should closely bind up together with Chinese traditional culture. Chinese management research source is Chinese traditional culture. Any management is rooted in a culture, based on social and cultural background. What kind of social and cultural environment requires the management behaviors and the way to meet. Management rootes in culture if you can adapt to it, in line with its features and requirements, then it would be better, management efficiency would improve and labor productivity would increase. As material and spiritual achievements of oriental peoples in the natureremaking activities, Oriental management thought greatly facilitates the development of human civilization.

2) foundation of the Chinese management research-Chinese enterprise development process

The actual realization of the Chinese administration must study the history of Chinese business growth. In accordance with different historical period Chinese enterprise development process can be divided into different stages, which help us on the management process for in-depth analysis. In the different phases in accordance with the nature of the enterprise it can be separated into different types. After examining different types of organizations using different management theory, according to the final outcome we disprove the theory of overall absorption in the west. Therefore, empirical research of the localilization study of Chinese management is on Chinese enterprise growth of process. On this basis, we can further enrich and improve its study of the theory.

3) its object of study-the Chinese enterprises and consumers

Any kind of management theory is the need for a

specific study of objects as a basis; hence its object of study must be Chinese enterprises and residents. Because the management of primary content is productivity, production and superstructure, specifically including social institutions, cultural resources, thought patterns, values, history, geography, people, science and technology, production and so on, but these countries are not all the same. Any one of the country's indigenous research builds on the foundation with its own specifications, which their people understand and accept. As Chinese management system and the economic and social environments are different from other countries, Chinese enterprises (such as organizational structure and management mode) have some differences from the west. So management theory on the use of the application is a certain differences. The characteristics of the Chinese nation determine the Chinese consumers on spending habits, psychographics and values quite different western countries, such as the individualistic values and externalization of adventurous spirit of innovation and competitive consciousness into the scientific management theory of the culture foundation. American traditional enterprise management theory of a kernel is to pay attention to the substance of the pursuit, demand a high degree of pragmatism and the management philosophy of management rationalist way, which founds a coordinated science management theory and method with its traditional culture and values. In sum, its object of study is the Chinese enterprises and consumers.

### **3.3 The methods of the indigenous management -historical research and systematic approach**

For the methods of the indigenous management primarily adopt: Firstly, historical research. That is from the development process to analyze aspects of indigenous issues. We should begin by the management thinking of Chinese traditional culture with western existing management theory and analysis to analyze management of the evolution of Chinese philosophy. Secondly, systematic approach. It is to introduce system theory into the localilization study of Chinese management. That is to say, Chinese management is taken into consideration with the Chinese culture, economic, social and political factors within a system for all systems coordination and integration in order to optimize system, and increase economic efficiency.

### **3.4 A continuous and further study of the localilization study of Chinese**

#### **management-Cointegration Management Theory**

When the theory and research methods of the localilization study of Chinese management achieve certain results, the author argues that this will form a theory of

the Chinese localization management —Cointegration Management Theory, which is defined that a theory refined in the management theory is good for China, at the same time inheritance of Chinese traditional culture in management thinking, considering Chinese current socio-economic and policy environment, and eventually achieves a balance with Chinese characteristics member of the management theory, which is characterized in that the theory is neither fully form western management theory, nor is Chinese own management theory, but it is in continuous adjustment to form a new theory and theoretical framework. It has succession, adaptive and innovative.

#### 4 The direction of the localization study of Chinese management-advanced and forward-looking

Establish suitable for a country's circumstances of management theory based on its present condition, productivity and take full advantage of existing research results, especially in leading-edge theories and concepts, such as Innovation Management Concepts, "Knowledge is the first productivity", Business Reengineering Theory, the Learning Organization Theory, Rapid Reaction Concept, Reversals of the Theory of the Organization, Across Cultural Management, the Final Target of the Management Concept, Strategic Flexible Management and so on. Through the use of goal 3 connections we can greatly improve management operation mode. Specifically, it represents as follows:

##### 4.1 The analects of Confucius & Internet

It bears the Chinese style of practical management mode. "the analects of Confucius& Internet" is a high-level overview of this feature of the Chinese management mode. Here's a "the analects of Confucius" that is generally to refer to, on behalf of the Chinese management philosophy that should inherit the innovation in the traditional culture of fruitful ideas. Chinese philosophy is across Confucianism, Taoism and Buddhism. Confucianism emphasizes the power of virtue, and Taoism emphasizes forces of nature, but Buddhism emphasizes "Bitter set out of circulation"—it is enlightened. They condense into the kernel thought of Chinese management mode. The internet represents a communication with modern management science, the combination of both carry up the co-hosting with the practicality of Chinese management mode.

##### 4.2 Participation in international standard-setting

Participation in international standards in the fields let

Chinese management pattern to the world. In the development of Chinese enterprises, we cannot depart from the transform and innovation of enterprise business model and management. Chinese management mode requires Chinese management philosophy combination of modern management science and the successful management practice. It also needs scientific schema framework to support strategic planning and operational models. Enterprise architecture is an organic part of the strategy and is a base to create a business executive creating no boundary information flow to promote management mode constant innovation and development. Expect that through participation in international standard-setting allowing Chinese businesses and international giants stand together. Let the Chinese management mode go to the world.

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