

# A Survey on the Influence of Confucianism in the Cultivation of Professional Management Talents

Chongmei Wang

School of Management, Shandong Technology and Business University, Yantai, China  
Email: Worshipmei7654@163.com

**How to cite this paper:** Wang, C. M. (2024). A Survey on the Influence of Confucianism in the Cultivation of Professional Management Talents. *Open Journal of Social Sciences*, 12, 623-633.  
<https://doi.org/10.4236/jss.2024.122034>

**Received:** February 2, 2024

**Accepted:** February 26, 2024

**Published:** February 29, 2024

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## Abstract

This article aims to explore the influence of Confucianism on the cultivation of specialized management talents selecting the questionnaire. This questionnaire aims to explore the impact of Confucianism on the cultivation of enterprises and professional management talents, understand the changes in social demand for talents, and consider how to cultivate talents that meet social needs from the perspective of Confucianism. Exploring the integration of Confucian concepts into the cultivation programs of modern management talents, and analyzing the impact of Confucian ideas on the improvement of professional management talents in the universities in order to cultivate outstanding talents with Confucian values. Through data analysis we have conducted on the influence of Confucianism on the cultivation of specialized management talents. The research indicates that Confucianism has a positive impact on the cultivation of specialized management capacity. Which can improve their quality and ability, and promote their career development.

## Keywords

Confucianism, Specialized Management Talents, Cultivation

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## 1. Introduction

With the continuous development of society, the demand for specialized management talents is increasing. How to cultivate high-quality specialized management talents has become a focus of attention from all sectors of society. Confucianism, as an important component of traditional Chinese culture, has a certain influence on the cultivation of specialized management talents. Therefore, this article aims to collect data through questionnaire survey and analyze

the impact of Confucianism on the cultivation of specialized management talents, providing reference for the cultivation of specialized management talents.

In domestic and foreign literature, various discussions have been conducted on the influence of Confucianism on the cultivation of specialized management talents. For example, Li Wenbin (2019) pointed out in his paper that Confucianism is of great significance in cultivating specialized management talents, which can improve their moral qualities and professional abilities. In addition, Li Jianhua (2020) found in his research that Confucianism has a significant promoting effect on the leadership and teamwork abilities of specialized management talents. These documents indicate that Confucianism has a positive impact on the cultivation of specialized management talents.

Fuming Jia (2016) pointed out that modern education is too mechanized and externalized, and there is an urgent need for a universal education idea based on true philosophy. Maoyuan Pan (2020) pointed out that we should carefully sort out Chinese culture, take its essence, abandon its concept of not adapting to modernization, and achieve new development, and strive to build China into a powerful country in higher education with Chinese characteristics. Traditional colleges and universities can promote the realization of goals by carrying out teaching reform after positioning and determining the training goals. From the perspective of the whole country, it also shows a trend of reforming from simple teaching methods to teaching content + teaching methods, and the teaching reform is being strengthened in the reform of teaching content, teaching methods and models. Teaching reform has also been continuously refined from macro fields, and the research of more targeted and time-sensitive specific courses is becoming a trend. The teaching reform of a specific course from a certain perspective or in a certain direction of training has become the research content of more and more scholars.

In his speech at the 2018 National Education Conference, Ministry of Education (2016) pointed out that the basic principles of doing things, the requirements of socialist core values, and the ideals and responsibilities of national rejuvenation should be integrated into the teaching of various courses, so that all kinds of courses and ideological and political theory courses should be combined to form a synergistic effect. First of all, according to the spirit of Jiaogao Document No.2018.2 we will deeply study the training goals of professional talents such as business administration, and deeply explore the ideological value and spiritual connotation contained in the professional knowledge system. Secondly, scientifically and reasonably expand the breadth, depth and temperature of professional courses, from the majors, industries and literature involved in the course. From the perspective of transformation, history, territory, etc., the knowledge, ideology, humanity, philosophy and dialectics of the course will be increased. This study implements President Xi's important speech, takes Confucian business culture as the cornerstone, excellent industrial and commercial talents as the training goal, takes the professional basic course of Marketing as the research carrier, explores the paradigm of Confucian business culture and

the offline hybrid teaching design and construction of the essence of professional basic courses, and the map is a management hybrid gold course construction. For reference, the reform research of this study to improve the quality of teaching is in line with the research trend. This article promotes Chinese traditional culture, disseminates business wisdom, explores the ideological and political elements of courses in the new era, further enriches the theoretical elements of ideological and political construction of business administration courses, and solves the current business talent training plan, teaching top-level design and other problems. You can take the lead in trying.

## 2. Data Source

In order to verify the influence of Confucianism on the cultivation of specialized management talents, this article used a questionnaire survey method to survey 174 individuals. The content of this survey is mainly based on the current situation of classroom teaching, teaching content and methods, curriculum management and evaluation system, course ideological and political affairs, student learning pain points and teaching effect feedback. Six majors are carried out; on the other hand, through many years of interviews to investigate the marketing major, management major and other graduates, how do they think of the study of professional courses during college? Many students feedback that the study of a lot of professional knowledge in the university is not useful for their growth? What we diligently pursue as educators is scattered by reality, which makes us deeply think about how to improve the effectiveness of the talent training program, not just the practicality, not only the teaching content to keep pace with the times. We must increase the teaching links of ideological and marketing management philosophy courses, and spreaders. Industry civilization enlightens students' minds and ignites business wisdom.

## 3. Analyzing and Conclusion

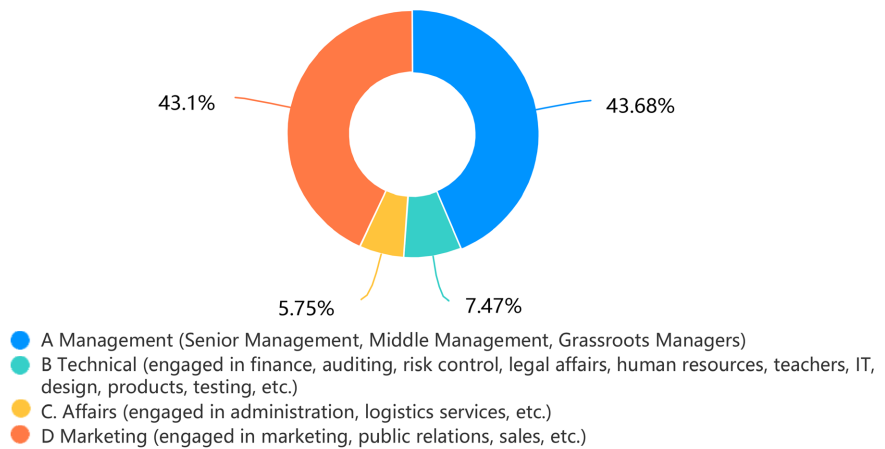
The results show that respondents generally believe that Confucianism has a positive impact on their career development, which can improve their moral qualities and professional abilities. In addition, 80% of the respondents believe that Confucianism has a significant promoting effect on their leadership and teamwork abilities. These empirical results further validate the positive impact of Confucianism on the cultivation of specialized management talents.

In order to gain a deeper understanding of the practical impact of Confucianism on the cultivation of professional management talents, this study collected feedback on the application and effectiveness of Confucianism in management through questionnaire surveys and interviews.

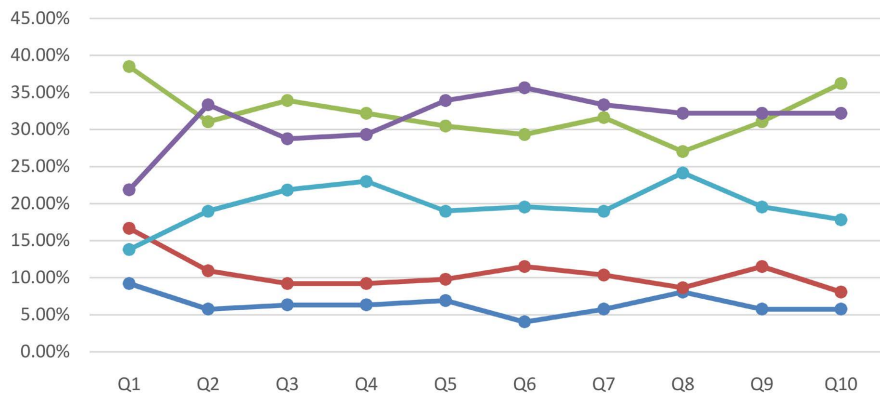
From the questionnaire, we can see the values of managers. Confucianism emphasizes core values such as integrity, loyalty, and filial piety, which play an important role in the decision-making and actions of managers as shown in **Table 1** and **Figure 1**. 41.95% of respondents in this questionnaire believe that

**Table 1.** Subject type.

Options	subtotal	proportion
A. M (top management, middle management, grassroots management).	76	43.68%
B. T (engaged in finance, auditing, risk control, legal affairs, human resources, teachers, IT, design, products, testing, etc.).	13	7.47%
C. C (engaged in administrative, logistical services, etc.).	10	5.75%
D. M (engaged in marketing, public relations, sales, etc.).	75	43.1%
<b>The number of people who fill in this question effectively</b>	<b>174</b>	



**Figure 1.** Subject type.



**Figure 2.** The degree of agreement ranges from 1 to 5.

Confucian culture is very important in modern life as shown in **Figure 2**, while 35.63% believe it is very important. Meanwhile, more than half of the participants believe that Confucian culture has high applicability in modern society. At the same time, we also found that participants generally value integrity, dedication, innovation, collaboration, decision-making ability, and communication skills. Managers should uphold the principles of fairness and integrity, set a good example to lead by virtue. This is exactly the management philosophy advocated by Confucianism.

The influence of Confucianism on corporate culture is mainly reflected in the concept of “people-oriented”. This concept emphasizes respecting employees, paying attention to their growth and development, and emphasizing their job satisfaction and happiness. Corporate culture should create a harmonious and positive working atmosphere, allowing employees to feel a sense of belonging and pride, which is the humanistic care advocated by Confucianism. And our survey results also reflect this aspect shown in **Figure 3**.

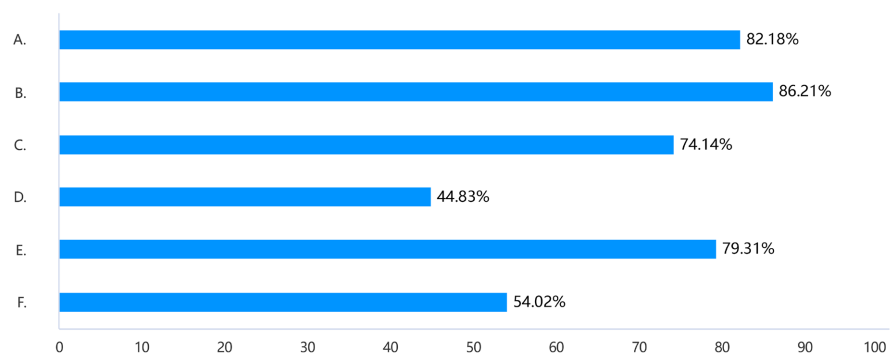
This questionnaire shows that participants believe that the impact of Confucian culture on corporate goals is mainly reflected in **Table 2**.

Confucianism emphasizes social responsibility and group interests, which can guide business goals towards a more positive direction. The goal of a company should not only be to maximize profits, but also to focus on multiple aspects such as social value, environmental sustainability, and employee welfare, in order for such a company to achieve longer-term development.

Confucianism education emphasizes the comprehensive development of individuals, which is very beneficial for cultivating professional management talents. Professional management talents need to possess comprehensive knowledge and skills, as well as high moral and humanistic qualities. The concept of “cultivating oneself, governing the family, governing the country, and pacifying the world” in

**Table 2.** Confucian core culture.

Options	subtotal	proportion
A. kindness	143	82.18%
B. Rites	150	86.21%
C. honest	129	74.14%
D. wisdom	78	44.83%
E. loyalty	138	79.31%
F. faith	94	54.02%
<b>The number of people who fill in this question effectively</b>	<b>174</b>	



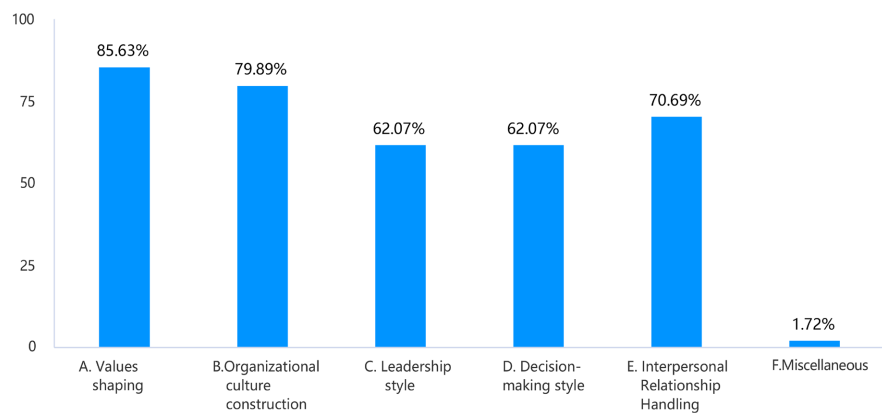
**Figure 3.** Core culture.

Confucian education can guide professional management talents to continuously improve their own qualities and better serve the sustainable development of enterprises and society. At the same time, Confucianism emphasizes the cultivation of personal character, knowledge and reasoning, which have a positive impact on the career development of employees. Employees should pay attention to self-improvement and learning, enhance their professional skills and humanistic literacy, and also follow the company's rules and regulations and social moral standards, achieving honesty, trustworthiness, diligence and responsibility.

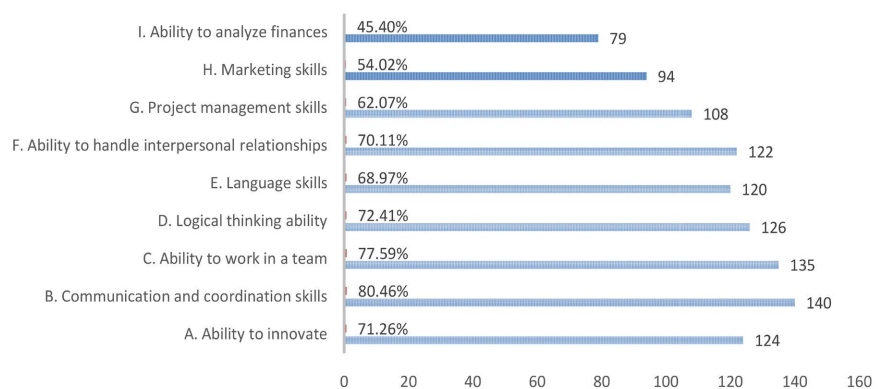
Participants in this survey believe that talent cultivation should include as follow **Figure 4** and **Figure 5**.

At the same time, they also believe that excellent employees need to have a solid foundation in theory, practical training skills, learning ability, innovation ability, interpersonal communication ability, team collaboration ability, hard work, responsibility, and responsibility as shown in **Table 3**.

Confucianism has important enlightening effects on the cultivation of professional management talents. When formulating training programs, attention should be paid to the concept of comprehensive development in talent cultivation, focusing on cultivating students' comprehensive qualities and innovative abilities. At the same time, practical teaching and professional ethics education



**Figure 4.** Talents of manager.



**Figure 5.** Capacity of management talent.

**Table 3.** The main aspects of society's demand for business talents.

Options	subtotal	proportion
A. Ability to innovate	124	71.26%
B. Communication and coordination skills	140	80.46%
C. Ability to work in a team	135	77.59%
D. Logical thinking ability	126	72.41%
E. Language skills	120	68.97%
F. Ability to handle interpersonal relationships	122	70.11%
G. Project management skills	108	62.07%
H. Marketing skills	94	54.02%
I. Ability to analyze finances	79	45.4%
<b>The number of people who fill in this question effectively</b>	<b>174</b>	

should be strengthened to improve students' practical operation ability and professional literacy. Schools should strengthen the education of traditional Confucianism, cultivate students' moral qualities and social responsibility, cultivate their leadership skills and teamwork spirit, and provide courses and research opportunities related to Confucian culture. At the same time, it is necessary to cooperate with enterprises, provide internship and employment opportunities for students, carry out enterprise mentorship system, provide practical guidance and career planning support, hold industry seminars and lectures, carry out school enterprise cooperation research projects, and promote the combination of theory and practice.

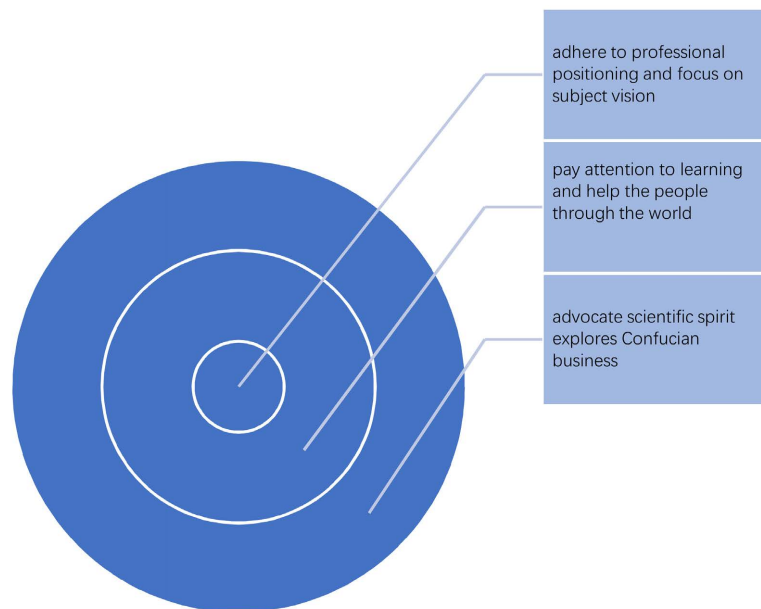
In summary, Confucianism has a positive impact on the cultivation of specialized management talents, which can improve their moral qualities and professional abilities, and promote their career development. For example, the concept of "moderation" can help managers balance the interests of all parties in decision-making, in order to achieve long-term stable development of the enterprise. Meanwhile, the Confucian ideas of "integrity" and "benevolence" also contribute to enhancing the cohesion and appeal of managers, thereby improving the efficiency of team collaboration. In addition, Confucianism has a significant promoting effect on the leadership and teamwork abilities of specialized management talents. Therefore, in the cultivation of specialized management talents, attention should be paid to the integration of Confucianism and the improvement of the quality and ability of specialized management talents.

#### 4. Teaching Design

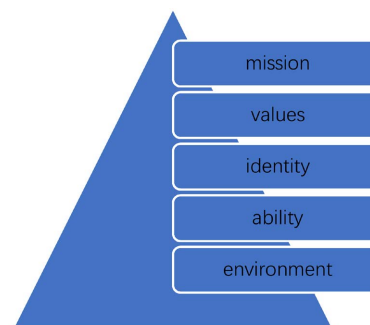
Taking advantage of the Internet + modern technology to help the training of China's outstanding industrial and commercial talents, we propose the top-level design of an efficient hybrid business negotiation course that integrates Confucian business and Taoism, realize the unity of knowledge and practice, the prac-

tice of Taoism, and finally realize the dissemination of commercial civilization. It is not only the cultivation of students' innovative compound ability, but also the origin of China. Business truths, ideas, ideas and other commercial civilizations will continue to spread. The top-level design of the course includes three principles + NLP logical level of ideological and political construction + ideological and political construction ideas, as shown in **Figures 6-8**.

Times are changing and changing rapidly. The epidemic in 2020 has made people all over the world realize what uncertainty is. If education is still immersed in using yesterday's methods to teach today's students to do tomorrow's things, that is, just the attention of "art", then the students we teach are destined to be outdated, and what we emphasize and teach to learn. The professional skills and methods of students and the abilities we cultivate are also destined to be useless, just like the "reading is useless" circulating in society. Therefore, the old saying goes that "preach, take career", preach first, and then teach. Unfortunately, we often put the cart before the horse, and no one knows the life path of

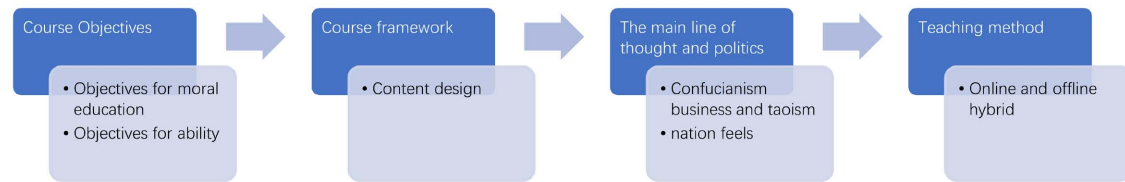


**Figure 6.** Three principles of course ideology and political design.



**Figure 7.** NLP logical level of ideological and political construction.





**Figure 8.** The top-level design route of the course.

students. So, as educators, what kind of karma we teach? Who do you teach? If we are students, we don't know the future of students. What's the meaning? If it is for the country, the country needs entrepreneurs and conscientious managers who can help the people. Therefore, it is emphasized that in the talent training program, we should increase the study of Confucian business and wisdom, take Confucian cultural thought as an ideological and political element, inject the integration of professional curriculum construction, emphasize multi-angle reconstruction, 360-degree integration, and pay attention to the cultivation of students' Confucian business thought and way of thinking, so that they can abide by benevolence, righteousness and courtesy. Wisdom and faith are the way of being people, and they have the pattern and mind of "helping the world and enriching the country and strengthening the people".

## 5. Conclusion

According to the survey data, the effect of this education reform is obvious. Whether in terms of classroom performance or students' learning effect, it is obviously different from traditional teaching: in group cooperative teaching, it also increases the ability of students to cooperate and communicate. Teaching attaches importance to both theory and practice, and gives students' teaching feedback. It also reflects the advantages of this method, which has greatly cultivated students' practical ability and improved the establishment of students' innovative thinking. Students' marketing thinking and professional quality have also been greatly improved after studying this course. Through the investigation and feedback of the evaluation system, it can also be concluded that the reformed evaluation system can be reasonable and fair; in terms of the ideological and political aspects of the curriculum, the effect is also very significant, which has played a different role in promoting the establishment of students' correct values, the improvement of professional ethics, the cultivation of philosophical thinking and the improvement of family and national feelings. This teaching reform allows students to participate more in the evaluation of grades in a new way, abandoning the previous teaching method of simply using exams to test teaching results. In the student evaluation, it is emphasized that the innovative starting point of course teaching is to solve the practical problems that exist in curriculum teaching and affect students, and reflect the concept of student development as the center reflects the idea that teachers lead the main body of students. Stimulate students' interest according to the law of students' psychological

development, and encourage them to actively explore and cooperate with others to help them better establish marketing thinking. In the classroom interaction, students are encouraged to actively participate and guide students in various ways. Teachers provide necessary support and guidance in learning to help students become independent learners and cultivate students' ability to learn independently. And integrate ideological and political content into the course teaching to help students establish correct values, improve professional ethics, cultivate philosophical thinking and improve national feelings. In terms of course resources, we should pay attention to the integration with information technology, grasp the learning characteristics of students in the new era and make full use of modern information technology, and use various network auxiliary tools, so that students' learning can not only stay in the classroom, but also explore and learn after class, and make full use of network resources to the greatest extent possible. It is enough for students' learning needs.

Shortcomings: 1) Pay more attention to interaction and communication with students in teaching, and adopt targeted and encouraging teaching for some introverted students to provide a stage for each student to show themselves. 2) Organize more creative activities to better cultivate students' sense of innovation and spirit of innovation. In the classroom questioning session, add some questions that can show students' innovation and divergent thinking, and improve students' classroom participation. 3) In course teaching, integrate a variety of teaching methods such as project teaching methods, situational teaching methods and case teaching methods to carry out teaching activities, so as to strengthen the combination of theory and practice. In terms of teaching design, teachers should make full preparations and organize them organically in the teaching process, with students as the main body, and teachers should give full play to guidance.

### **Acknowledgements**

Sponsored study abroad by Government program in the education system of Shandong Province, the education and teaching research key topics in 2020 in Shandong province, the exploration of Confucian business culture on negotiation class in the ideological and political integration of the blended teaching (2020JXZ009).

### **Conflicts of Interest**

The author declares no conflicts of interest regarding the publication of this paper.

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