



Discussing the Enlightenment of *Zhou Yi* Credit on Modern Enterprise

Shaobo Shi

Humanity College, Harbin Engineering University

Harbin 150001, Heilongjiang, China

E-mail: shishaobo166@163.com

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Abstract

Zhou Yi is a philosophy book, as well as a divining book. It is one of the earliest academic books of China. The content is also care about morals. In this book, 'credit' is considered seriously, the mind is very helpful to construct the 'credit' of modern enterprise; it reminds us that credit is the key of enterprises' success.

Keywords: *Zhou Yi*, Credit

Zhou Yi is of extensive knowledge and profound scholarship, and being paid much attention of officer, politician, ideologist, philosophy. That is because this book provides the principle of setting down and getting on with one's pursuit. *Zhou Yi* contains two parts. That is *Yi Jing* and *Yi Zhuan*. *Yi Jing* is mainly about the sixty-four hexagrams and three hundred eighty-four lines on a trigram, it also has explanation part. *Yi Zhuan* has ten chapters, said wings. Ten wings has *Tuan Zhuan*, *Xiang Zhuan*, *Xi Zhuan*, *Wen Yanzhuan*, *Shuo Guazhuan*, *Xu Guazhuan*, *Za Guazhuan*. 'In Chinese history, there are about two or three thousand, now there are almost one thousand available nowadays.' In pre-Qin days' books, there are only two books are respected-one is Confucian, the other is Taoist school. Confucian is considered as the head of six meridians and Taoist school is considered as one of the top three'. After Han dynasty, people usually argue based on *Zhou Yi*, *Zhou Yi* is a book which has very profound impact. '*Zhou Yi* is a root of Chinese culture, and is the headstream of Chinese traditional thought and ethos. It profoundly represents Chinese ancient times economy, policy, culture structure, also lifestyle, ethos, customs, mental structure, it influences Chinese culture and maybe even all over the world.' *Zhou Yi* is a philosophy book, as well as a divining book. It is one of the earliest academic books of China. The content is also care about morals. The analysis is as follows.

1. The explanation of 'honest' from *Zhou Yi*

Zhou Yi admonishes that: People could set down when they are honest, and realistic. 'Bi' hexagram's explanation illustrated that the relationship between people are built on the help from tolerance and aid of each other. It's 'kun' is the earth, it's 'kan' is the water; the water is on the earth, so it is similar as good relationship. *Za Guazhuan* claims: that means in the sixty-four hexagrams, 'Bi' hexagram represents good things, it makes people more happy than the war in 'Shi' hexagram.

The words show one's credit. *Yi Zhuan* is also explained the relationship between language and dharma. For example, as the *Zhou Yi-Xi Ci* illustrates, another example is that the words in *Zhou Yi-Wen Yan*, We can see from it that the relationship between 'moral', 'language' and 'living and working in peace and contentment'. It shows the importance of the credit. Honest is the root of being a people, keeping word is the root of success. Honest, for one self, is the open of one's heart, is the respect of one. For other people, it is moral of association, and a kind of confidence.

Otherwise, if one doesn't be honest, even if he or she gets benefits, he will lose finally, destroy his or hers life. As *Zhong Fu* claims, According to the position of lines on a trigram, three is the solar position, six three is solar based on moon, the improper position. Now we face six four, because it shows envy in this position. When the position is

improper, the root will be affected, and the will may be frailness. At the same time, the envy emotion exists, so one may show disorder words and behavior. This means that if one doesn't have honest heart, he or she will be affected by the environment or distracting thought. The results will be that the trust would lose and finally may not have good results.

2. The explanation of 'credit' from *Zhou Yi*

The word 'credit' does not show up many times in *Zhou Yi*, but according the explanation from *Zhou Yi*, we could tell that there are the thought of credit anywhere in *Zhou Yi*. The *Zhong Fu* is considering about credit, let's see the explanation, We could tell that prewarned is peace. it is the corresponding of ninth and six four. But the explanation is that on the position of the first lines on a trigram means it is lucky when one is honest; one will not peace if he or she have other desire. It reminds people that if you want to be trusted by others, firstly you can bear the feel of lonely, work honestly and step by step, that is because that the credit never obtains from speculation and good words. It must be earned from hard practicing, from improving the moral level, from the credit from the bottom of one's heart. By doing this, trust and recognition will be obtained.

Wang bi *Zhou Yi* claims, , means upsoaring. If one loses credit and want to deceive, the results will be bad. That means that deceive is big enemy of credit, it may destroy one's future. Credit is a kind of virtue, if you improve the self-cultivation, when you have credit, you have a good future.

3. The Enlightenment of *Zhou Yi* Credit on Modern Enterprise

'Credits, as a moral of economy, culture, society ethos in nowadays, is one of the core ethos of the marketing economic society.' It is greatly related to the coordinate relationship of nature person, main market players, group organization team, industry, and even all the country. It will affect the development of a country if this has not been dealing well.' 'You treat others honestly, others will treat you honestly'. We could tell that the collaboration based on credit is much stronger, higher level, longer, deeper than the collaboration based on money. People could not set down without credit, enterprise could not live long. The enterprise could not only focus on money, the law of value, but also could focus on the credit, honesty. The latter is the base of prestige. It Is right and proper to pursue money for a company, in the market environment, where the profits is higher, where there accumulates the money. These are the rules of the market economy. The key is that how a company pursues profits. It has some relationship with the moral. At least, the company should not affect the profits of the whole society, should not affect the profits of others, and should not use fake products and advertisements. In addition, enterprise should not only make products, but also should convert human resource, management, culture to product. Thus, enterprise not only makes products, but also makes brand, moral. These are intangible assets. The procedure of a company's development is from product management to capital management, and then to prestige management. This is the objective requirement of the development of economy; this is also the corollary of the management improvement. The competition in the future is the competition of brand, credit, and commercial moral. It is not enough for products competition, products have lifecycle, but there lies unlimited power from the brand and moral.

Honest is the root of being human, keeping words is the root of success. Honest and keeping words, for one self, is the open of one's heart, is the respect of one. For other people, it is moral of association, and a kind of confidence. For a company, it is a kind of spirit; it is a kind of virtually capital; and it is the effective improvement of the management value. For example, Haier is a company which cares about honest very much. This company regards the costumers at the first. In old days, the testing is classified to several levels, such as level one, level two, level three, and out of level. So all the products can be classified to one level, that equals it is not a big problem to make a mistake for a person. But Haier only pick out the level one products, and then let there employee destroy the products those are not level one. It impressed employee so much. They thought it was not a big problem to make a small mistake, when the products were destroyed, the impact is very strong. They destroyed careless mind, and built the honest to the costumers.

Prestige is a confide relationship formed form many transactions, it represents the unification of microeconomic benefits and macroeconomic results in the realization process of the value of products. Prestige is not only belongs to the area of ethnics, but also shows the overall quality of a company, is the combination of the enterprise management and technical level, it is a very important factor in the transactions.

It is hard to obtain prestige, it need a long time to create prestige, it required strictly testing, high technology, good selling, proper price, it requires better in all the aspects, and then provide good service, keep the quality from the beginning to the end. Keeping words makes costumers trust your company. Once a company has prestige, more costumers come to the company, the products will be sold well. So obtain credit means obtain money.

Focus on credit and quality is not told only by *Zhou Yi*, but also the experience of the successful companies. Because of the credit, some companies is developing more time. Credit is also value.

Treating people honestly is virtue of a company, and is necessary quality of the leader in companies. No matter inside or outside the company, no matter for the leaders or workers, it is all necessary to treat honestly. Some experiences tell us that companies treat their workers well, but treat other company dishonest. The final result will not be good.

What should be kept in mind is that, a company should focus credit, but should keep clear mind, do not be treated. As an entrepreneur, he or she should have the knowledge on the subjects of economy, engineering, technology, information, and law. But they should be aware, should tell many kinds of treaty.

So when contract is signed, careful examination should be made. And pay much attention on the words on the contract. Don't use the word such as 'generally', 'basically'. Don't use ambiguous words; don't be different in the beginning and the end of the contract. Be honest, don't deceive other peoples, but don't be pedantic. As claimed in "Zhou Yi" tells us: people cannot set down without credit, we have to treat others honestly so that others would treat us honestly, get help from others and the blessing from the god. In this way, everything will be fine.

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