

当代中国

商业伦理精神及其建构

施祖军◎著

DANG DAI ZHONG GUO SHANG YE
LUN LI JING SHEN JI QI JIAN GOU



中国财政经济出版社

当代中国商业伦理精神及其建构

施祖军 著

中国财政经济出版社

图书在版编目 (CIP) 数据

当代中国商业伦理精神及其建构/施祖军著. —北京: 中国财政经济出版社, 2005.9

ISBN 7-5005-8565-9

I. 当… II. 施… III. 商业道德-研究-中国 IV. F718

中国版本图书馆 CIP 数据核字 (2005) 第 099670 号

中国财政经济出版社 出版

URL: <http://www.cfeph.cn>

E-mail: cfeph@cfeph.cn

(版权所有 翻印必究)

社址: 北京市海淀区阜成路甲 28 号 邮政编码: 100036

发行处电话: 88190406 财经书店电话: 64033436

清华大学印刷厂印刷 各地新华书店经销

850 × 1168 毫米 32 开 9.5 印张 227 000 字

2005 年 10 月第 1 版 2005 年 10 月北京第 1 次印刷

印数: 1—3 000 定价: 22.00 元

ISBN 7-5005-8565-9/F·7460

(图书出现印装问题, 本社负责调换)



施祖军，男，湖南省澧县人。1985年湖南财经学院本科毕业，先后担任大学教师、党报记者、机关干部，2003年获湖南师范大学哲学博士学位，现任湖南商务职业技术学院副院长、副教授。大学毕业以来，在《人民日报》、香港《文汇报》等报刊上发表学术论文、纪实文学、散文、言论100多篇，其中多篇被中国人民大学报刊复印资料、全国报刊索引、《高校文科学报文摘》转载和索目；出版编著5部，多次荣获省部级科研成果奖和优秀论文奖。

责任编辑/陆广渡

封面设计*陈 瑤

中文摘要



21 世纪毫无疑问是商业的世纪。随着经济全球化的进一步加剧,各种商业主体之间的竞争更加激烈。为了赢得未来商业竞争的胜利,商业主体必须从各个方面完善自己,特别是要“独善其身”,努力提高自身的伦理精神素质。然而,近几年来,我国商业主体的伦理精神素质不但没有明显的提高,反而在某种程度上有所下降,出现了大量弄虚作假、欺骗愚弄公众、侵害国家和消费者利益等恶性事件,引起了社会的广泛关注和人们的深刻反思。商业经营要不要发挥伦理精神的调节作用?我们应该用怎样的视角观察当代商业伦理精神?如何建构中国当代商业伦理精神?本书围绕这些理论问题,对我国当代商业伦理精神建构的方方面面进行了广泛而深入的探索,全方位、多视角地探讨了以德经商的必要性和重要意义。

商业伦理精神既是一个重大的理论问题,

又是一个需要给予高度重视的实践问题。当前，我国商业伦理精神的建构变得如此之迫切，关键在于现实环境对此提出了急切的呼唤。我国改革开放以来，尤其是建立社会主义市场经济体制以来，一些商业主体对利益的无限追逐和对自身行为的过度放纵，使我国一度出现了商业伦理精神大缺失的现象，如商业主体道德素质普遍低下、商业诚信精神严重匮乏、不公平的商业竞争大量存在、不平等的商品交换较为普遍，等等。在市场化、商业化和现代化的进程中，出现大量非伦理甚至反伦理的现象，原因是多方面的，既有宏观环境如体制、社会价值观念变化等方面的原因，也有商业主体自身的原因。具体说来大致有以下五个方面的原因：体制转型造成的新旧杂陈状态；物质文明“一手硬”和精神文明“一手软”的不协调；权力寻租导致官场与市场的结合；西方商业价值观的消极影响；商业主体对自身伦理道德建设重视的力度不够，等等。为了根治我国商业伦理精神缺失所造成的经济损失和社会混乱，我们迫切需要建构一种与社会主义市场经济相适应、与传统商德相承接、与现代法制规范相协调的当代商业伦理精神。从现实意义上讲，市场的良性发展呼唤商业伦理精神。


本书的主要内容大致可分为两大部分：第一部分用两章的篇幅，对当代商业伦理精神的基本概念，如含义、本质、特征、功能和内容等，进行了比较深入的揭示和分析。首先从伦理与商业精神、商业伦理与商业伦理精神含义的分析入手，对当代中国商业伦理精神的含义做了较为系统的介绍，认为当代中国商业伦理精神是一个集宏观、中观和微观于一体的内在价值系统。其基本特征可以概括如下：价值目标上功利性与道义性的统一、经营理念上竞争性与协作性的统一、主体意识上理智性与情感性的统

一、观念构成上民族性与全球性的统一。当代中国商业伦理精神具有认识商业文化、评价商业道德，调节商业关系、约束商业行为，激励商人士气、凝聚商人人心的功能，引导商业活动、树立商业形象的功能，它能促进我国商业企业树立正确的经营观念，提高经营管理水平和整体竞争力，自觉维护市场秩序。它的内容不是单一的，而是一个有机结合的系统。作为一种独特的经济伦理精神，它包括商业诚信精神、买卖公平精神、市场平等精神、商业互利精神等；作为一种特殊的职业伦理精神，它包括心系客户和公众的服务精神、消费者至上的人本精神、开源节流的俭约精神等；作为一种特殊的实践伦理精神，它包括规范经营的理性精神、商海创业的奋斗精神、利济苍生的功利精神等。总之，当代中国商业伦理精神既是一种独特的经济伦理精神，又是一种特殊的职业伦理精神，还是一种特殊的实践伦理精神。这三种伦理精神既相互联系又相互区别，在理论和实践的结合上统一形成一完整严密的内在价值系统。因此，可以说，当代中国商业伦理精神是一种兼具应用伦理、职业伦理和实践伦理于一身的伦理精神。作为一种应用伦理，它无疑是经济伦理的一部分，是经济伦理中最能反映交换这一环节的道德要求的应用伦理；作为一种职业伦理，它是社会职业伦理的一部分，着重反映社会主义商德的基本要求，并以此与官德、医德、师德等职业道德相区别；作为一种实践伦理，它是一种与理论伦理相对应的必须落到实处的伦理，是一种在商业活动和商品交换中所显现出来并指导商业活动和商品交换实践的行为伦理。

本书的第二部分主要研究当代中国商业伦理精神的建构问题。首先，讨论了建构当代商业伦理精神的基本视角。由于当代商业与传统商业相比，是两个完全不同的概念，现代商业正在向着全球化、网络化和区域化的方向快速发展，所以，我们要用一

种全新的视角、全新的方法来审视当代商业伦理精神。作者着重提出了三个基本视角：一是适应全球化与民族化的冲突与融合趋势；二是应对网络化与信息化时代的社会挑战；三是追随区域化与集团化的经济技术大势。其次，作者提出了中国当代商业伦理精神建构的基本原则。当代商业伦理精神的建构是一项复杂的系统工程，涉及到全社会的整体道德水平，也与当前商业的现状密切相关，只有按照科学的原则行事，在实践中才不会迷失方向。第一个基本原则是正视现实与珍重历史相统一，既要发展与市场经济相适应的商业伦理精神，又要发展与传统美德相承接的商业伦理精神，还要吸收西方文化中于我有用的商业伦理精神；第二个基本原则是照顾多数与鼓励先进相结合，当代商业伦理精神具有层次性的特点，呈现“两头小、中间大”的格局，绝大部分商业从业人员的道德水平不容乐观，因此，要特别重视商业典范的激励和引导作用；第三个原则是制度规范与德性提升相协调，要抓好制度化建设、伦理精神素质的培育与提升、商业伦理机制的建立与健全。最后，作者从多方面探讨了当代商业伦理精神建构的路径与方法。我们无论做什么事情，都要有明确的路径、科学的方法，才能少走弯路，顺利达到目的。建构当代商业伦理精神不但涉及面广，而且任重道远，更应该注重路径与方法的研究。作者从宏观和微观相结合的角度，提出了四个方面的基本路径与方法：在“三个面向”的总体原则指导下，确立理性的商业伦理价值目标；政府、市场和公众各负其责；运用科学、民主、法制的方法建构商业伦理精神；以及教育、评价与修养的协调互动。

本书作者把落脚点放在当代商业伦理精神与中华民族的伟大复兴上面，这可以说是本书作者写作的一个基本动机。当前，我们面临着全面建设小康社会的重要使命，历史已经把中国推到了



一个不重视商业伦理精神建设就不能很好地发展市场经济的时代。为了实现中华民族的伟大复兴，我们必须发挥当代商业伦理精神的独特作用。从现状来看，我国当代商业伦理精神既存在发展的机遇，又面临着一定的挑战，我们要在营造文化环境、提升商业主体的素质上为建构商业伦理精神创造良好的条件。在未来的社会里，国家与国家之间的竞争不再通过战争的形式表现出来，而“商战”成为最主要的表现形式，谁赢得了“商战”，谁就赢得了世界。因此，建构符合社会主义市场经济条件的当代商业伦理精神，对我们建设一个繁荣而富强的中国、实现中华民族的伟大复兴具有重要意义。

ABSTRACT



The 21st century is an era of business. With the globalization of economy, there appears sharper competition among business subjects. In order to win victories of business competition, business subjects have to make themselves perfect in all aspects, especially maintain their own integrity, try hard to improve their own moral quality. However, it has been noted that in recent years moral quality of business subjects of our country has not yet been obviously improved, on the contrary, the moral quality is still worsening in some way, as a result, there appear many pernicious incidents such as practicing fraud, cheating the public, infringing the benefit of the state and the consumers, which have drawn wide attention of society and people's deep introspection. Does business management need to develop the role of adjustment of ethical spirit? What angle of view



should we adopt to observe temporary business ethical spirit How to build temporary business ethical spirit of China? Circling these basic theoretical problems, this dissertation has been inquiring broadly and deeply into all aspects of temporary business ethical spirit of China, and the necessity and the important significance of engaging in trade by virtue from all sides and many angles of view.


Business ethical spirit is both an important theoretical issue and a practical issue to which needs to be paid great attention. At present, the construction of business ethical spirit of our country is becoming so urgent, its crux lies in that actual situation has put eager call to it. With the reforming and opening in our country, especially with the erection of the socialist market economy system, that some business subjects pursue infinitely benefit and indulge excessively their own behaviors, once results in great shortage of business ethical spirit of our country, for example, there are generally low moral quality, severe shortage of honesty and credit, many unfair business competitions, unequal exchange of goods and so on. In the process of marketing, commercialization and modernization, the causes that lots of immoral and amoral phenomena have appeared are many-sided, there are the causes of macro-environment such as system and the change of social values, also the cause of business subjects. To speak concretely, there are approximately following causes of five aspects: the mixed state of new and old caused by system transition, the disharmony of strong material civilization and weak spiritual civilization, the combination of market and officialdom caused by rent-seeking of power, the negative influence of western business values, the deficient intensity of moral construction of business subjects valued by themselves and so on. In order to cure once and for all the economic damage and social chaos

caused by shortage of business ethical spirit of our country, we need urgently to build a contemporary business ethical spirit which conforms to socialism market economy and inherits traditional morality of business and coordinates with modern norms of legal institutions. In reality, the virtuous development of market calls for business ethical spirit.

The main contents of this dissertation are approximately divided into two parts, the first of which includes two chapters is relatively thorough revealing and analyzing the basic concepts of contemporary business ethical spirit such as its meaning, essence, characters, functions and contents and so on. At first, starting from analyzing the meaning of ethics and ethical spirit, of business ethics and business ethical spirit, this dissertation makes a systematic introduction to the implication of contemporary business ethical spirit of China, and thinks that contemporary business ethical spirit of China is an intrinsic system of value gathered macro - value, medium - value and micro - value as one. The basic characters of contemporary business ethical spirit of China can be summarized as follows: the unity of utility and morality in goal of value, the unity of competition and cooperation in ideas of management, the unity of intellect and sentiments in consciousness of subjects and the unity of nations and the whole world in composition of concepts. On this basis, this spirit has functions of knowing about commercial culture, evaluating commercial morality, adjusting commercial relation, restricting commercial deeds, encouraging the merchants, unifying the merchants, guiding commercial activities, and erecting the commercial image. It can also promote our commercial enterprises to adopt correct managing sense, raise the level of management and whole ability of competition, and maintain the market order willingly. This dissertation believes contemporary business ethical

spirit of China is not a single system but an organic – combined system. Being a unique spirit of business ethics, it includes spirit of good faith of business, spirit of buying and selling at reasonable prices, spirit of equality of market, spirit of mutual benefit of business and so on; Being a particular spirit of professional ethics, it includes spirit of service interested in customers and the public, spirit of humanism placing customers on the highest position, spirit of frugality of increasing income and reducing expenditure and so on; Being a special spirit of practical ethics, it includes spirit of reason standardizing management, striving spirit of starting an undertaking in business circles, spirit of utility benefiting the common people and so on. In a word, contemporary business ethical spirit of China is a unique spirit of economic ethics, a particular spirit of professional ethics, and also a special spirit of practical ethics. These three kinds of ethical spirit are mutually both connected and distinguished, and unify and form an intact, close and intrinsic system of value in the combination of theory and practice. So, we can say, contemporary business ethical spirit of China is an ethical spirit merged together applied ethics, professional ethics and practical ethics. Being an applied ethics, it is undoubtedly a part of economic ethics in which it can most reflect moral requirements of the link of exchange. Being a professional ethics, it is a part of professional ethics of society, emphatically reflects the basic requirements of business morality of socialism by which differentiates from professional ethics such as official morality, medical ethics and teacher's ethics and so on. Being a practical ethics, it is an ethics that is corresponding to theoretical ethics and must be put into effect, and is an ethics of actions which is embodied in activities of business and exchange of commodity, and guides activities of business and practice of exchange of commodity.

The second part of this paper mainly discusses the problem of erecting contemporary business ethical spirit of China. First of all, we have discussed the basic angle of view of erecting contemporary business ethical spirit of China. As contemporary business and traditional business are completely two different concepts, modern business is rapidly developing towards globalization, network and regionalization, so, we must examine closely contemporary business ethical spirit with a brand - new angle of view and a brand - new method. This dissertation emphatically puts forward three basic angles of view: the first is suiting the tendency of conflicting and merging of globalization and nationality, the second is replying the social challenge in times of network and information, the third is following the trend of economy and technology of regionalization and groups. Next, this dissertation also advances the basic principles of erecting contemporary business ethical spirit of China. The erection of contemporary business ethical spirit of China is a complicated system engineering, it relates to the moral level of whole society, and connects tightly with present situation of current business, we do actions only according to scientific principles, we will not get lost. The first basic principle of erection of contemporary business ethical spirit of China is unifying looking reality in the face and respecting history, and developing business ethical spirits both suited to the development of market economy and inherited traditional virtues, still absorbing useful factors of business ethical spirit in western culture. The second basic principle is the combination of giving consideration to the majority and encouraging the advanced individuals or units, the contemporary business ethical spirit has the character of levels and shows a pattern that the two ends of it are small and its middle is large, the moral level of the most employed allows of no optimism, there-



fore, we must especially pay attention to the encouraging and leading role of business models. The third basic principle is the coordination of standardization of institution and improvement of virtues, the erection of contemporary business ethical spirit needs to do a good job of the construction of standardization of systems, do a good job of cultivation and improvement of quality of ethical spirit, and do a good job of the construction and perfection of mechanism of business ethics. Finally, this paper inquires into the routes and methods of erection of contemporary business ethical spirit. Whatever we do, there demands a clear route and a scientific method, only doing so, we can avoid detours and get smoothly to the end. To erect contemporary business ethical spirit is not only relating to many aspects but also is that the burden is heavy and the road is long, we should pay more attention to the research of routes and methods. This dissertation puts forwards four basic routes and methods from the angle of combining macro - aspect and micro - aspect; under the direction of total principle of "Three Orienting", establish rational target of business ethical value; government, market and the public are respectively responsible for their duties; build business ethical spirit applying methods of science, democracy and legal institutions; and the coordination and mutual action of education, judgment and accomplishment.

This dissertation places the target on the contemporary business ethical spirit and the great rejuvenation of the Chinese nation, this can be said the basic motive of writing this dissertation. At present, we face with the important mission of building completely a relatively comfortable society, the history has pushed China to the times that if she doesn't think highly of the construction of business ethical spirit, she will not be able to develop better the market economy. In order to realize the great rejuvena-

tion of the Chinese nation, we must give free rein to the unique role of contemporary business ethical spirit. Seeing from the present situation, the contemporary business ethical spirit of our country both has the chance of development, and is faced with a certain challenge, we should create good conditions for erecting business ethical spirit in the aspect of building cultural environment and improving the quality of business subjects. In the coming society, the competition among countries is not shown in battles, the "battles of business" is becoming the main form of expression, who wins the "battles of business" will win the world. Consequently, to erect contemporary business ethical spirit of socialism with Chinese characteristics has an important significance for us to build a strong and prosperous China and realize the great rejuvenation of the Chinese nation.