

Andrea Schulz

Chinese Business Culture

Diploma Thesis

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Andrea Schulz

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Diplomica GmbH _____
Hermannstal 119k _____
22119 Hamburg _____

Fon: 040 / 655 99 20 _____
Fax: 040 / 655 99 222 _____

agentur@diplom.de _____
www.diplom.de _____

Andrea Schulz

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四海為家

sì hai wéi jiā

Literal Meaning: The Four Seas as Home

The World Is My Home

Xiao He, Han Dynasty

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List of Abbreviations

CJV	Contractual Joint Venture
CCP	Communist Party of China
CEO	Chief Executive Officer
DINKs	Double Income No Kids
DNA	Desoxyribonucleic Acid
DVD	Digital Versatile Disc
etc.	et cetera, and so on
EJV	Equity Joint Venture
FCC	Faber Castell China
GDP	Gross Domestic Product
IMF	International Monetary Fund
JV	Joint Venture
NGO	Non-Governmental Organisation
pH	potentia hydrogenii, concentration of hydrogen ions in liquids
p.m.	post meridiem, afternoon
PMS	Public Ministry for Security
RMB	Renminbi, Yuan, 1 € = 9.44554 RMB ¹ , Chinese currency
SEZ	Special Economic Zone
SOE	State-Owned Enterprise
TVE	Township and Village Enterprise
vs.	versus, as opposed to
WFOE	Wholly Foreign-Owned Enterprise
WOS	Wholly-Owned Subsidiary
WTO	World Trade Organisation
ZGTJNJ	Zhongguo Tongji Nianjian China Statistical Yearbook

¹ see Xe.com, 15.11.2005

List of Figures

Important Criteria for Business Success in China

Strategies for the Creation of a Good Relationship with Business Partners

What Is Important in Business Relationships?

Do You Act According to Confucian Principles? If Yes, Which One(s)?

Has Your Company Been Influenced by Western Management Styles?

Values Important in Private Family Life

Values Important in Business Life

Does Your Company Practice Intercultural Management?

Acknowledgements

This Masters thesis about Chinese business culture comprises a theoretical and a practical part, based on research conducted in China.

To conduct this research project during my stay in Shenzhen, including personal observations and experiences as well as a questionnaire about Chinese business culture, was only possible with the support of my Chinese colleagues and friends.

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Besides that, I thank my parents for their continuous support during my studies, my boyfriend who always encourages me, as well as the University of Passau without whom this research would not have been possible.

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Aim of the Thesis and Leading Argument

The aim of this Masters thesis is to explain Chinese business culture. In order to understand why Chinese business culture is different from European or American business culture, for example, it is necessary to know the roots of Chinese cultural values: what is the specific Chinese context which made it possible that China bore its unique business culture? Which specific values are valid in China today? How do they influence Chinese business conduct? This Masters thesis explains the development and constitution of Chinese business culture.

Furthermore, with reference to the latest literature about the topic and additional field research in a private company in China, this Masters thesis reveals recent changes in Chinese business cultural values. Because business culture is influenced by variables such as globalisation or the political system, it represents a dynamic value system over the long term. Thus, this Masters thesis updates academic knowledge about this topic.

Moreover, it addresses questions that have been raised by academic authors. Whenever I found a remark in literature which raised up an interesting issue for further research, I noted the hint down and included it into my survey. Thereby, I try to add new perspectives to the topic of Chinese business culture.

In total, this Masters thesis should therefore be a useful and topical guide to Chinese business culture.