1. History of Value Systems Changes
Macro environment

- Dynamic Transition Period
  - The inheritance of Chinese traditional ethics: Confucianism
    - “Li” (Benefits and profits) and “Yi” (principle or norms of obtaining and distributing benefits or profits)
    - “If a noble man loves wealth, he gets it through proper channels”
    - Material profits is viewed in direct conflict with the “the dictates of virtue”
    - Traditionally, Chinese are ashamed to speak of “Li”
  - The influence of Marxist philosophy and ethics
    - Overturn the traditional hierarchy of relationship
    - Egalitarian ideology
    - Emphasize on the country’s well-being
    - “Serving the people” was the legitimate objective of any business
The influence of economic reform
- Moral suasion was replaced by material rewards.
- “To be rich is glorious”
- Money worship

The influence of Western ethics
- Individual liberty and development
- Utilitarian