

Research on the Inheritance and Innovation Path of Guangxi Merchants' Culture under the New Pattern of the United Front

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Abstract: Since the 18th National Congress of the Communist Party of China, the Party Central Committee with Comrade Xi Jinping as the core has attached great importance to united front work, emphasizing many times that "united front work is the work of the whole Party" and calling for the establishment of a "great united front work pattern". Under the new pattern of the united front, by deeply exploring and researching the cultural resources of Guangxi merchants, actively promoting and imparting the connotation of their professional spirit, and encouraging Guangxi merchants' enterprises to be brave in innovation and rejuvenate their enterprise vitality, we can boost the high - quality economic development of Guangxi.

Keywords: New pattern of the Great United Front; Inheritance and innovation of Guangxi merchants' culture

Since the 18th National Congress of the Communist Party of China, the Party Central Committee with Comrade Xi Jinping as the core has, from a strategic height of governing the country, made a series of major deployments for united front work, forming Xi Jinping Thought on Strengthening and Improving United Front Work. In particular, General Secretary Xi Jinping attaches great importance to building a great united front work pattern from the perspective of the long - term development of the united front cause, making important expositions and putting forward clear requirements, which have become the action guide for promoting the innovative development of united front work in the new era. At the beginning of this year, the Central Committee of the Communist Party of China issued the newly revised "Regulations on the United Front Work of the Communist Party of China", which is the culmination of the theoretical and policy achievements of the united front and the general norm for united front work. Under this new situation, we should deeply explore and research the cultural resources of Guangxi merchants, actively promote and impart the connotation of their professional spirit, encourage Guangxi merchants' enterprises to be brave in innovation and rejuvenate their enterprise vitality, and boost the high - quality economic development of Guangxi.

1. Establish Cultural Confidence and Build Modern New Guangxi Merchants

First, it helps the Guangxi merchants' group establish cultural confidence. General Secretary Xi Jinping pointed out that "cultural confidence is more fundamental, extensive, and profound." Guangxi merchants' culture is a precious spiritual wealth created by Guangxi merchants in the long - term practice process. It has nurtured the Guangxi merchants' group, accumulated the deep - seated spiritual pursuits of Guangxi merchants, represented the unique spiritual temperament of Guangxi merchants, and supported, guided, and inspired the development of Guangxi merchants. Inheriting and carrying forward Guangxi merchants' culture plays an important role in establishing cultural confidence, promoting the spirit of Guangxi merchants, and promoting the rise of Guangxi merchants.

Second, it helps promote the implementation of Guangxi's 14th Five - Year Plan strategy for innovation - driven development. Many concepts contained in Guangxi merchants' culture, such as the sense of responsibility for developing industries and rejuvenating the country, the open - minded and inclusive awareness, and the reform - oriented awareness of innovation and keeping pace with the times, are highly consistent with building Guangxi into a major advanced manufacturing highland in China, a high - tech innovation highland with core competitiveness, and a high - ground for reform and opening - up in inland areas. Inheriting and carrying forward Guangxi merchants' culture will effectively stimulate the innovative and creative vitality of Guangxi merchants, enhance their ability to make good use of the domestic and international markets and better participate in the economic "dual - circulation", and promote Guangxi merchants' better integration into the development situation.

Third, it helps promote the realization of common prosperity. Guangxi merchants' culture advocates helping the world and putting righteousness before profit. In the new era, Guangxi merchants carry forward their excellent traditions, bravely shoulder social responsi-

bilities, and are enthusiastic about public welfare undertakings, playing a prominent role in the decisive battle against poverty alleviation, rural revitalization, public welfare charities, and the glorious cause. Giving play to the leading and exemplary role of Guangxi merchants' culture can drive Guangxi merchants to actively fulfill their social responsibilities and contribute wisdom and strength to promoting the realization of common prosperity.

2. Actively Do a Good Job in the Inheritance and Development of Guangxi Merchants' Culture

Since the 18th National Congress of the Communist Party of China, the Party Central Committee with Comrade Xi Jinping as the core has attached great importance to cultural construction and put forward a series of new concepts, new viewpoints, and new requirements for socialist cultural construction. Last year, when General Secretary Xi Jinping inspected Guangxi and visited the Historical Memorial Hall of the Battle of Guijiang, he placed high hopes on carrying forward excellent historical culture. To inherit and carry forward Guangxi merchants' culture, we should take Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era as the guide, adhere to the path of socialist cultural development with Chinese characteristics, strengthen cultural confidence, and adhere to integrity and innovation, so as to gather the strength of Guangxi merchants for building a modern socialist country in all respects.

2.1 Adhere to Three Principles and Implement the Inheritance and Innovation of Guangxi Merchants' Culture under the New Pattern of the Great United Front

The three basic principles are as follows: First, adhere to the leadership of the Party and take root in the red land. Adhere to the Party's leadership over the united front work of the private economy, deepen the education of ideals and beliefs and expand political consensus among the Guangxi merchants' group, guide Guangxi merchants to "feel the kindness of the Party, listen to the Party's words, and follow the Party", and strive to be models of patriotism and dedication, law-abiding operation, innovation in entrepreneurship, and giving back to society. Take root in the red land of Guangxi where "there must be outstanding people within ten steps", make creative use of red cultural resources, and do a good job in the "red +" integration article to provide an inexhaustible source of red power for the inheritance and development of Guangxi merchants' culture. Second, adhere to proceeding from reality and enrich the spirit of Guangxi merchants. Combine the industrial layout and development reality of Guangxi enterprises. On the basis of holding the Global Guangxi Merchants Conference well, let business associations take the lead and entrepreneurs play the leading role. Actively plan a number of influential major activities aimed at promoting the brand of Guangxi merchants and spreading Guangxi merchants' culture. Focus on cultivating a group of Guangxi merchants' leaders, famous Guangxi-owned enterprises, and chamber-of-commerce leaders, and comprehensively cultivate the growth power of Guangxi merchants and shape the brand of Guangxi merchants. Third, adhere to the "two innovations" policy put forward by the Party for cultural work and draw on the excellent genes of Hugui culture. Luoyue culture is the core and background color of Guangxi merchants' culture. We should closely combine the development of Guangxi merchants' culture with the transformation of Luoyue culture, creatively transform and inherit Luoyue culture, and promote the combination of excellent resources in Luoyue culture and Guangxi merchants' culture. Under the new pattern of the united front, integrate the strength of Guangxi merchants' enterprises, deeply explore the connotation of corporate culture, and condense the corporate spirit to better implement the inheritance and innovation of Guangxi merchants' culture.

2.2 Enhance the Cultural Soft Power of Guangxi Enterprises and Tell the Stories of Guangxi Merchants Well

At the level of Guangxi merchants, they should strengthen self-learning, self-education, and self-improvement, constantly enhance the "Four Consciousnesses", strengthen the "Four Spheres of Confidence", and firmly achieve the "Two Unyielding Devotions", and improve the ability to promote the high-quality development of enterprises. They should be good at organically integrating the excellent cultural spirit of Hugui, the spirit of excellent entrepreneurs, and corporate culture, establish a modern enterprise system, and form a good corporate culture atmosphere. At the government level, it is necessary to create a humanistic environment of "valuing, pro-business, reassuring, and enriching merchants", and build a clean and upright political-business relationship. Relying on the Guangxi Research Institute of Culture and History, the Guangxi Private Economy Research Association, provincial universities, and scientific research institutions, integrate resources, establish a think-tank for the study of Guangxi merchants' culture, and build a research team with high theoretical literacy and strong academic spirit, and implement a special plan for the study of Guangxi merchants' culture.

2.3 Strengthen the Communication and Cooperation among Guangxi Merchants and Promote the Development of Guangxi Merchants

Give full play to the role of business associations. Based on the high-quality development strategy of Guangxi, let business associations take the lead in creating a number of industrial alliances and innovation alliances, establish and extend industrial chains and supply chains, and promote in-depth communication, resource sharing, and complementary advantages among member enterprises. We should give play to the leading role of Party building in business associations. Through carrying out distinctive Party-building activities, enhance the cohesion

and centripetal force of Guangxi merchants, and guide Guangxi merchants to listen to the Party and follow the Party.

2.4 Innovate the Forms of Propaganda and Education and Spread Guangxi Merchants' Culture

First of all, we should pay attention to the innovative interpretation of the connotation of Guangxi merchants' culture. For example, through exploration and research, scientifically design advertising slogans, logos, and names with the elements of Guangxi merchants' culture, and make the image of Guangxi merchants concrete and visual. In the design of the form of Guangxi merchants' cultural products, visualize the values, which is more conducive to the spread of correct values. Secondly, we should broaden the diversified channels for the publicity of Guangxi merchants. Make full use of a variety of communication channels such as books, films and television, animation, exhibitions, theme activities, major sports events, and large - scale local song and dance dramas. With the help of the media network, spread the positive energy of Guangxi merchants, display the charm of Guangxi merchants' culture, and expand the influence of Guangxi merchants' culture.

3. Based on the Implementation of the RCEP Strategy, Boost the Overseas Inheritance and Innovation of Guangxi Merchants' Culture

3.1 Guide the Formulation of Social Enterprise Responsibility Strategies and Strengthen the Legal Awareness of Overseas Guangxi Enterprises' Social Responsibilities

With the increasing number of Guangxi enterprises "going global", the government should formulate laws and regulations to elevate the social responsibilities of overseas Guangxi merchants to the legal level, making the social responsibilities of overseas enterprises legally based and preventing anti - social - responsibility behaviors. Many "going - global" Guangxi enterprises have a large number of Party members. They can carry out overseas Party - building learning, report the learning situation to the government in a timely manner, and implement the policies and social - responsibility requirements of the Chinese government. "Going - global" Guangxi enterprises can formulate social - enterprise - responsibility strategies and implementation plans to guide the implementation of corporate social responsibilities. According to the specific situation of the host country, pay attention to environmental protection, protect the rights and interests of employees, and closely integrate economic activities with social - enterprise responsibilities. Most of the countries along the "Belt and Road" are developing countries with underdeveloped medical systems and backward public health systems. Some countries are still in war. The challenges they face have intensified under the COVID - 19 pandemic. With the alleviation of the domestic epidemic situation, when Guangxi enterprises "go global", they should, on the one hand, do a good job in epidemic prevention and control to avoid employee infections, and on the other hand, provide qualified and high - quality epidemic - prevention materials for the local area, playing a greater role during the epidemic and demonstrating the good corporate image of Chinese enterprises.

3.2 Carry Forward the Fine Traditions, Be Inclusive, and Create an Advanced Corporate Culture with Guangxi Characteristics

(1) Guangxi - owned enterprises should carry forward the advantages of emphasizing business and being practical. Guangxi merchants' culture has the characteristics of emphasizing business and being practical, and can quickly and effectively implement new ideas into life and actions. "Guangxi - owned" enterprises have the natural quality of taking customers as gods and paying attention to customer needs. "Guangxi - owned" enterprises should give play to this advantage, maintain the openness and compatibility with the characteristics of Guangxi merchants' culture, be proactive, and conduct diversified exchanges, so that people in the Lingnan region can be more flexible and adaptable.

(2) We should establish the people - oriented concept, practice the scientific outlook on development, and reflect the characteristics of the social era. In the process of industrialization, many "Guangxi - owned" enterprises have taken an extensive development path, which has had an adverse impact on the environment. This is contrary to the scientific outlook on development and is difficult to achieve long - term development goals. As an innovation of the corporate culture as a group - consciousness system, it must reflect a series of new concepts in this historical stage of reform, exploration, development, and innovation, such as market concepts, competition concepts, information concepts, and efficiency concepts. We should put people first, fully respect workers, and pay attention to the impact of enterprise development on the environment. This is the distinct characteristic of the times that should be reflected first in the construction of "Guangxi - owned" corporate culture.

(3) We should improve the theoretical system of "Guangxi - owned" corporate culture. This mainly includes: aiming to improve the competitiveness of private enterprises, strengthening research in product research and development, quality standards, product upgrading, development strategies, and risk control; aiming at development, studying the legal rules, trade norms, and management standards required by

the globalization background, especially deeply studying the RCEP rules and related documents, as well as the laws, tax policies, and financial policies of the target investment country to prepare for international investment; studying the internal relations and institutional requirements of the development of "Guangxi - owned" enterprises, studying the corporate governance structure of "Guangxi - owned" enterprises, putting forward high - quality legislative suggestions, policy suggestions, and special reports that are in line with the actual situation for relevant departments to use as references for legislation and decision - making; promoting the public image of "Guangxi - owned" enterprises, shaping brand projects, paying attention to intellectual property protection, especially paying attention to the construction of the "Guangxi - owned" credit system; cultivating the sense of social responsibility of enterprises, and so on.

3.3 Promote the Innovation of "Guangxi - owned" Corporate Culture through Enterprise System Innovation

Building a brand - new corporate culture must fully reflect the requirements of the market economy. The re - shaped "Guangxi - owned" corporate culture must embody seven consciousnesses and five spirits. The seven consciousnesses are: modern consciousness, market consciousness, talent consciousness, innovation consciousness, competition consciousness, fairness consciousness, and the consciousness of the integration of economy and culture. The five spirits are: the enterprising spirit of being brave in innovation, the hard - working and practical spirit, the competitive spirit of facing customers, the team spirit of putting people first, and the adventurous spirit of daring to take responsibility. To this end, we must do the following: (1) Actively promote the corresponding management model to promote communication between the internal and external environments and strengthen the combination of "soft" and "hard" management of corporate culture. An excellent corporate culture cannot be built in a closed system. Only through internal - external communication and vertical - horizontal interlacing can corporate culture be enriched. (2) Strengthen the people - centered awareness of modern management. Whether it is the material - level, system - level, or spiritual - level culture, it should embody the concepts of caring for people, respecting people, understanding people, and trusting people. We should attach importance to human factors, give play to people's initiative, stimulate people's creative enthusiasm, and tap people's potential. (3) Cultivate and bring up a generation of outstanding Guangxi entrepreneurs. Outstanding entrepreneurs have a strong achievement motivation, a strong sense of responsibility and mission to the country, the nation, society, and enterprise employees. They are the concrete representatives of corporate culture and the main carriers of corporate culture. Giving full play to their role in corporate culture construction is of great significance for Guangxi enterprises to integrate into the RCEP with high quality.

3.4 Establish Multi - Party Cooperation Channels and Strengthen the Training and Guidance of Overseas Guangxi Merchants

Taking overseas Chinese as a bridge, establish good communication and cooperation channels among the government, overseas Chinese merchants, and business associations, and strengthen the pre - event, in - event, and post - event training and guidance for overseas Guangxi merchants' cross - cultural management and conflict - handling capabilities. First, before Guangxi enterprises "go global", the government should strengthen the training of cross - cultural management for Guangxi merchants. It can conduct training for Guangxi merchants by region and professional module. For example, invite local cultural experts in South Korea to conduct cross - cultural training for Guangxi enterprises investing in South Korea and give feasible cross - cultural management measures and suggestions according to the specific industry fields of Guangxi merchants. Second, when "going global", the government can strengthen communication with overseas Chinese merchants and business associations in the host country. The role of overseas Chinese in the overseas development of Guangxi merchants cannot be ignored. According to statistics, there are more than 30 million overseas Chinese in the world, and two - thirds of them are from Guangdong. These overseas Chinese generally have a high economic status in their host countries, have deep national feelings, and are familiar with local customs and other cultures, which can play a good lubricating role in cultural conflicts. The government can actively communicate with the business associations in the host country to enable overseas Guangxi merchants' business associations to absorb overseas Chinese as members, so that overseas Guangxi - owned enterprises can obtain information about the culture of the host country and assistance in the localization of Guangxi - owned corporate culture through business associations and overseas Chinese as soon as they land. Third, after "going global", the government can timely obtain feedback on the landing situation of enterprises in the host country and give targeted suggestions and guidance according to the specific landing situation of enterprises.

Under the pattern of the great united front, the culture of Guangxi merchants should penetrate into all aspects of the operation and management of Guangxi enterprises. The penetration of the culture of Guangxi merchants is restricted by many factors, including the constraints of enterprise management content and management objectives. Therefore, the goals of the culture of Guangxi merchants are diverse. It is necessary to establish the value concept of serving the enterprise and cultivate the spiritual realm of employees; it is necessary to shape the enterprise image and cultivate the group competitive spirit. This requires that the culture of Guangxi merchants must penetrate into the whole process of enterprise management in its inheritance and innovation. Second, we should attach importance to the unity of the goals of the cul-

ture construction of Guangxi merchants. The goals of culture construction should be unified with the goals of enterprise development and the improvement of enterprise economic benefits. In the innovation of the culture of Guangxi merchants, "Guangxi merchants" should overcome the phenomenon of the separation of their own culture construction from enterprise management and enterprise development, and strive to closely combine culture construction with the innovation of modern enterprise management, and promote the improvement of enterprise management level and enterprise economic benefits through culture construction.

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Fund Project: This is the research achievement of the 2020 school - level project of Nanning University: "Research on Promoting the Inheritance and Development of Guangxi Merchants' Culture under the 'Great United Front' Pattern" (Project No.: 2020XJ38).