

The Necessity of Establishing Business Ethics in International Economics and Trade Major in University

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ABSTRACT

Business Exchange is a series of commodity exchange activities organized and carried out by human individuals to obtain social materials, information and energy. It is realized using benefit exchange. Business activities meet the diverse needs of people in production and life and promote the comprehensive and in-depth development of Chinese society. With the advancement of science and technology, China's economic growth rate and scale continue to expand, especially with the rapid growth of the foreign trade industry. In 2021, the total global trade was 28.5 trillion US dollars, and China's total international trade was 6.06 trillion US dollars, accounting for 21.26 percent of the total global trade. In 2013, President Xi Jinping put forward the "Belt and Road" strategy to coordinate and drive the development of China's neighboring countries. As the "golden signboard" of the Belt and Road, the throughput of China-Europe freight trains has been increasing year by year. In the first quarter of 2022, a total of 1,941 freight trains and 174,000 containers were delivered from China, up 15% and 18% respectively compared with the beginning of the year. In March 2022, the total number of freight trains and cargo transportation of China-Europe freight lines repeatedly hit record highs in the same period. The rapid growth of the foreign trade industry has driven the demand gap for high-quality international trade professionals to increase gradually. Therefore, the basis of teaching students to abide by trade rules and be familiar with foreign trade procedures, it is extremely important to open Business Ethics courses. The innovation of this paper is reflected in the following aspects: first, it creates the precedent of setting up Business Ethics in international economics and trade majors in Chinese universities; Second, it puts forward the similarities and differences between Business Ethics and traditional ideology and morality. Three is by building "in the international economic and trade professional undergraduate teaching Business Ethics construction model and the feasibility of the implementation path" analysis framework, system to study the problem of Business Ethics influence on international trade professionals, compared to the previous research, this article more detailed combing the theory, urgency, necessity and the possibility of internal logic, conducted from the perspective of explanation Innovation.

Keywords: Business Ethics, International Trade, Necessity

I. INTRODUCTION

Business Ethics is not a specific application of the theory of "general ethical behavior" in the specific business field, but a new Business Ethics analysis subject of micro business professional competence ethics, medium business enterprise organizational culture ethics, macro business system design ethics and the integration of the three. This paper analyzes that the main contradiction and common legal problem in the field of ethics of business subjects in the world is that business subjects try to gain profits from all kinds of illegal business. Therefore, training foreign economic and trade talents with good Business Ethics knowledge is the key point to solve the above problems. The purpose of undergraduate education in international Economics and Trade is to cultivate application-oriented talents. As full-time undergraduate students of international Economics and Trade in 21st century Chinese universities, under the premise of firmly mastering the basic cultural knowledge and core connotation of traditional international economics and trade courses, systematically studied Business Ethics courses, mastered the basic business theoretical model in guiding the practice of foreign commodity trade, and made full use of the advantages of comprehensive disciplines such as business professional ethics, organizational ethics and system ethics in developed countries. It is the most direct way to improve the professional quality of foreign trade talents to adjust the foreign trade behaviors of various foreign trade subjects according to the traditional Chinese inner moral belief, and also an important and effective means to curb the tendency of the rapid economic development and the decline of business moral culture.

II. RESEARCH METHOD

In this paper, "The necessity of establishing Business Ethics in international economics and trade major" is mainly studied from the following two aspects: the influence of establishing Business Ethics in international economics and trade major and the promotion of Business Ethics to foreign trade. According to the theory analysis of the status quo analysis of the empirical test "" train of thought for writing conception, comprehensive analysis by using the theory of modern literature analysis method is complementary, comparison and analysis of phase analysis method, in the full study on the basis of a large number of related literature at home and abroad, draw lessons from the foreign advanced teaching experience and achievements, build a" in the international economic and trade professional undergraduate teaching On the basis of the results of theoretical and empirical analysis, this paper puts forward the method of realizing the path .

III. DISCUSSION

At present in the world, through the use of international logistics, e-commerce platform, overseas trade networks act as purchasing agency bonded sales electronic platform and international commodities trade pattern trading system in the process of foreign trade, such as consumer complaints focus and hot topic is usually concentrated in the after-sales service, product quality, delivery and return of goods logistics. As graduates majoring in international economy and trade, they are more or less likely to encounter various practical problems after taking internships. Therefore, on the premise of integrity, it has become an essential professional skill to not only safeguard the interests of customers but also reduce their own losses as far as possible. We do not analyze the cost from the perspective of accounting, but from the perspective of foreign business activities, we analyze and interpret the importance of Business Ethics.

3.1 The importance of Business Ethics in international Economics and Trade major in University

Economists believe that both parties engaged in foreign trade trade under the premise of "economic man", but at the same time, "profit maximization" is the basic purpose of the survival of every enterprise. Under this rule, how the self-interested economic theme faces the choice of profit maximization is crucial. Some economists believe that in the context of market economy, it is essential to follow the market rules and legal ethics, but in foreign trade, buyers and sellers usually fight for every cent, and ethics only exist in daily life. These views deny the existence of Business Ethics in foreign trade. We believe that Business Ethics exists in all foreign trade and is the basic and premise of developing foreign trade. Business Ethics can not only be used in conventional staff management, save business transaction costs and restrain the behavior of both sides of the transaction, but also better reflect the corporate culture and social responsibility, help the development of science and technology, unite the people, improve the quality of the whole people, enhance the comprehensive national strength and create a good national brand. As a graduate of international economics and trade, it is necessary to learn Business Ethics.

3.2 Overview of current Business Ethics courses in Chinese colleges and universities

By 2022, China had a total of nearly 2,688 institutions of higher learning, of which 268 can offer international economics and trade, including internationally renowned Zhejiang University, Nanjing University and ordinary universities. However, in the above universities, the majors offering courses of international Business Ethics mainly focus on e-commerce and international business. Around 2005, combined with the reform of international education system and curriculum update, some scholars believed that Business Ethics related courses must be offered in economics, management and other majors to meet the requirements of talent quality for economic development. At present, Business Ethics has entered some majors in some universities in China. This paper sincerely hopes that Business Ethics can enter the classroom of international economics and trade as soon as possible.

3.3 Business Ethics plays a positive role in promoting foreign trade

From the perspective of import enterprises, adhering to Business Ethics is a symbolic cultural connotation and a good goodwill with great weight. Its own economic value not only plays a role of role model and benchmark for practitioners in the same industry on the moral level, but also spreads positive moral energy in the business field. At the level of economic interests, other business competitors in the same industry will also realize that if they take risks for the sake of short-term interests, they will inevitably lose their long-term interests to their business counterparts who abide by the ethical rules of integrity.

From the point of view of export enterprises, Business Ethics is mainly reflected in the core competitiveness of enterprises, such as the cultural environment and brand image of enterprises. An enterprise's cultural environment not only plays an important role in its employees' sense of belonging, work efficiency and future planning, but also affects its talent attraction and social image. A good ethical and moral environment within an enterprise can be reflected in the cooperation in work, business communication and competition in performance between employees and managers in different departments. Mutual trust among employees is of great significance to the formation of a good working atmosphere and the sense of belonging and social satisfaction of employees.

Every social person, always in production and consumption in the link of mutual change of role. At one moment it may be an importer, at another moment it may be an exporter, at another moment it may be a consumer, and at another moment it may be a producer. Regardless of our role, we must abide by the basic rules of Business Ethics. In the future, as international economic and trade professional graduates, with different customer market and different culture, must stand on a different point of view thinking, balance the interests of all parties, respect the culture, to develop a larger market, and it is all in learning to master the basic Business Ethics on the basis of can become a reality.

3.4 Honesty is the foundation of Business Ethics and the focus of education in colleges and universities

Honesty is an ethical theory which includes "honesty" and "faith". Honesty is an important moral embodiment of The Chinese tradition, which shows that one is open and aboveboard and true and open state of mind. The general meaning of "xin" is to keep one's word, keep one's promise, and not cheat. In the practice of modern western civilized society, the credit system system has existed for more than 150 years. The concept of honesty and credit has been rooted in everyone's deep heart, which imperceptibly guides, even influences and restrains People's Daily life behavior and morality. Developed countries have generally regarded integrity as the best means of external competition guarantee for the survival of an enterprise. The moral concept of integrity management has become an important source of motivation for modern enterprises to actively participate in commercial competition. As for the basic understanding of integrity, some scholars even believe that "in the process of economic operation, morality is and must be an important capital invested in the production process". As an institution of higher learning, teaching is auxiliary, educate people primarily. As a new generation of college students, abide by integrity is the basic standard and code of conduct for everyone, and is the basic foundation for future development and teamwork. In the traditional ideological and moral education, we mainly receive ideological education, while Business Ethics, from the perspective of business, teaches us how to follow the integrity-based principle in business activities, operate with integrity, pay taxes with integrity, and be a responsible youth in the new era

IV. CONCLUSION

The welfare economist Pareto pointed out that social welfare can be improved if the result of certain changes is to change the situation of some people, or at least one person, for the better without making others worse off. This measure is called Pareto Improvement. Starting Business Ethics in the major of International economy and Trade can make the situation of students, teachers, importers, exporters, consumers and the whole society better. Therefore, it is realistic and feasible to start Business Ethics in the major of international economy and trade. Only by opening this course in this way can the interests of students, schools and enterprises be promoted and Pareto Optimization be achieved. Therefore, it can be said that the fundamental role of offering Business Ethics courses is to improve and enhance the overall social and economic welfare.

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