

Construction of Integrity System in Modern Enterprise Management

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ABSTRACT

In recent years, people have gradually realized that credit plays an important role in the healthy and stable development of the society. This paper mainly studies the credit system construction of modern enterprise management. The content of this article is mainly used in nearly three years the province enterprise credit rating situation analysis, the relevant data shows that the province enterprise credit management system construction present situation, and using the questionnaire survey to obtain information, analysis of provincial enterprise in the process of credit management problems and difficulties, draw lessons from other countries or other provinces in our country enterprise credit management experience, advanced suggestions on the improvement of the present situation of the credit management system in this province.

Keywords: *Modern Enterprise, Management System, Integrity System, Questionnaire Survey*

1. INTRODUCTION

With China's entry into the global credit system, it is increasingly urgent and necessary to solve the lack of corporate credit, which puts forward new requirements for the restriction and guidance of the choice of corporate credit behavior. At the same time, due to the existence of information asymmetry, lemon market and other problems in China's market, corporate integrity problems occur frequently [1-2]. Different from the problem of personal integrity, the lack of corporate integrity may not only cause social and economic losses, but also harm the physical and mental health of consumers. To a certain extent, the lack of sincerity culture hinders the process of socialist modernization and seriously affects the development of economy and society. The socialist market economy is a credit economy, and the soul project of the credit economy is the construction of the enterprise's credit culture [3]. The lack of corporate integrity culture will not only endanger the physical and mental health of consumers, but also endanger the economic and social development and the stability of national order to a certain extent. At present, there are still some contradictions in the construction of corporate integrity culture. The wind of dishonesty still exists in enterprises, which seriously infringes the rights and interests of consumers, blows the confidence of investors and disturbs the order of

market economy [4]. Therefore, it is urgent to strengthen the construction of the credit system of small and medium-sized enterprises.

In the academic circle, honesty management is a cross issue of many disciplines. In philosophy, economics, business ethics, sociology, management and even law, enterprise honesty is a hot topic of scholars' research. Western honesty originated from both sides of the contractual relationship of cooperation, FaZhiLun scholars believe that the establishment of good faith and continue to need to rely on the supervision of the law and other social system, cooperation both sides must abide by the contract, if one party because of self-interest and damage the interests of the other party, a party is so damaged according to the legal system on the default liability and loss [5-6].

The research of this paper is helpful to deepen the theoretical research on the construction of enterprise credit culture. By expounding the connotation of the construction of enterprise credit system, this paper makes the related research on the construction of enterprise credit system clear theoretically, deepens the understanding of the construction of enterprise credit system, and enriches the related theories of the research..

1.1. Theory of Integrity Management

1.1.1. Concept of Corporate Integrity

(1) Corporate credit has connotation in the category of social ethics and morality. During the generation and development of the concept of credit, credit and social ethics have always been closely related. In ancient Chinese literature, corporate credit mainly refers to the category of social ethics [7].

(2) Enterprise credit has the connotation of economic category. From the perspective of modern economics, the economic meaning of credit mainly originates from the western capitalist market economic system. There are many dissertations on credit in western literature, mainly including two viewpoints: one is trust and solvency; second, it is a form of lending activities. The former is a kind of practical behavior and ability, which is related to the repayment of debt, while the latter belongs to the application of credit in specific economic fields [8].

(3) Enterprise credit has the connotation of legal category. Credit occurs in people's communication activities and is a kind of trust link between market subjects [9]. Under the simple mode of production, such as the small-scale peasant economy in ancient China and ancient European manor economy, fewer goods exchange and mostly between the acquaintance, the trading main body if one party will not abide by the credit, all may be limited by the local people, so trade credit can be the same place of public opinion, moral, and traditional habits, etc.

(4) Enterprise credit has the connotation of contract category, and contractual good faith means that contractual relations constrain the honesty and trustworthiness of enterprises. Enterprise contractual integrity mainly includes: obedience to the law and system between the enterprise and the government; the bank-enterprise credit relationship between enterprises and banks; commercial credit relationship and cooperative relationship between enterprises; the relationship of social responsibility and reputation between enterprises and society and consumers; the interest relationship between the enterprise and its internal employees; the cooperative relationship between enterprises, investors and partners, etc. [10].

(5) Enterprise credit has the connotation of management science. In modern management science, enterprise credit requires enterprises to always show honest behavior and moral character in the whole process of business activities such as production, sales and after-sales service, that is, to show the quality of integrity.

Enterprise credit can be summarized as the possibility that an enterprise will fulfill contracts and

commitments, abide by laws and social ethics, and repay debts. In a broad sense, corporate credit includes the credit relationship between an enterprise and different individuals, including the credit relationship between an enterprise and the government, other enterprises, financial institutions such as banks, suppliers, consumers, internal personnel of an enterprise (including shareholders and employees of an enterprise, etc.) and other stakeholders [11-12]. In the narrow sense, enterprise credit refers to the business credit generated in the production and operation activities of an enterprise, which is manifested through the carrier such as bills and punishment records for violations.

1.1.2. Enterprise Integrity Management

Enterprise integrity is the thought, consciousness and behavior of an enterprise to abide by its relevant commitments. The construction of social integrity system cannot be separated from enterprise integrity management and construction. The enterprise credit management system in the broad sense is a systematic project, involving each link of the enterprise management, including the enterprise organization, credit system planning, responsibilities, practices, procedures, processes and resources. In a narrow sense, the enterprise credit management system refers to the management technology, business operation and relevant institutional arrangements of the enterprise's credit risk prevention, control and transfer. Enterprise credit management includes internal and external credit management. External credit management regards the enterprise as a whole, abides by its commitments and agreements to consumers, investors, suppliers, sellers, creditors and the government, and obtains moral evaluation outside the enterprise. The internal integrity of the enterprise is mainly aimed at the staff integrity management. All legitimate rights and interests within the company are respected and fulfilled, and employees have a strong sense of belonging and responsibility to the company, and work together to promote the establishment of internal integrity mechanism. Therefore, the realization ways of enterprise credit construction can be divided into external realization ways and internal realization ways.

2. QUESTIONNAIRE SURVEY OF ENTERPRISE CREDIT MANAGEMENT SYSTEM

2.1. Preparation of Questionnaire Survey

This paper mainly studies the status quo of enterprise credit management system, analyzes the existing problems, and puts forward solutions to these problems for reference, so the audience group considered in the design of the questionnaire is enterprise management. When preparing the

questionnaire, the main research of different scale enterprise to understand how the credit management policies, whether there is a difference, the enterprise how understanding of credit rewards and punishment system, the tax credit rating situation, etc., these problems can help the author to understand enterprises know about the present situation of credit management, credit system building is known to the general public, in other words, how much is the credit management system built at present? Then ask whether the current credit management system that the enterprise feels is effective, in order to understand whether there are some policies and problems that are not suitable for the current development situation; in the questionnaire, measures and suggestions needed to be taken to improve the credit rating of enterprises are also designed, so as to sort out the improvement suggestions that enterprises most want to obtain for the existing problems.

2.2.Participants

A total of 208 people who work in enterprises participated in this questionnaire survey. In terms of enterprise type, 85 respondents work in joint stock limited companies, 91 in limited liability companies, 9

in partnership enterprises and 23 in sole proprietorship enterprises.

2.3.Mathematical Statistics

In this paper, SPSS200 data statistics software was used to code and input the valid data obtained from the questionnaire, and further reliability and validity test, descriptive statistics, t-test, correlation analysis and regression analysis were carried out. The t-test formula used in this paper is as follows:

$$t = \frac{\bar{X} - \mu}{\frac{\sigma_X}{\sqrt{n}}} \tag{1}$$

$$t = \frac{\bar{X}_1 - \bar{X}_2}{\sqrt{\frac{(n_1 - 1)S_1^2 + (n_2 - 1)S_2^2}{n_1 + n_2 - 2} \left(\frac{1}{n_1} + \frac{1}{n_2} \right)}} \tag{2}$$

$$t = \frac{\bar{d} - \mu_0}{s_d / \sqrt{n}} \tag{3}$$

3.RESULTS OF QUESTIONNAIRE SURVEY

3.1.Enterprise Credit Management System is Effective or Not

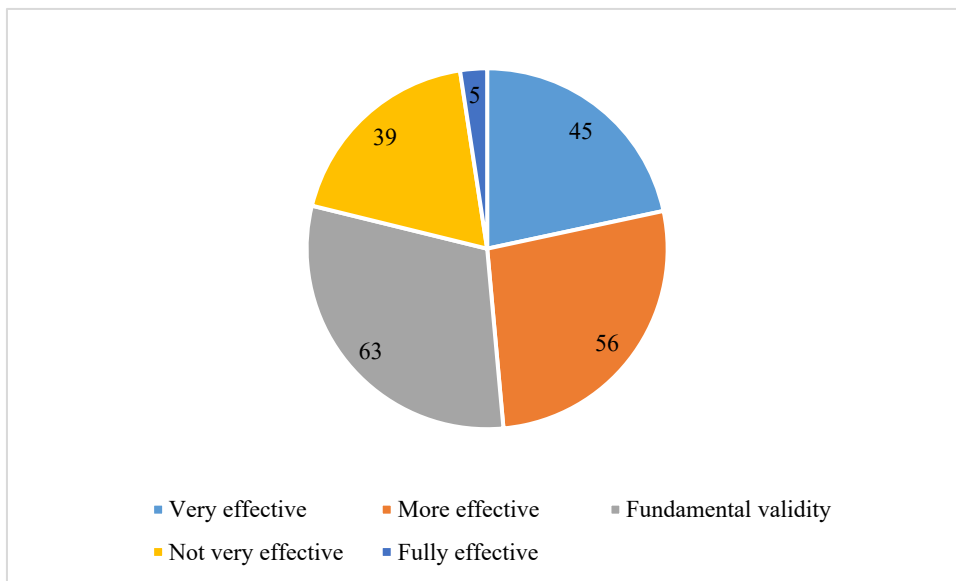


Figure1.Results of the investigation on the effectiveness of enterprise credit management system

As shown in Figure 1, from the survey participants have intuitive sense of the effectiveness of the enterprise credit system, there are 45 participants believe the enterprise credit system is very effective, there are 56 participants believe that more effective, 63 participants believe that the basic effective, 39 participants think less effective, five participants believed completely ineffective.

3.2.Problems Existing in the Current Credit Management System

Table1.Investigation and statistics of the problems existing in the credit management system

	Evaluation index	Evaluation scope	Evaluation method	Policy making
Quantity	190	152	140	125
Proportion	91.35%	73.08%	67.31%	60.09%

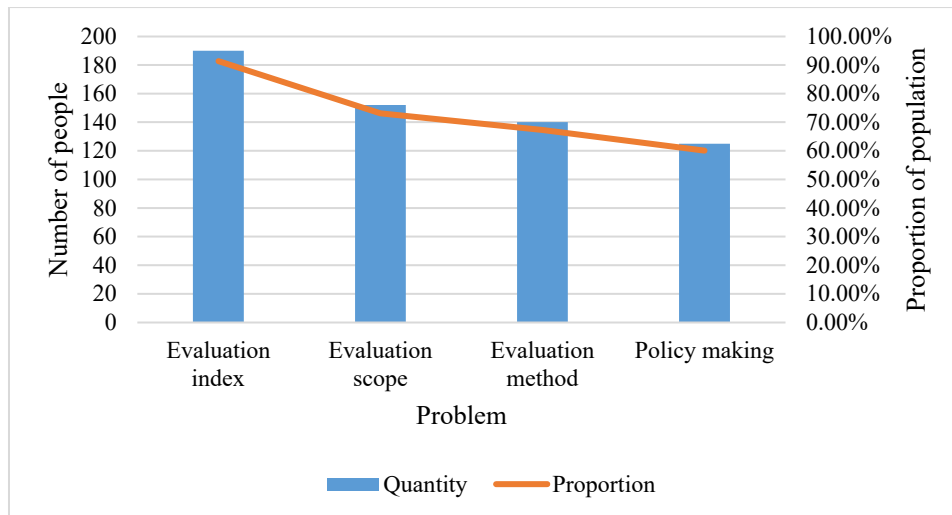


Figure 2. Investigation and statistics of the problems existing in the credit management system

As shown in Table 1 and Figure 2, according to the existing problems, 91.35% of people think that the current tax payment credit evaluation index is not perfect enough, 73.08% of people think that the range of tax payment credit evaluation is too narrow, 67.31% of people think that the tax payment credit evaluation method needs to be improved, and 60.09% of people think that the tax payment credit evaluation has problems from the policy formulation..

3.3.Strategy for Building Enterprise Credit System

(1) Construction of laws and regulations

"Credit system construction" is a broader concept than "enterprise credit system construction", the latter refers to the regulations and system construction directly aimed at enterprise credit, while the former refers to the design and arrangement of all kinds of regulations and system to ensure that the whole society pays attention to credit. Enterprise credit seems to be the business of enterprises, but if the whole society does not pay attention to the value of credit pursuit, there is no pay attention to the atmosphere of credit, every member of the society can not become a person pay attention to credit, then, the construction of enterprise credit system is difficult to succeed. Obviously, "credit system construction" includes "enterprise credit system construction". Therefore, the system construction of credit discussed here, in addition to the system of enterprise credit directly, should also involve various measures, means and methods taken by the whole society in order to cultivate the quality of credit. Public opinion, education and publicity are important components.

(2) Strengthen credit ability

Enterprise credit ability is the ability of an enterprise to fulfill its promise to all the transaction parties,

including quality credit ability, debt paying ability, contract performance ability, etc. Enterprise credit willingness refers to whether an enterprise is willing to fulfill various economic contracts and social contracts signed between the enterprise and other economic subjects or stakeholders, that is, the willingness to fulfill the commitment. The relationship between credit willingness and credit ability is not definite, that is, credit willingness does not necessarily have credit ability, and credit ability does not necessarily have credit willingness. Enterprise credit behavior is the organic unity of credit willingness and credit ability. Generally speaking, only when the subject of credit has the will to be honest and trustworthy and the ability to fulfill his promise, he will choose the act of good faith. However, this study believes that compared with credit ability, credit willingness has a greater impact on credit behavior, that is, a strong credit willingness will trigger the credit subjects to cultivate their own credit ability. More importantly, the quality of honesty has a fundamental influence on the generation of sincerity will. Because the emergence of the sincere will requires the credit subject to have the credit consciousness, and the good faith quality can directly or indirectly affect the credit consciousness of the subject.

(3) Pay attention to the enterprise credit evaluation system

Most of the previous theoretical research and commercial practice have been influenced by the value rationality of western instruments, and the credit evaluation system built by them attaches too much importance to the credit ability of the credit subject, while neglecting the quality and will of the credit subject. However, the credit evaluation system of "ability determines credit" has some defects. Because most of the evaluation of credit ability is based on the financial data of the enterprise to make the corresponding evaluation of the current situation and

future of the enterprise. In this case, enterprise members (including leaders and employees) lacking integrity may cheat stakeholders through data fraud or "hollowing out" the company by taking advantage of their power. In order to overcome the deficiency of the credit evaluation system of "ability determines credit", this paper argues that we should pay more attention to the credit quality, reconstruct the enterprise credit evaluation system based on the credit quality, and incorporate the credit quality of leaders and employees, the enterprise's credit culture, and the credit-based system into the evaluation system .

4. CONCLUSION

With China's entry into the global credit system, it is increasingly urgent and necessary to solve the lack of corporate credit, which puts forward new requirements for the restriction and guidance of the choice of corporate credit behavior. Integrity management system is a management system integrating integrity morality, quality management and social responsibility. The social responsibility in the integrity management system is embodied by all stakeholders. The pressure and demand of enterprise stakeholders promote the development of enterprise integrity management, and integrity management enhances corporate social responsibility. The construction of credit management system in our country is slow. It is of great significance to learn from the experience of foreign credit system to accelerate the pace of credit construction in our country. Domestic credit management system is not paid attention to is the social supervision system is not perfect can not shirk the responsibility, enterprises do not pay attention to credit construction on the one hand for the low cost of trust-breaking, on the other hand, enterprises do not fully realize the benefits of credit management to the enterprise.

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