

•There is a problem in (differences in corporate culture between China and U.S.) Despite (a lot of researches on comparison and contrast between them)(something that should be happening) (barriers and conflicts in international business practices) are occurring. (Provide supporting evidence.) This problem has negatively impacts(on multinational corporates) (who or what has been affected) because (their businesses have to be conducted in the international context). A possible cause of this problem is (the differences of philosophical basis of culture and ideology). This dissertation evaluates, analyses (the origin of national culture and philosophy which support Chinese corporates grow healthy in international context as well as communicate and interact with the world effectively) by (qualitative comparative analysis)(research method) in the hope of understanding more about this(importance and inevitability of this impact from culture and national spirit on international corporates)(issue/problem).

Title: A survey on overseas image of Chinese Enterprises: Conflicts and Integration of Chinese and American Cultures——the corporate culture of Fuyao Group and its philosophy of development

In 2019, the documentary “American Factory” , produced by the Obamas’ Higher Ground Productions and co-directed by Julia Reichert and Steven Bognar, broadcasted on Netflix’s streaming media platform, has attracted wide attention at home and abroad (Hynes, E., 2020; Edelstein, D. 2019; Bradshaw, 2019). In February 2020, the film won the 92nd World Academy Award for best documentary feature film (The Guardian, 2020). For a time, the world’s major media reported this film. Although this documentary has received wide acclaim, it still shows misreading of China’s model and value from the expressions of some media articles. For example, some critics believe that the labor movement in the U.S. over the past century has contributed to the possibility of the game between the enterprises and workers, while the management mode of China’s manufacturing industry has destroyed all this (Jiang, 2019). A Chinese journalist Chai Zongsheng argues this is the output of the Chinese model, and the way Chinese workers work is the essence of Chinese value (Chai, 2019). When the “Chinese model” and “Chinese value” are mentioned, then, under what kind of background, what kind of information does the Chinese model represented by Cao Dewang, the founder of Fuyao Glass, exports, the article does not explain in details. The author of this thesis is going to focus on explaining that no matter how we study capital logic and market economy, the premise for Chinese enterprises, especially international enterprises, to develop healthily, is to correctly implement the basic understanding and attitude of Chinese people towards life into the corporate culture and management. Besides, the author of this thesis is trying to provide suggestions on how to communicate and interact with the global economy normally and effectively on the basis of “Chinese model” and “Chinese value”.

- 1) Chai, Z. 柴宗盛. (2019) Meiguo Gongchang: quan qiu Hua de zhong shi bu ding 《美国工厂》 : 全球化的中式补丁. Shang ye wen hui (24), 44-47.
- 2) Jiang, T. 姜丹丹. (2019) Meiguo Gongchang chuo tong le shei 《美国工厂》戳痛了谁. Faren (09), 103-105.
- 3) The Guardian (2020) ‘Oscar Winners 2020: the full list’, 10th February. Available at: <https://www.theguardian.com/film/2020/feb/10/oscars-2020-complete-list-winners> (Accessed: 17th February 2021)
- 4) Hynes, E. (2020) ‘Interview: Julia Reichert and Steven Bognar’ [Blog], Film Comment, 5th February. Available at: <https://www.filmcomment.com/blog/interview-julia-reichert-and-steven-bognar/> (Accessed: 15th February)
- 5) Edelstein, D. (2019) ‘The Obama’s Netflix Doc American Factory Gestures Toward the End of the working World’, Vulture, 23th August. Available at: https://www.vulture.com/2019/08/american-factory-review-obamas-netflix-doc-is-eye-opening.html#_ga=2.255912974.448831994.1566582669-1726546027.1443988693 (Accessed: 15th February)

- 6) Bradshaw, P. (2019) 'American Factory review -a sobering documentary by the Obamas', The Guardian, 19th August. Available at: <https://www.theguardian.com/film/2019/aug/15/american-factory-review-a-sobering-documentary-by-the-obamas> (Accessed: 14st February 2021)

My future research work should have to be aligned to Columbo, whose detective efforts best illustrate all advantages that a competent researcher must have:

- 1) Ability of logical reasoning;
- 2) Understanding Research tools and techniques;
- 3) Empirical intuition

But, in terms of my current research ability, I am only familiar with the works of Poirot, the model armchair detective. I have tried to write a few trivial articles and almost all in the Poirot's approach. I get used to propose a hypothesis firstly and secondly try to collect relevant information as much as possible, then apply the models and theories which relate to the topic, analyzing and deducing the answers. This approach I have conducted for several times and feel it is time saving and workable. However, I have discovered the limits after I finished reading this assigned detective article. To begin with, I have to try to stay in the first quadrant, combining Poirot and Maigret and therefore advance to Columbo. As for Dirty Harry, his approach seems to be too challenged and out of my reach.

