

To What Extend Does Jewish Business Thinking Model and Practise Affect Modern Enterprise Management in Chinese Fashion Industry

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Abstract: Jewish is famous for its business tradition, wisdom and creativity. According to Forbes' Rich list published in 2022, the total number of people on the list in 2022 is 2,668, of which 267 are Jewish. It is reported that 11.6 percent of the world's billionaires have Jewish backgrounds and they take up about 13 percent of the wealth in the world. Advantages such as focus on education and learning, concentrating on budget conscious and stimulate innovation, and focusing on corporate social responsibility are worth learning for Chinese fashion industry practitioners. This is because the lack of fashion design innovation, workers' comprehensive ability, education and training system, and corporate social responsibility are the most important weaknesses for Chinese fashion companies. Therefore, the purpose of this paper is to explore the Jewish business tradition and characteristics, deeply understand their business concepts and behavior, and use their essence to provide insights for Chinese fashion business practitioners to improve the above weaknesses.

Keywords: Jewish business thinking model and practise, corporate social responsibility, Chinese fashion industry, Jewish people's key characteristics.

1. Introduction

Jewish business tradition and characteristics are an important part of Jewish culture. This tradition has not only played an important role in the survival and development of the Jewish people in history, but also in today's era of globalization and modern business management [1]. The characteristics of Jewish business thinking model and behaviours are still playing an important role for the development of modern enterprises. Based on the facts, Jews have always had a unique advantage in the economy, and they have accumulated wealth through international trade and loan sharking. During the Middle Ages in Europe, Jews had mastered the European financial and trade markets, and set up famous investment banks in Wall Street, such as Goldman Sachs, jp morgan and Chase. In addition, the share of Jews in global wealth is very high. According to Forbes' Rich list published in 2022, the total number of people on the list in 2022 is 2,668, of which 267 are Jewish. It is reported that 11.6 percent of the world's billionaires have Jewish backgrounds and they take up about 13 percent of the wealth in the world [2]. The proportion of people in the global wealth can not be ignored, their influence in the economy, science and technology, finance and other fields is significant.

The current shortcomings and disadvantages of Chinese garment factories are as follows. Firstly, the clothing design ability in Chinese fashion industry is relatively weak, which result in the lack of new varieties on textile and final garments. Subsequently, Chinese garment fashion practitioners have no ability to lead fashion trend and therefore market competition is lower than others [3]. Secondly, The lack of well-known brands is a big weakness. The concentration of brands in the domestic market is not enough, if the communication methods and content of the brand cannot effectively connect and resonate with the target audience, consumers' cognition and memory of the brand may be reduced, thus affecting the sales of the brand [4]. Thirdly, the homogeneity level of Chinese fashion products is relatively high. Gao et al [5]demonstrated that this is because Chinese do not have enough innovation and creation from products design to final production and sales distribution, which result in less differentiation between brands and more homogeneity of products or services. Consumers struggle to tell the difference between brands and tend to choose based on price or promotions [5]. This homogenization can lead to consumers having less influence over brands. Finally, the lack of corporate social responsibility such as environmental damage and labour overuse is one of the weaknesses in Chinese fashion industry. For example, According to the China Circular Economy Association, about 26 million tons of used clothes are thrown into the trash every year in China, and this figure will rise to 50 million tons after 2030 [6]. This statement is similar as China Water Risk (n.d.) who argues that Chinese fashion industry desperately need to improve corporate social responsibility especially on environmental protection. This is because 17 to 20% of industrial water pollution is from Chinese textile dyeing and further chemical treatment. However, Chinese fashion factories and businesses do not tackle them properly. At present, most of the used clothes (approximately 85%) are still disposed of by landfill or incineration, and both of these methods will cause serious environmental pollution [7].

Therefore, the purpose of this paper is to explore the Jewish business tradition and characteristics, deeply understand their business concepts and behavior, and use their essence to provide insights for Chinese fashion business practitioners to improve the above weaknesses.

2. Jewish people's key characteristics of business traditions

2.1. Jewish people focus on education and learning

Education and learning are very important in the Jewish people's life and become an important part of their life. Jews focus on developing their practical skills and knowledge, believing that only continuous learning and accumulation can maintain a competitive advantage [8]. For example, according to statistics, as of 2015, 153 of the 770 Nobel Prize winners in the world are Jews. Jews, who make up only 0.3% of the world's population, have won nearly 20% of Nobel prizes [9]. Education and learning are seen as the core values of Jews culture and every family encourage their children to read from very young age. This is the reason why the nation has so many innovations and inventions. In addition, Jews also attach importance to studying changes in the market and business environment, understanding customer needs and market trends, and mastering advanced business technologies and tools. These are key factors for the success of Jews in business activities [10].

2.2. Concentrate on budget conscious and stimulate innovation

Jews are also known in business for their frugal and innovative spirit. Jews have a frugal disposition, focusing on cost savings, optimizing efficiency, and improving productivity and efficiency [11]. Jews think carefully about numbers, they use digital thinking in business, look at the numbers to think, let the numbers serve themselves, this is the Jewish digital thinking savvy. This thinking savvy helps them improve productivity and efficiency. At the same time, Jews are also innovative, good at finding business opportunities and market vacancies, and trying new business models and business ideas [12].

High concentration on cost-saving control give Jews opportunity to reduce prices and gain competitive advantages in the market, which is one of the most important factors for their products to success. The money they save through strict cost-saving system are further invested in research and development, which help business stimulate innovation. As analysed above, one important character for Jews is concentration on cost-saving.

2.3. Focus on corporate social responsibility

Social responsibility is also a very important concept in the Jewish business tradition. Judaism believes that businessmen should not only create wealth for themselves, but also contribute to society and others[13]. The rise of environmental protection movement in Israel has its deep historical origin. Jewish culture contains a wealth of green ideas and principles, such as prohibition of arbitrary destruction, land protection, animal protection, and so on. They put forward many laws to regulate people's use of nature behavior. For example, Israel has made remarkable achievements in the water sector, including desalination facilities that are among the largest in the world, supplying approximately 80% of Israel's water consumption; sewage effluents facilities that collect and treat most of Israel's wastewater [14].

In addition, the environmental awareness among Jews are high. This is because The Environmental Movement has raised awareness of environmental protection in Israeli society and made people realize that the environment is the guarantee of a healthy life [15]. For example, it is reported that a majority of people in a national poll think environmental issues are important, with nearly half saying the government should allocate more of its budget to the environment and more than half willing to pay higher taxes to improve it [14]. Therefore, in Jewish business activities, it is also very important to focus on social responsibility and public welfare.

3. How the Chinese fashion business practitioners improve fashion design innovation based on the Jewish spirit of innovation

Firstly, the responsible person of fashion industry should invest money on establishing a professional research and development team and relevant equipment. This is because recruiting experienced and innovative designers, fashion experts, material experts, etc., and set up a professional R & D team will guarantee the business to design advanced products. For example, the founder of Google Sergey Brin come from Jewish background and he highly emphasize the importance of recruiting talented people. Their current success is due to their ability to recruit and attract talent. Google is also named the most popular company for global talent by *Fortune* [16]. In order to recruit the best talent, Google has set up a specialized department separate from human resources. Its content includes research and analysis, career candidate development, recruitment process coordination, job candidate selection, management and other positions with clear division of labor [17]. The huge investment on creating good environment for talents give their businesses foundations to compete with other companies. Therefore, the first priority for the Chinese fashion business practitioners is to attract the most talented and professional experts to work for bright future.

Secondly, fashion industry practitioners should pay more attention to fashion trends. Keeping up with fashion trends and consumer trends will help them design more suitable clothes. They can do that by regularly participating in world fashion exhibitions and clothing exhibitions to understand the latest design and material technology. After that, they can use cutting-edge technologies such as recommended algorithm and big data to recommend most suitable clothes to consumers.

4. How the Chinese fashion business practitioners improve workers' comprehensive ability to improve productivity and quality based on Jews' savvy

Firstly, rules and regulations are the basis for establishing the long-term mechanism of management. Through the formulation and improvement of scientific and reasonable rules and regulations, management will continue to advance escort. Team rules and regulations should take the method of collective brainstorming, democratic participation, give play to the collective wisdom, develop the relevant system suitable for my team situation [18].

Secondly, ready-made garment factories should establish behavior standardization. Managers should strengthen the standardized management of every personnel. The labor discipline, work attitude, civilized language, physical behavior, thinking and style of work should be strictly restricted and standardized. Also, managers should strengthen the conduct of personnel education. Each class is required to carry out every month to find the shortcomings of each other. And through learning, managers should clearly tell every worker that they should not only implement the management on production, but also deepen the management on the quality of every personnel. Only in this way, we can really effectively improve the comprehensive ability of every worker [18]. Apart from that, managers should strengthen the evaluation of four good employees, quarterly unit, adopt a clear way of reward and punishment for personnel evaluation. The team group with the largest number of four good employees throughout the year will be rated as the "four good team group", and the whole staff will be rewarded, and the excellent leader will be rated in turn. In order to achieve the purpose of encouraging employees (with the monitor) to abide by the code of conduct and improve their ideological literacy [19] Finally, managers should give regular training and education for their workers such as skills share conference and organize social activities.

5. How the Chinese fashion business practitioners improve corporate social responsibilities based on Jew's savvy

China is the world's largest textile and garment producer and consumer, the annual total fiber consumption of about 30 million tons, each year in the production and consumption links to produce about 6 million tons of waste textiles (excluding stock), and at an annual rate of more than 10% rapid growth [20]. However, with the increasing consumption of fast fashion and the change of people's dress concept, the life cycle of textile products has been shortened from 3-4 years to 1-2 years, resulting in a rapid increase in the number of waste textiles. At present, the total amount of waste textiles produced in China every year is about 24 million tons, and less than three in ten thousand can be recycled [21]. Although China has made some progress in the field of waste management and recycling, the recycling technology of waste textiles is still not mature enough, and it is necessary to further strengthen research and development and application to improve the quality and efficiency of recycling. At the same time, the recycling system lacks overall coordination and cooperation, and it is necessary to strengthen cooperation and communication among various stakeholders to ensure the smooth progress of recycling. In addition, waste textile recycling channels and collection systems also need to be further improved. According to a study conducted by the BIR (International Recycling Bureau) in 2008 at the University of Copenhagen, Sweden, every use of 1 kg of waste textiles can reduce about 3.6 kg of carbon dioxide emissions, save 6,000 liters of water, and reduce the use of about 0.3 kg of fertilizer and 0.2 kg of pesticides. Therefore, measures such as recycling of waste textiles and efficient use of resources in the production process can effectively reduce the production demand and energy consumption of textile products, which is of great significance for saving resources, reducing pollution and reducing carbon emissions.

6. Conclusion

In conclusion, Chinese fashion industry practitioners should learn how to improve corporate social responsibilities based on Jew's savvy, how to enhance workers comprehensive ability to improve productivity and quality based on Jews' savvy, and improve fashion design innovation based on the Jewish spirit of innovation

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