

# Ethical Innovation and Sustainable Development

## Take Yin Yunliang Sesame Oil Food Co. in Cangzhou for Example

Author: Peking University EMBA's tutor Tian Yike

If the Human's greed and selfishness are not changed, it will continue to be a repeat of history. The aim of Historical research is to study the survival wisdom, the development of wisdom and the ultimate wisdom. Every entrepreneur is concerned about the proposition about how big a business you can operate? How strong, how good and how long?

I often say: a person's success is the victory of a way of thinking. The so-called people's way of thinking is in the process of handling the relationship between people and objects, people and people as well as people of the flesh and spirit of adhering to what kind of values and methodology. Why does the world has less successful people, and most of people can't succeed? Because only a few people grasp the right way of thinking, enabling individuals or businesses to obtain the opportunities for sustainable development. Take the Yin Yunliang sesame oil Fang for example to discuss from three levels:

The family of Yin Yunlight's sesame oil Food Co. in Cangzhou was established in 2008, is located at 165 West South County in Hebei Cangzhou, and is a set of ecological cultivation, product development, production and sales in one of the modern private-owned enterprise with a registered capital of 10 million and has 150 employees. The new plant covers an area of 30 acres and has 20 sets of stone supporting facilities, the annual production capacity are 800 tons. The company consists of three branches, and has 1200 chain of franchise stores. The company mainly produces: Bulk sesame oil, sesame paste, pickles, preserved vegetables and other products sold in the surrounding counties. The county has established a hundred villages retail outlets, covering urban and rural areas, the products are exported to Beijing, Tianjin and surrounding areas, and also exported to Russia, Southeast Asia.

The corporation has inherited the five generations and has experienced 123 years of history. After nearly five years research, I found that the company's sustained success stems from the following aspects of ethical innovation.

Firstly, the company's mission is to make sesame oil that customer satisfy.

General company's mission is to make money. If the purpose is the money! Then they must certainly reduce costs from a series of processes and procedures for the election expected in packaging and logistics.

The corporation's mission is to make sesame oil that customer satisfy, which determines how the process from material selection to achieve excellence. The products can't be shoddy, and can't be cut corners. Competitive products is fundamental to sustainable development.

The second: The company 's operating philosophy is to maximize the interests of customers .Most of the general business's philosophy is to maximize the business benefits. The idea of this company is opposite, which is how to maximize the benefits for customers .Yin Dehai is the third-generation of light sesame oil who was called Yin big fool. Why is there such a call ? Because every time he always give more sesame oil than the other customers . Until today, the company's fifth generation inheritor Yin Yunliang is still adhering to the teachings of their forefathers : a benefit can eat meals , great benefits will starve people . Let maximize the interests of customers .

The family of Yin Yunlight's sesame oil Food Co., Ltd is a subversion of the average person 's ethical standards , with the altruistic way to achieve the sustainable development of the company 's self-interest . The key about a sustainable development of enterprises is to continue to train group after group of loyal customers

The third: do not blind expansion.

The family of Yin Yunlight's sesame oil Food Co. has inherit five generations and has experienced 123 years of history, it can continue to develop to today , it's another success secret is not blind expansion. The process of modern industrialization and market-oriented industrialization always tend to make the owner produce the blind expansion confidence. The company has gone beyond the era of small workshops in the past , but Mr. Yin always remember the teachings of forefathers: "doing fine not greed , greed is terrible ," . He has deep inner strength, and steady ability to operate from the children's education , from a man 's practice to product development, market expansion ,and constantly improve their competitiveness. Remain vigilant moment , not blind expansion .

From what has said before, the company's sustainable development should thanks to the ethical innovative brought a vitality. The company is the subversion of the rule of secular ethics, deal with the relationship between people and products, and handle the relationship between the company and the customer, deal with the relationship between the company and the company's soft power development successfully. Thinking about our income and outcome strengths , do what we have achieved today's growth and success.

I believe Yin Jiayun light sesame oil Food Co. will have a farther and farther road in the future.

**The explanation of "Innovative"**

The so-called "innovation" is only rediscovered. From 800 BC - 200 BC, the year after the Axial Age, the human civilization has burst out the most shining glory. It is the pinnacle of human civilization. So today's problem is not to solve the problem of looking for the path of innovation, but the contrary, to think the history and rediscover the wisdom of the ancients. German philosopher Karl Jaspers said: "Every great advance in human individuals are always derived from the re-engagement with the classical world."

### **Why should we look history in turn**

History has a striking similarity, because human selfishness and greed has not been broken, it will continue to be a repeat of history. In the Axial Age China, Through five or six hundred years of war, People's life were very hard. Difficult living conditions lead to moral decay and mercenary intrigues. Inferiority of humanity got to an extreme. Heinous is a very good call for extremely good, so people started to reflect the human nature, in the process of learning from their mistakes, they accumulated a deep wisdom. The wisdom was enough to be able to shine through the ages.

### **Path of innovation**

China's "moral" in talking about: the Dao was activated in the opposite direction, the weak use the road.

Success is actually a way of thinking of victory. Why don't have so many successful people, because most people do not master the correct way of thinking. There is a "reverse" problem in it. Most people regard "self-interest" as his principle of doing things, but successful people put the "be good for others" as his principle of doing things. Most people regard making money as the ultimate goal of the operation, but successful people put good products, good service as the ultimate goal of management. Most people desire to pamper yourself, successful people know how to control their desires.

Personally, I think that it is the new path to explore innovation as ethics in the opposite direction.