

Research on the Necessity of Incorporating Employee Health Management into Enterprise Management Ethics

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Abstract: In the post-epidemic era, the world economy has entered a recession cycle, and the domestic economic development is also facing a shrinking state. With the employment situation being grim, and the internal volume intensified, practitioners are under great pressure mentally. Furthermore, a series of social problems are being caused by health problems, which continue to warn enterprise executives to establish a service system for employee health. Then the management should find ways to ensure the long-term development of enterprises.

1. Development process of business management ethics

1.1 Development process of management ethics in foreign countries

The study of human ethics has a long history, the east can be traced back to the pre-Qin dynasties, the west can be traced back to the ancient Greek civilization. Ethics and management were linked around the 1960s. Linking ethics and management is not only the embodiment of mature management practice, but also the embodiment of mature management theory research. The initial research on management ethics was carried out around corporate social responsibility. There are two of them. One is Aki. B. Caro, he believes that enterprises must bear economic responsibility, legal responsibility, ethical responsibility, and charitable responsibility. The other is Milton. Friedman, the 1972 Nobel Prize winner in economics, American economist, he clearly pointed out that enterprises have one and only one social responsibility, that is, within the rules of the game, to use resources and carry out activities to increase profits^[1]. Obviously, he pays more attention to the legal responsibility and economic responsibility of enterprises.

In practice, some managers integrate ethics into management practices, or formulate ethical codes, or set up ethical organizations, supervisors, or conduct ethics training. All these have strongly promoted the management to become ethical. The specific performance is as follows:

First, formulate a code of business ethics. By the mid-1990s, more than 90 percent of Fortune's top 500 companies had written codes of ethics governing employee behavior;

Second, set up specialized agencies. About three-fifths of large companies in the United States and about half of those in Europe have specialized operations

Ethics organization, responsible for ethical work related to enterprises.

Third, set up an ethics director. 20% of the top 1,000 U.S. manufacturing and services companies have ethics directors whose main task is to train employees to adhere to the correct code of conduct and to address employee questions about business practices.

Fourth, conduct ethics training. By the mid-1990s, 30 to 40 percent of U.S. businesses had some form of ethics training^[2].

1.2 Development process of domestic enterprise management ethics

Chinese academic circles' exploration of contemporary Chinese enterprise management ethics is basically synchronized with the economic construction of the People's Republic of China. However, it was after the reform and opening up that we consciously studied from the perspective of discipline. It can be divided into the following stages.

1.2.1 Preliminary thoughts on the ethics of socialist enterprises with Chinese characteristics

After the founding of New China, after the socialist transformation, learning from the Soviet Union, independent exploration of the enterprise management mode of these stages, business ethics is mainly manifested in political ethics, such as the establishment of workers' revolutionary ethics, hero consciousness, carry forward the Daqing spirit, "two participation, one reform and three combination" and so on. Yu Guangyuan's "On the Combination of Laborers' Individual Interests and Social Public Interests" (Learning, No. 12, 1954) and Wu Jiawei's "On the Nature of the Principle of Material Interests" (Economic Research, No. 8, 1959), although they did not directly put forward the concept of management ethics, they are actually studying this issue [3].

1.2.2 Research on business management ethics since the reform and opening up

In the process of transition from the planned economy to the market economy, some market players, in pursuit of maximizing economic benefits, resorted to all means, trampled on professional ethics, jeopardised people's physical and mental health, disrupted the operation order of the socialist market economy, and even shook the belief in the socialist market economy. A group of Chinese scholars have done more in-depth research on business management ethics. In 1989, Luo Guojie edited "Management" (People's Publishing House), mainly from the level of professional ethics research; Business Ethics (Sichuan University Press), edited by Tang Nengbin, mainly discusses business management ethics in the new era from the aspects of management philosophy and management ethics. Business Ethics by Zhou Zucheng, mainly reveals and analyzes typical ethical issues in business operations, including marketing, human resource management, financial accounting, environmental protection, international marketing, etc. Wan Junbao's "Management Ethics" mainly expounds the content of ethical management from three levels: macro, meso and micro.

In the practice of management ethics, it is still in its infancy, and almost no enterprise has set up an ethics management department.

2. Research on enterprise health management

2.1 The earliest study on enterprise health management abroad mainly focuses on reducing the expenditure of medical expenses.

The original intention of Blue Shield and Blue Cross insurance companies to open the way to health management in 1929 was to reduce the huge medical costs. Since 1987, the American Pacific Railway Company began to provide health management services for its employees. At present, it has covered 50,000 people. The designed control of more than 10 health risk factors such as hypertension, hyperlipidemia, diabetes, overweight, smoking and lack of exercise has greatly improved the health indicators of the target population, and the improvement of economic benefits is also obvious. Every \$1 invested in health management generates \$3.24 in benefits [4]. The Province company carried out health management, saving 1.5 million US dollars in medical expenses in three years, and reducing the number of medical visits of employees by 33.6% [5]. After more than 20 years of research, Dr. Edingdon, director of the Health Management Research Center of the University of Michigan, concluded that 90% of individuals and enterprises through health management, medical costs reduced to 10% of the original; Ten percent of individuals and enterprises have no health management, and medical costs have increased by 90 percent [6]. In the World Development Report of 1993, the World Bank clearly pointed out that "good health can increase the labor productivity of individuals and increase the economic growth rate of countries." Thus, investment in employee health is investment in productivity, and labor productivity is closely related to employee health.

2.2 Chinese scholars have not studied health management and enterprise management for a long time.

In 2008, He Qin et al. pointed out in a survey that health management is not a simple personal

issue for an organization, but is closely related to the development of human resources, human capital investment and the improvement of labor productivity. Therefore, how to improve the human capital investment of enterprises, strengthen the health management of employees, and make the effective and healthy operation of enterprises has become an important issue faced by enterprises. In 2010, Zhang Yan et al. showed that employees' physical and mental health can affect workplace deviation behavior. In 2013, Zhu Bixiang et al. believed that the implementation of employee health management plan could not only manage and control the cost of employees' medical benefits, but also be an investment in healthy human capital. In 2016, Yang Wenhui proposed in the article that employee health management is a kind of management innovation and investment in employee health capital, which is conducive to the development of enterprises and will also produce good social benefits. The employee health management of domestic enterprises also needs a long way to go, and they should continue to explore and learn from it, further enrich and improve its content, and build an enterprise health management strategy with Chinese characteristics.

3. Study the necessity of employee health management

3.1 Employee health management is the cornerstone of ensuring the healthy development of enterprises and building harmonious labor relations.

In recent years, the health problems of employees have become more and more prominent. According to statistics, the proportion of people over 18 years old suffering from diseases such as hypertension, hyperglycemia and fatty liver has increased year by year [7]. Due to long-term watching computer desk work, employees suffer from lumbar vertebra, cervical vertebra and tail vertebra hyperplasia increased significantly, and the age of patients tends to be younger. Due to the comprehensive effect of social pressure, workplace pressure and individual pressure, mental diseases of employees are also on the increase, which seriously affects the physical and mental health of employees. Therefore, whether from the macro level to promote the implementation of the "healthy China" strategy, or the middle level to ensure the growth and development of enterprises and build harmonious labor relations, or the micro level to protect the health of employees and family happiness, there is an urgent need to standardize and strengthen the health management of employees.

3.2 Management Ethics Employee health management is a strategic policy for the long-term development of enterprises.

In accordance with the requirements of the Law of the People's Republic of China on the Prevention and Control of Occupational Diseases, the Outline of the Healthy China 2030 Plan, the Healthy China Action (2020-2030), the Notice on Promoting the Construction of Healthy Enterprises, and the Code for the Construction of Healthy Enterprises (Trial Implementation), the state has recently issued the Technical Guide for the Evaluation of the Construction of Healthy Enterprises. In particular, in July 2019, the Healthy China Initiative (2020-2030) proposed to carry out 115 major special campaigns such as tobacco control, cancer prevention and treatment, cardiovascular and cerebrovascular disease prevention and treatment, and mental health promotion, and the Law of the People's Republic of China on Basic Medical Care and Health Promotion officially implemented in June 2020^[8]. It clearly defines the responsibility of enterprises in employee health promotion and promotes the formulation of enterprise health strategy. It can be seen that in the future and for a long period of time, the state, government and enterprises will increase their efforts in corporate health management, and the health management of enterprises is becoming a real corporate strategy, and it is also the only way to better promote the construction of healthy China and better fulfill the policy of "integrating health into all policies".

3.3 Employee health is an important capital in enterprise human capital

On October 11, 2020, the Healthy China Enterprise Action was launched in Wuhan, and Wuhan

was selected as the first pilot city, which will be committed to the construction of healthy enterprises^[9] and ensure the health of workers throughout the whole cycle. Recently, Shenzhen City published the "Shenzhen Special Economic Zone Health Regulations (Draft for Comment)" to solicit public opinions, which put forward a series of clear requirements for standardizing the health management of workers. According to Thodore W. Schulz's human capital theory, human capital is a kind of capital attached to people's own, including intellectual capital, technical capital, health capital, migration capital and floating capital. It can be seen that health capital is also one of human capital.

4. Conclusion

Enterprise employees are the direct creators of enterprise value and the direct service providers of customers. Treat them, they can have no worries, full of gratitude into the actual work, in order to creatively provide customers with temperature quality products and services, enterprises can be evergreen, this is a virtuous cycle. This is reflected in the provision of a safe working environment, regular medical examinations, the establishment of mental health management institutions, compliance with labor laws, and the provision of opportunities for workers to improve their employability.

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