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Theory and Method of Quality Management Combining Mobilization and Contract

Runsheng Tu

Huanggang Normal University, Huanggang City, China

*Corresponding Author

Runsheng Tu

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Abstract: **Background:** Fragmented QRS (fQRS) is a reliable predictor of a negative outcome for patients, particularly when it occurs alongside ST-segment elevation myocardial infarction (STEMI).**Aim of study:** To assess the clinical significance and prognostic value of fQRS for patients who are presenting with acute myocardial infarction.Patients and **methods**: This study is a prospective study which included seventy patients(48 males and 22 females, their mean age was 54.9±9 years) which is carried out in Coronary Care Unit (CCU) at Azadi Teaching Hospital in Kirkuk from the period 15th of May to 15th of December 2018. After the diagnosis of acute STEMI with fQRS, our patients were received full medical therapy then followed up in the CCU for an average of 3 days.**Results:** The arrhythmia was detected among 34.3% of STEMI patients with fQRS and hypotension was present among 20% of them. Low ejection fraction was found in 77.1% of patients and death was recorded for 11.4% of them. Low ejection fraction of STEMI patients with fQRS were significantly related to older age, males, long pre-hospital symptoms duration, diabetes, hypertension and previous history of ischemic heart diseases.**Conclusions:** The fQRS in acute ST elevation myocardial infarction is predictor for adverse cardiac outcomes and mortality.

Keywords: Fragmented QRS, acute myocardial infarction, short-term prognosis, cardiac outcomes, ECG findings.

1. THE DISADVANTAGES OF EXISTING MANAGEMENT THEORIES AND METHODS

Previously, quality management was called quality control. It is revealed that the previous quality management was a constrained management. During the period from the birth of the concept of quality management to its prevalence, the "quality concept" in it has always been the concept of small quality. Under the premise of the concept of small quality, there is a difference between quality management and management — quality management is an important branch of management. However, under the premise of the concept of large quality, "quality management" is no longer a branch of management, nor is it an interdisciplinary subject of quality and management. The reason is that the direct purpose of management is to improve quality, and all management is quality management under the concept of large quality. This paper uses the concept of large quality to explore management laws. In this way, both business administration and public administration belong to the category of high-level quality management. The direct purpose of management is to make the managed objects follow objective laws and make the process fair, scientific and reasonable).The ultimate goal of management is to improve behavioral quality, product quality and service quality, thereby making people feel better (increasing people's satisfaction index).

There are also levels of motivation for management. The management purpose of "making everyone involved in production feels good" is the highest level of management motivation. The highest level of managerial motivation is the managerial purpose that makes all people "related to production and products and services feel good." Maximizing the interests of managers is the lowest level of managerial motivation. It is the motivation of middle-level management to make the enterprise continue to be profitable above the moral bottom line. The management purpose of win-win is the motivation of middle-high quality management. The purpose of quality management, which is highly regarded in the West, is the low-level quality management motivation.

The ills of modern Western management theory (mainly the technical approach of constraining management, with little reference to the nature of management) are almost well known. The

management purpose of maximizing self-interest is too utilitarian (the purpose of management is to maximize the interests of managers). The following is a more detailed discussion. The so-called management theories in the management jungle are all management procedures and methods, lacking the basic principles of management as a management program. The existing problems of quality management mainly include the following points.

1.1. Superficial understanding of the nature of management

The concept of "capitalists get something for nothing" left over from Marx is that enterprise management is not labor. Chinese scholars who criticize Confucianism believe that management serves the ruling class. These two understandings of management still have a certain market in China. Fortunately, business managers do not believe in these two management perceptions.

Analyzing the essence of management should be the main content of management research. Different schools have different views on the research content of management. It is precisely because these schools lack a correct understanding of the essence of management. Most of the descriptions of management by different schools are superficial phenomena, and people's understanding of management can only stay on phenomena. However, the performance of management essence is diverse. Even the same management behavior can be described from different angles. Why are there so many management schools and so chaotic?. The reason is that management scientists lack understanding of the essence of management. Each school cannot grasp the essence of management, and only speak its own understanding of management from one side, just like a blind man touching an elephant.

If we don't solve the essential problem of management in theory, management can't get out of the jungle of management theory. Because the management mode will change constantly with the development of management practice, and the development of science and technology, production mode and lifestyle forces people to investigate the phenomenon of things from a new perspective. If the management essence of general significance is not grasped, the jungle of management theory will not gradually disappear, but will become more flourishing.

1.2. There are too many vacancies in the two major sections of "Management Meta-Theory Research" and "Management Basic Theory Research", and no unified management principle has been found.

Management research should have three major sections: management meta-theory research, management basic research, and management applied research. The so-called management philosophy (management meta-theory) is the concept, world outlook and methodology that coordinately conform to various laws. Generally refers to the general principles, rules and philosophies in scientific management. Basic scientific research (basic research) refers to the research activities of understanding natural phenomena, revealing natural laws, and acquiring new knowledge, new principles, and new methods. Experimental and theoretical work carried out mainly to obtain fundamental principles and new knowledge of phenomena and observable facts, without any special or specific application or use. Its characteristic is that it does not consider the actual consequences, has long-term and fundamental significance, and is the source of technological innovation. The current management research is about "how to manage (or how to manage) methods", which belongs to the applied research category of management. There is too much vacancy in the two fields of "meta theoretical research of management" and "basic theoretical research of management".

If a theory does not have its own appropriate basic principles, it is difficult for people to agree with this theory. Management principle is the basic principle of highly summarizing management activities and reflecting their objective laws. The basic principles of scientific management should be applicable to all human activities (whether it's the simplest personal behavior or the activities of large groups that require the most complex cooperation). Management principle is an important part of management and the program of management.

The idea of unifying management principles was formed very early, and many management scientists tried to use the unification of management principles to achieve the unification of management theories. Henri Fayol, who proposed the principles of management earlier, proposed 14 principles of general management: Division of labor; Power and responsibility; Discipline; Unified command; Unified leadership; Personal interests are subordinate to overall interests; Remuneration of personnel; Concentration; ranking system; Order; Fairness; Personnel stability; pioneering spirit; United personnel [1].But what Fayol proposed is a more specific scattered management principle (a management model), rather than a highly abstract management principle. Because the abstract management principle can be widely used in any case, while the targeted principle is applied under some specific conditions. It is the criterion for

people to deal with some specific management problems. It is both strict and flexible. The application of management principles requires managers to flexibly adopt different solutions according to specific management problems under the guidance of basic principles. Max Weber's "bureaucratic centralized organization theory" also does not summarize the universal management principle (general management program).

Each theoretical school claims that their views reflect the basic laws and general principles of management theory and management science. Although they investigate the same thing from different angles and there is a great debate on the conclusion, they all admit that the general principle and general law should be found, and they have made their own efforts to this end.

The essence of macro management is human management, which requires a thorough understanding of human nature. It is quite difficult to unify the group's understanding of miscellaneous things. There are also huge differences in management in different aspects. For example, the difference between public management and business management is very large. It is too difficult to find their common essence. Without a thorough understanding of human nature and a clear understanding of the essence of management, it is impossible to scientifically analyze and summarize the essence of management, so as to unify the principles of management. Therefore, until now, the principles of management are still not unified, and no school has put forward the basic principles of management that convince other schools.

1.3. Management methods are not satisfactory

Western management mainly refers to enterprise management, and almost all of them are technical management (constrained technology, control technology, which belongs to the category of restrictive management), lacking the concepts and methods of mental management, ideological management (or quality management) and emotional management. In other words, our management is material management plus physical management. The body is bound to work on the means of production. It Lacks of ideological awareness and moral and ethical education and guidance.

The purpose of management theory research is to serve management practice. The existing management research model is a summary of the existing reality, all research is based on the existing facts, and the research results obtained must be applied to the management practice in the future environment, which obviously has a time lag.It takes a long time for a management theory to be proposed and widely recognized, which greatly prolongs this time lag. The sages tell us: "The future is unpredictable over a long period of time." What's more, it is based on the unchanging history that has taken place. At present, management theory cannot be applied to management practice in a timely and effective manner, which has become a fundamental obstacle to the development of management science. The highly abstract work of management principles is not enough.

There are many theories that have the greatest impact on management objectives. Other methods in management theory, such as participation management, exception management, walking management, doomsday management, are management methods for some specific problems, rather than universal management methods. Generally applicable management methods commonly used only target management. Management by objectives is to encourage all managers and workers to actively participate in the formulation of work objectives in a certain period of time, implement self-control in work and consciously complete work objectives, so as to ensure the realization of the overall objectives of the enterprise.

Although objective management has many advantages, it also has many disadvantages. Some shortcomings are inherent in the method itself, while others are produced in practical application. It is mainly manifested in the following aspects: the principle is not explained thoroughly and is not highly generalized; it is difficult to set goals; it emphasizes short-term goals and utilitarian goals; it is easy to arbitrarily determine goals, etc.

Due to the lack of appropriate management methods, most managers still rely on their own experience when managing, and use some specific and specific management methods when using management methods, lacking generally applicable management methods. Only when managers understand the fundamental management methods and principles can they adopt different management according to the specific situation in the changing environment, so as to effectively achieve the purpose of management.

1.4. Incorrect ideas for managing and improving management

Western management attaches importance to technical procedures and despises education. Oriental management attaches importance to the construction of spiritual civilization, but it is weak in engineering. People often regard the managed object as the remediation object. Generally, only the manager puts forward requirements to the managed and constraints

the implementation. The managed person is rarely allowed to put forward requirements to the manager. It is almost blank in caring for employees and mobilizing their subjective initiative. This is a major deficiency in Western management methods and concepts. Just relying on material incentives and punishments or engaging in several employee consultations cannot make up for this serious deficiency. In principle, the "public opinion" can only be reflected through the workers' congress or the workers' democratic election. In addition to these two methods, it is most effective for managers to consciously (institutionally and regularly) conform to "public opinion", especially to carry out education and humanistic care.

The nature of Western enterprises determines that they only consider managing others and changing (improving) management methods and rarely consider their own management and replacement (especially the top leaders of the group). as a result of many groups can only effectively implement the scientific method after changing leaders. If there is no replacement (replacement of the "leader", or major personnel adjustment), no matter how good the management method is, it is difficult to implement. Regard management as a restriction on the thought and behavior of the managed. The biggest obstacle to the implementation of scientific management in many enterprises and organizations is the short-sightedness (nearsightedness) and incompetence of the "boss". It is impossible to manage well without changing the boss, and it is not something that these organizations can solve by themselves. If the key personnel who cannot meet the needs of the development of the situation are not replaced and adjusted, the implementation of a new scientific management model can only be "change the soup without changing the medicine". Most of the unsuccessful reforms in history were caused by "changing the soup without changing the medicine". When people carry out management reform, what most people do not think of is "replacement (large personnel adjustment)." The reality is that most agency leaders hope that "changing the soup without changing the medicine" can achieve better results.

1.5. The goal of management is too utilitarian

Marx summed up the evil purpose of capitalist production. In a less ugly way, in the past, the purpose of capitalist production was indeed utilitarian (Now, the public welfare component has increased significantly).There is two camps in the world today, capitalism and socialism. For management, there is not only a dispute over the way of binding management and non binding management, but also a dispute over the route of "utilitarian" and "non utilitarian". In other words, according to the nature and purpose of management, management can be divided into "utilitarian management" and "non utilitarian management". If it is classified according to the way of management, there are two major categories: "binding management" and "non binding management". Utilitarian management and restrictive management in the West still dominate. "Non-utilitarian management" is also called "public welfare management"; "non-binding management" is the management of "mobilizing subjective initiative" (referred to as mobilizing management).

The management that pursues the maximization of self-interest and takes capital appreciation as the decision-making goal is utilitarian management. If utilitarianism is too serious, only considering the economic benefits of management or the respective economic benefits of managers, there is no function of excluding improper selection. These misconduct are as follows: "Only focus on economic benefits and ignore environmental protection", "pull relations, bribe and create unfairness", "deduct and default on employees' wages", "ignore employees' personal safety and health", "unfair competition", "manufacture fake and shoddy products", "deceive consumers", "eager for quick success and instant benefit", etc. Scientific management should have the function of limiting selfish behavior. If the management goal is too utilitarian, the management method with only good economic benefits but not good comprehensive social benefits is often regarded as a good management method, while the management method with good comprehensive social benefits is regarded as a poor management method. The management purpose is too utilitarian to achieve the degree of "excellent performance", which is not conducive to brand building.

2. THE ESSENCE OF MANAGEMENT AND THE CORRECT PURPOSE OF MANAGEMENT

The direct purpose of management cannot simply improve economic benefits. Business management is the same. The direct purpose of public management cannot be to better develop the economy. Because the process of "employees and people" being managed is also an important part of the life process of managers and managed. Don't expect to be in a good mood at home when you're unhappy at work, even if you're getting better pay. Since human beings pursue good feelings in life, human beings must also directly pursue good feelings in the process of work and life. The purpose for people to obtain economic benefits (or the ultimate purpose of people's behavior) is to pursue good feelings. From another perspective, in the whole process of people's life, people's physical and mental health is more

important than economic wealth. Good feeling is the sign and performance of physical and mental health (also the ultimate purpose of the behavior). In this way, the purpose of correct management is to create a good feeling for yourself and others. The following will start with the essence of management.

Some people say that the essence of management is a human social activity, or a special social activity. This is certainly not wrong, but the degree of differentiation of this induction is too low, because there are many kinds of special social activities of mankind. Some people also list all the functions, principles, purposes, and means of management together, and then point out that this is management. Even simply summing up the main definitions of the essential concepts of management is still too complex and loses the simplicity of the conceptual definitions.

Essence is the inherent nature of a thing with existential significance and value. It is the profound, consistent, stable and original quality of a thing. Without this property, this thing does not exist, or there is no need for existence. The essence also reveals the main difference between this thing and other things, that is, the characteristics different from other things. With this characteristic is this thing and things having their own personality. According to the above general understanding of the essence of things, the essence of management should also have objectivity, harmony, simplicity, relativity and personality.

From several development stages of management theory, it used to be thought that management is to make the managed things orderly, management is to implement standards, and management is program control and behavior constraints. Until this article, the important work of arousing people's subjective initiative was excluded from the elements of management. Management functions that conform to the laws of quality are also rarely clarified. Society is progressing (the quality of people has improved, and the productive forces have developed), and the purpose of human behavior has also developed from satisfying lower-level needs to satisfying higher-level needs. Now, what is the main purpose of human behavior? It is the pursuit of happiness and the creation of good feelings. In order to adapt to the purpose of this behavior, the managed people must be liberated from the shackles of restraint. What should we do to ensure that the effect of management is not worse than that of constrained management?

We can only mobilize people's subjective initiative, combine appropriate binding management with mobilization management, and change "want me to do well" into "I want to do well". When people's enthusiasm is mobilized, and they take the initiative to do well, the effect will definitely be much better. Therefore, quality management in a broad sense is to mobilize the most important positive factors (including people's morality, character and wisdom) to improve behavioral quality (work quality, product quality and service quality are all effects, reflections and manifestations of behavioral quality) — Standardize thoughts and behaviors, conform to scientific laws, and ultimately achieve the purpose of improving the quality of life of management subjects and objects. The main performance of the improvement of behavior quality is that the economy has developed by leaps and bounds and the living environment has been improved. For different organizations and individuals, work quality (or quality management level) is still the most important factor in determining resource occupation and allocation. Therefore, the 21st century is a century of quality, and knowledge economy also belongs to the category of quality economy. The author believes that all management is quality management, and the direct purpose is to improve the process output quality. In this way, management is a systematic behavior taken to coordinate with various laws. Simply put, "management is the operation of standardizing things and mobilizing people's subjective initiative". Its direct purpose is to improve the quality of process output. More specifically, the essence of management is to mobilize people's subjective initiative and deliberately comply with the law of quality. Make different people and different processes more scientific and coordinated.

Whether in the past or present, in terms of management theory and methods, the most researched is the management of enterprises (technical management and constrained management), and the purpose of enterprise management is considered to improve economic benefits (increase output, quality, profit and tax).Moreover, a series of management theories and management methods have been created for this management purpose. However, the management theories (principles) and methods under this management purpose are destined to have application limitations — not very applicable to public management. In order to create a universally applicable management theory, one must first correct inaccurate representations of management purposes. The purpose of human thought and behavior (or the overall goal of human activities) is to obtain and protect basic human rights, but also to pursue the satisfaction of reasonable needs (especially high-level needs) and ensure the quality of life. "Need (requirement)" can be divided into "own needs" and "others needs". Among the

behavioral purposes of selfish people, there are more elements that satisfy their own needs than those of others, and the elements that satisfy the needs of others are too low. The opposite is true of noble people. According to the definition of Juran quality, the functions and characteristics that meet the requirements are the quality of the corresponding things. It can be said that the purpose of human behavior is to create the basic conditions needed to live happily. Management in a universal sense is to control, adjust and optimize human behavior, so as to make more effective use of resources, so as to produce better results - improve the quality level of process output. The purpose of high-level management is to improve the quality of life and behavior (that is, to pursue basic and reasonable needs to be better met, or to better protect human rights and meet positive spiritual needs). This new expression of management purpose is generally applicable, whether enterprises or government organizations, or other social groups or individuals, its management purpose should be the same. Generally speaking, the ultimate goal of management is to pursue reasonable needs and better meet them. The reasonable needs that need to be met also include the reasonable needs of others and the reasonable needs of one.

Since the purpose of management is to improve the quality of behavior and quality of life (especially to create a good feeling for people by creating more material wealth and providing more humanistic care), the determinants of quality, the formation and development of quality, and the generation and effect of quality should follow certain laws. Such laws are quality laws - inherent and essential among various factors in the formation and development of quality inevitable connection. Only by following the law of quality can people improve the quality of behavior and quality of life. Therefore, management is to follow the quality law in a planned way. The essence of management is to mobilize people's subjective initiative and deliberately comply with the quality law. The essence of management is also the essence and core of the means to achieve the purpose of management.

People's work behavior can be divided into "do not do, do what, how to do, do not do well". Among them, "do not do, do what" is mainly commanded by the baton of "benefit" (or driven by "benefit"), and "how to do, do not do well" is mainly determined by rules and enlightenment. Throughout human society, everyone is busy. For work behavior, it is to obtain certain benefits. In other words, the manipulation behind people's work behavior is the distribution of interests. Once a person decides to do a certain kind of work in order to obtain benefits, whether he tries to do the work beyond the general requirements is the problem of quality, education and management rules.

In a well-managed enterprise, employees do not dare to do bad things because they are afraid of the boss — this is the result of the rule of man, and employees cannot do bad things because they have no chance — this is the result of the rule of law, and employees are conscious of their reluctance to do bad things — This is the result of mindfulness (this is the result of cultural rules).The rule of man is that the boss is severe (the boss is fierce), the rule of law is that the mechanism is powerful (the restriction of the rules is strong, for example, the cake sharing mechanism of "two people share one cake, and the person who cuts the cake takes it later"), and the rule of mind is that the culture is powerful (the appeal of the cultural atmosphere is strong).Driven by interests depends on external power. Improving work efficiency requires both external power, motive power and internal power. What Chinese Legalists call the rule of inaction is mainly the rule of mind supplemented by the rule of law. Originally, the western management mainly starts from the external power, while the eastern management is good at starting from the inside. However, today's eastern managers like to emulate western management. Although Eastern scholars are laughing at the absurdity and hypocrisy of Western management, they have begun to develop an unusual affinity for it. Neither in the past nor in the present, we have not combined engineering technology management with ethics and moral education well (that is, the ethics and moral education are not well guided to improve work efficiency and work quality) , but only regarded moral education as a social project. The danger is that the historical characteristics of Eastern management are being gradually lost due to "Westernization". In a relatively long period of time, management science is basically dominated by the content of statistical mathematics. The concept of "mobilizing people's subjective initiative" proposed by the author of this book is conducive to overcoming these deficiencies of the current management situation in the East, that is, turning things around.

In short, restrictive Management (also known as restrictive Management) is to formulate a series of regulations and technical indicators (objectives), require and supervise employees to implement (or complete), and finally reward those who perform (or complete) well and punish those who perform (or complete) poorly.In this way of management, the three big knives hanging over employees are criticism, economic punishment and dismissal. The opposite sides of these three broadswords are praise, financial reward and promotion. Coupled

with labor remuneration, it constitutes the main behavioral motivation of employees. From this, it can be seen that for the staff in the organization, the binding management is actually "asking me to do it". Well-implemented binding management (fair binding management) falls under the category of "rule of law". If you want to make employees actively strive for excellence and creativity, this management method cannot meet the requirements. If the implementation is not in place, the rule of man factor will dominate (which is even worse). The constraint management mode is not usually used alone, but is supplemented by rule by man (mobilizing management), but at present the weight of mobilizing management is too small.

Binding management is the control and restriction of the managed, which limits the freedom of the managed and goes against the consciousness of the managed. Binding management is difficult to mobilize the subjective initiative of the managed. Although constrained management can effectively overcome the human weakness of laziness, it is difficult to exert the human advantages of "subjective initiative". The implementation of constrained management will also produce another side effect - rebellious psychology and resistance and behavior, and it is difficult for employees to have a good feeling. Binding management is actually a high-pressure policy, which is not conducive to employees' initiative to exert their ingenuity and consciously form a synergy. There is a world of difference between the effects of "asking me to do it" and "I want to do it well". The non-binding management is not to not restrict the management method at all, but to the emotional management, the construction of the cultural atmosphere and the moral character education, supplemented by the binding management. Non-binding management can produce the effect of "I want to do it and do it well" because it can fully mobilize the subjective initiative of employees.

The final goal of management (and the purpose of human behavior) is to improve the quality of behavior and create good feelings for oneself and others. Binding management gives employees the feeling of "being driven by someone with a whip", and it is difficult to have a good feeling. To carry out non binding management, we need to understand not only the corresponding management purpose, but also the corresponding management principles.

Binding management is not in harmony with the direction of social development the advanced social system that "takes social progress as the decision-making goal".

3. THE PURPOSE AND NATURE OF MANAGEMENT RESEARCH

The content of management research is: to create some concepts closely related to management, to find the logical connection between the main concepts, to build a management discipline; to explore the principles, methods and applications of management. The purpose of management research is to provide theoretical basis, technical support, methods and theoretical guidance for the implementation of management. The ultimate purpose is to provide theoretical basis and implementation methods for improving people's satisfaction in production and life (that is, creating a good feeling for people).The essence of management research is to explore the quality law and the ways and methods to comply with the quality law, and improve the discipline of management. The exploration of human nature, human emotional law and psychological law is not the task of management research, but management research must make use of these laws.

Any management is both a process and a means, and the first-stage effect (or process output) is behavioral quality. The most important and immediate purpose of management is to improve the quality of behavior. All kinds of legitimate benefits obtained are also obtained from the quality of behavior. It can be seen that the management process is the method of "optimizing the process. Improving the quality of the process output" belongs to the category of quality management. It can be said that all management work belongs to quality management work. This makes the intersection of management and quality more extensive and in-depth. The entire content of management can be covered by the content of new quality management. The main task of quality management theorists is not only an attempt to solve the jungle problem of management theory, but also an attempt to open up a new field of quality research. The quality management of high-quality and high-efficiency substances includes: exploring human nature and needs and their development laws, exploring the nature of "quality" and "management", exploring the laws of human nature (demand, subjective desire and emotion) and their utilization methods, and accurately expressing quality General law, conduct in-depth research on the law of exchange of quality and the law of meaning with quality, study the general policy and general goal of behavioral quality, and construct the theoretical framework of quality. The "correspondence between quality and effect" means that the quality and the positive effect produced by improving the quality correspond to each other. As a code of conduct, fulfilling one's wish with quality means that "the most important determinant of whether a reasonable demand can be

better met is the quality of behavior". Therefore, it is necessary for us to advocate the way of improving the quality of behavior to realize the willingness of meeting a reasonable demand. As a rule, the desire to fulfill one's wish with quality means that as long as the quality of behavior is continuously improved, the quality of process output and the desire to be better satisfied with reasonable demands will surely be continuously realized.

All management processes are scientific, rational, orderly and efficient. The common elements of effective management are: giving play to the role of people's moral character and wisdom; Stimulate people's creativity; Using the advantages of human nature to avoid human weaknesses; Optimize the organizational structure and reduce the entropy of the organizational process; Make use of effective supervision and restriction mechanism and reward and punishment system. The existence of these common elements makes it possible to unify different management theories.

Why must all human work be subject to quality control (or quality management)?There are four main reasons: 1) the quality law of "return by quality" plays an important role in every place; 2) Human nature has weaknesses, which need to use scientific procedures to limit behavior, and the advantages of human nature also need to be developed and utilized by scientific norms; 3) Using advanced norms to make the process orderly and optimize the function of the organization, so as to produce better results; 4) Improve the growth rate of nonlinear combination of value and function. Management should study the laws of these four aspects and the ways and methods to comply with these laws (especially the laws of human nature and the methods to control human nature). Using the sub law and general law of quality to establish the quality law system and explore the core and essence of quality law is the focus of quality management theory research.

The definition of management should aim at grasping the essence of management. The definition of management changes with human understanding of management. At different times and different objects, three different words, Control, management and administration, were used to represent management. The more unified definition of management is: management is the process of effectively planning, organizing, leading and controlling the resources owned by the organization in a specific environment in order to achieve the established organizational objectives. This definition of management focuses on the management of production institutions. From the perspective of popular management content, planning, organization, leadership and control belong to the technical management model (constraint Technology Implementation Procedures). Organizing, leading, and controlling are clearly constraints. The rules for the general purpose of "planning" also belong to the category of constraints (at least to serve the purpose of constraints). It regards people as labour resources and despises the use of people's subjective initiative, emotion, motivation, knowledge, wisdom, creativity and human nature. Planning, organizing, leading and controlling these elements of management are still just methods. They should have more essential connotation. The combination of planning, organization, leadership and control is to adroitly guide action according to circumstances and guide the managed things to conform to the development law of things. Therefore, in the near future, people believe that management is to make the best of the situation and make development of things conform to the objective law.

4. THE STARTING POINT AND BASIC PRINCIPLES OF MANAGEMENT

Since the deficiencies of the existing management theories and methods are caused by the insufficient utilization of the research on the purpose of management and the nature of management and human nature, then, by making up for these deficiencies, management theories and methods should be greatly improved. The basic principle of quality management is: using appropriate constraints to overcome the weaknesses of human nature, using moral education and emotional exchange to explore the advantages of human nature, can achieve the best management effect.

4.1. The core of quality law - quality exchange

All things have a problem of good or bad quality. In the development process of all things, there is a management process that affects the process output (*i.e.*, quality). All management belongs to the quality management with the purpose of "maintaining, improving and improving the process output level". Management process is also a process to improve management quality and work quality. Only when the work quality of managers is improved, can the management quality be improved and a better management effect is produced finally. It can be said that all management is quality management, and exploring the management law is (or must) exploring the quality law. The position of quality law in quality and management is equivalent to the position of value law in economics. Obviously, exploring quality laws and constructing quality science is of great significance to improve the scientific management system and unify the basic principles of quality management.

Since everything is accompanied by problems of good or bed quality, the development and change of things are accompanied by the development and change of quality. The development and change of quality also has its own law. In the reference [2] listed at the end of the paper, the author discusses that quality is positive degree and quality has value. This theoretically allows quality to be exchanged. How does quality exchange in practice? The following is only a brief description. See reference [2] or reference [3] for details.

The core and essence of the law of quality is the "law of karma in terms of quality" (*i.e.*, the law of quality exchange). "Price by quality", "Return based on quality", "Share based on quality", "Fulfill one's wishes based on quality", etc. are all popular expressions of the above-mentioned general law of quality. "Price based on quality", "Return based on quality", "Share based on quality", "Fulfill one's wishes based on quality", etc. are all popular expressions of the above-mentioned general law of quality. The growth of plants and animals also has some basic needs for "food" and the environment, and as long as these needs are met, they will satisfy the needs of the grower - to improve the quality of the grower or the quality of the grower's work. The anthropomorphic treatment of the environment, "as long as human beings treat the environment well, the environment will treat human beings well" also conforms to the "law of satisfaction": when human beings meet the basic requirements of the environment, the environment will repay human beings with the requirements of a satisfactory environment. The survival of an organization also has a basic requirement of survival conditions. As long as we meet the requirements of the basic survival conditions of the organization, the organization will survive and grow. Enterprise bankruptcy is that managers do not meet the basic requirements of enterprise survival. The best working condition of the machine (instrument) is the potential basic requirement of the machine (instrument). If their requirements or needs are met, they can satisfy users. The key work of managers is to find the potential basic requirements (or needs) of organizations, individuals or things, and study and implement methods to meet them. The key work of managers is to find the basic requirements (or needs) and development laws of organizations, individuals or things, and study and implement the methods to meet (adapt to) them.

Both the management and the managed employees need to fulfill their wishes with quality. To fulfill one's wish with quality means to exchange one's higher output quality (behavior quality) for higher input quality. Behind the principles introduced below is the law of quality exchange (the law to fulfill their wishes with quality is a law of causality).

4.2. Principle of FCR

Let's review the concepts of fairness, science, and reasonableness first. Fairness means dealing with things in a reasonable and reasonable manner, without favoring one party or one person. That is, everyone involved in social cooperation bears his due responsibilities and gets the benefits he deserves. Scientificity refers to the ideological behavior that persists in seeking truth from facts and following the objective laws based on the highest level of human cognition, and this kind of thought and behavior and its consequences reflect fairness and advanced nature. Rationality refers to the appropriateness, foundation, effectiveness or normativeness of the activity goals, value orientations or preference propositions stated in the philosophy of science. Generally speaking, fair and scientific must be reasonable. If it is fair, scientific and reasonable, it must have good results. This kind of inevitability has causal relationship, which is an important objective law—Fairness, scientific and reasonable laws (FSR principle).

FCR is short for fair, scientific and reasonable. It means that as long as the behavior of the organization can be fair, scientific and reasonable, it will have good results. This is an objective law in human society, animals and plants. For management activities, as long as FCR is achieved, good results will be achieved (more obvious for transfer management).

Constraint management and mobilization management complement each other. It can also be said that the constrained management techniques of planning, organizing, leading and controlling can make up for the deficiencies of the mobilizing management. Mobilizing management can also make up for the deficiency of constraint management. Adapting to and utilizing the FCR principle (the FCR principle plays a role) is an important part of utilizing the mobilizing management.

People within an organization have at least two pyramids: One is the ability pyramid, and the other is the job pyramid. The situation where the two pyramids stand side by side is the best situation. If one of them is standing upright and the other is upside down (*i.e.* reversal of the relation between intellectual and position), it is very bad.

If an organization basically complies with the requirements of FCR (creating such a good environment), it will make the recipients feel comfortable (proud of their organization).This is also one of the good effects of FCR principle. This

effect can mobilize the subjective initiative of employees.

The sub rules under FCR principle include: The sub-rules under the FCR principle are: the care effect, the light of hope effect, and the behavioral conditioned reflex. The concern of managers and representative organizations for employees can make employees feel good and mobilize their subjective initiative. The concern mentioned here is to help employees solve some difficulties and complete larger events in their homes. Organize a think tank to provide advice, provision of legal aid, build up the momentum (and support) and backing for major events in employees' homes. When the medical treatment funds of employees and their families are difficult, donate money to employees and advance work times, etc. This can make employees feel warmer and more intimate with the organization. This is the caring effect. In terms of employees' job promotion, salary increase, organizational prospects, and harmonious cultural atmosphere, the group has shown that institutions and managers can satisfy employees or see the dawn of hope. This can also increase the motivation of employees. This is the dawn effect (the light of hope effect). Maslow said that a person's health can be achieved when needs are met. What I'm saying is that not all needs are met, but there is a sense that needs are hopefully met, the effect of what Maslow said. Among the "health" mentioned here, the more important are behavioral health and mental health (physical health is second).Once the level of mental health and behavioral health improves, production and life will be more efficient. This is the theoretical basis of the care and hope effect in quality management.

The Respect Effect: For humans, respect is mutual. Managers respect employees, employees will respect managers, and then obey the management of managers. Respecting people by managers reflects the quality and character of managers. Over time, it will develop personality charm. It can be said that "respect wins people's hearts" (humanistic care is also a manifestation of respect).The mutual respect between the manager and the managed is not equal, but the manager respects the manager one foot, and the manager respects the manager one foot. This is the respect effect of management.

As long as the employees are satisfied with the FCR, the employees can see the light of hope of the organization (that is, see the light of the department), thereby producing good cohesion and management effects. When an adult takes a child to the street, the child has many desires, but every time the adult takes the child to the street, he only meets one or two requirements of the child. The child can also hold back and has a high enthusiasm for going to the street. This positivity is what the ray of hope principle does. The good management behavior of the organization and its management effect will continue to stimulate the employees to a certain extent. If this kind of thing is repeated too much, the employees will have a fixed thought and behavior reflection. This is also a conditioned reflex phenomenon of thought and behavior (consciousness is involved in the process). The caring principle experiment has strong karma characteristics. Managers are anxious about the needs of employees and think about what employees think, which will play a role in winning people's hearts, and will also make employees move, so that they will naturally produce thoughts and behaviors of repayment. It is not to force managers to fully achieve FCR, but to be basically satisfied by managers and see hope. It takes a certain level of skill to make employees in a limited company feel like they are in an unlimited company. As long as managers work hard, there is always a certain effect.

When a person inadvertently hears a sound behind him, he will usually look back, or even startle. This is a stress response. Similarly, one type of response is behavioral conditioning. It is somewhere between a stress response and a conditioned reflex. It differs from stress and conditioning in that it is not a physiological response. The similarity between behavioral conditioned reflex and stress response and conditioned reflex is "conscious and unconscious behavior affected by external conditions". A herd of pigs is kept free-range on a large hillside. The herdsmen feed the pigs at fixed locations and ring the bell for each feeding. Over time, the pigs would salivate and run from afar to feeding sites every time the bell was rung. Salivation upon hearing the bell is a physiologically conditioned reflex. And hearing the bell to run to the feeding point is behavioral conditioning (using the word conditioned reflex, add an attribute "behavior" before it). Behavioral conditioned reflex refers to the phenomenon of directional spontaneous behavior caused by the continuous influence of the outside world. The so-called "ethos" is a typical behavioral conditioned reflex. There is many examples. During the Spring Festival, Chinese people are generally much more calm and complacent than usual. Soldiers in the army perform much better and have much higher aspirations than in society (this phenomenon is more obvious in China). Before the defeat of Iraq, the people were much more at ease. After the defeat of the war, society will be much more chaotic.。The reason is that the previous environmental conditions that maintained better behavioral conditioned reflex were disrupted by the war. As soon as the bell rings and the teacher enter the classroom, the students in the classroom will be

quiet.。In a good corporate culture atmosphere, employees are more likely to maintain good public behavior. For quality management, the most useful "behavioral conditioning" is the long-term repetition of good practices to develop a good cultural atmosphere and business practices, and ultimately guide employees to generate passion, work enthusiasm, and a serious and responsible attitude, taking into account the overall situation. Hard work behavior thought behavior. Confucius once managed a county well. Within his jurisdiction, the people live and work in peace and contentment, and do not close their houses at night. This is through the means of management to form a good behavioral conditioning. Since Confucius can make full use of behavioral conditioning, modern managers can do it too.

4.3. Principles of mental management or ideological management

The principle means that unifying and correctly guiding people's thinking and consciousness can produce good leadership and management effects. Just like following the FCR principle, following this principle will also produce good results (improving cohesion, combat power, perseverance, and belief).From the beginning of the 20th century to the first half of the 20th century, the Communist Party of China used Marxism as its ideological and behavioral program to produce such an effect. Business management should also use this law to mobilize the subjective initiative of employees (it is not just a political need).Many companies have chosen the relevant content in the Scripture of Ethics as their ideological and behavioral guidelines, and have achieved good results.

Don't force your organization to look like a religious organization. Rather, it requires the organization to have its own unique cultural atmosphere, its own quality policy and quality objectives, and a concise ideological program. Make the guidance of the ideological awareness of employees to meet the needs of production and life. It is okay to imitate the teachings of religious organizations and come up with the organization's own concise program of thought and behavior. Prepare corresponding booklets for cadres and workers to learn. Usually large and small meetings are also constantly publicized. The contents of this kind of teachings include: The Scripture of Ethics, the concept of karma, the law of quality exchange, the standard of fulfilling wishes with quality, the benefits of harmony, the theory and method of human level division, the standard of Confucian life, the disadvantages of intrigue, the purpose of creating a good feeling for yourself and others at the same time, etc.

The management principles introduced in Sections 4.2 and 4.3 are particularly suitable for public management and administration. The principle and main method suitable for administrative management or public management can be used for reference in the development of mobilization management.

4.4. The principle of charisma

The management is fair, scientific and reasonable, and it has done a good job in respecting and caring for others. If it is coupled with strong ability and convincing behavior, it will make the administrators admire, follow, respect, worship and believe in turn and emotion. This is the charisma principle (or the charisma effect).

The management principles presented in sections 4.2, 4.3 and 4.4 are particularly suitable for public management and administration. The principle and main method suitable for administrative management or public management can be used for reference in carrying out mobilization management. The principles and methods suitable for administrative management or public management can be used for reference in the development of mobile business management.

The essence of mobilization management is that managers use excellent management technology and management art to try to be fair, scientific and reasonable, and show their own morality and ability in exchange for good management results. That is, managers obtain high-quality returns by "improving their own behavioral quality levels". That is to say, the core of the above quality management principle (quality management effect) is the law of quality exchange, and the core of the mobilization management method is "fulfilling one's wishes with quality".

Planning, organizing, leading and controlling or planning, organizing, directing, coordinating and controlling (this is the familiar process and method before this article) can be called technical management. The FCR (Fair, Scientific, Reasonable) introduced in the previous section of this article is also a technical type of quality management. Guiding and unifying ideology and belief (spirit management, ideological management, and cultural management), indoctrination, probation, and atmosphere creation, all belong to spiritual management or ideological management. Both technical management and ideological management require superb management art.

The basic principle and program of mobilized quality management is to guide employees to implement the standard to fulfill one's wish with quality.

5. A SUMMARY OF THE PRINCIPLES AND METHODS OF QUALITY MANAGEMENT COMBINED WITH MOBILIZING AND CONSTRAINTS

The theory and method of quality management combined with mobilization and constraint is an advanced quality management theory and method.

The above chapters introduced the management principles and also mentioned the corresponding management methods. This section focuses on the method of comprehensively using the principles of mobilization management and constraint management, and repeats some of the more important management principles. The general principle is that mobilization management should be combined with constraint management, and efforts should be made to increase the weight of mobilization management. In terms of management characteristics, it can be said that the hard work is outside the traditional management. The traditional management method is the restraint technology method. Essentially, mobilizing management is the liberation of productivity. In the past, the weight of constraint management was too large, and productivity was constrained. In addition, the subjective initiative and work enthusiasm of employees are bound by their own emotions and attitudes. The greater the weight of mobilizing management, the easier it is to liberate productivity.

No social and organizational structure can be absolutely perfect, and it is impossible to completely eliminate the obstacles to the development of productive forces. That is, the productive forces never develop completely freely (not completely unhindered). The subjective initiative of laborers has not been mobilized, and the potential has not been exerted because there are some obstacles, which are obstacles to the development of productive forces. These barriers fall into two main categories (ie, two broad categories). The first is technical hurdles. The second is ideological, spiritual and psychological barriers. The liberation of productive forces is aimed at these two obstacles. Eliminating technical obstacles generally leaves good practices by improving and perfecting various management systems and rules. The measures taken to eliminate the second type of obstacles are generally based on fulfilling one's wish with quality. Including creating a good cultural atmosphere, leaving good practices and improving the behavior quality of managers (including compliance with the management principles introduced earlier). The pursuit of maximizing the liberation of productivity mainly depends on improving the management level of managers.

To sum up, spiritual management and cultural management should do the following. We will continue to strengthen the concept of fulfilling our wishes with quality, cultivate a sense of collective honor, promote integrity, and create an atmosphere and concept of "taking harmony as pride and intrigue as shame". We should organically combine mobilization management with restraint technology management, and gradually tilt towards mobilization management (increase the weight of mobilization management). Managers are required to lead by example and form an excellent corporate cultural atmosphere through a series of scientific and reasonable ideological behaviors, so that employees can feel satisfied, trust and even worship the organization and its leaders. Chinese companies set up institutions of the Chinese Communist Party and carry out special events. This is an effective tower of ideological control. But the downside is that this move is mainly for political purposes, not production management purposes.

History shows that human civilization has developed for such a long time, and human beings have undergone tremendous changes in every aspect. Only human nature is the most constant, and human nature is the factor that has the greatest impact on human behavior. The laws and principles governing human nature apply to all kinds of activities involving human beings, and of course to management and production activities. The study of human nature and its control is the fundamental way out of management. Invent management methods according to human nature and the laws of its development. Mobilizing management should meet the basic needs and high-level needs of employees, and win double returns for employees (providing spiritual enjoyment can be rewarded).

Why is it that the key of management method is to meet the basic needs of people (or things) and let people see the hope of the future? People's survival (or life) must depend on the minimum material needs and basic spiritual needs (the survival and development of things also need basic and specific material and environmental conditions).Among people's needs and hopes, one is material needs and hopes; The second is spiritual needs and hopes, and the third is environmental needs and hopes. Human beings have an ideology of "exchange and gratitude" and "return". Once the management behavior meets the wishes of employees, employees will have a good mentality. Good attitude determines good behavior. The macro effect is that if the behavior of the superior makes the subordinate satisfied or even moved, the subordinate will double the return to the superior, and the way to double the return is mainly to work harder. In addition, the content of human spiritual life is very rich, and there is a hobby of looking forward to a better future. Mental state has a

great influence on behavioral quality. The main determinants of mental state are the degree to which basic needs are met, the magnitude of future hopes, and the comfort of the environment. Meeting or basically meeting people's legitimate needs and giving them hope for the future is the key to harnessing human nature. Therefore, the core of management is to meet the basic needs of the managed and let them see hope for the future. "Righteousness" is also an important part of human nature, and taking righteousness (or "seeking righteousness") is also a basic characteristic of human beings, and has already produced a strong resonance and moral binding force. Guiding people to pursuit of benevolence and righteousness is also a very important management method (the Easterners are used to this method of education).

Human nature has the characteristics of common and long-term unchanged. Use the strengths of human nature to overcome (inhibit) the weaknesses of human nature. The exploration and manipulation of human nature can overcome the time lag problem of management theory. Weaknesses of human nature: laziness (lack of due diligence when the opportunity arises), free and slow, love to take advantage, easy mood swings, strong desire for power and money, etc. Advantages of human nature: Pursue fairness and reasonableness, have a strong sense of return, have great spiritual strength, unite and form a huge synergy due to the resonance of righteousness, have love and sympathy, can form loyalty, have rich emotions and be easily moved by emotions, etc. Compared with the complex management systems in robots and animals, many useful management models can be drawn that can overcome the weaknesses of human nature and promote the advantages of human nature. The degree of suppression of human weakness and the promotion of human strengths have a lot to do with the environment and strategies. This determines that management using human nature can produce good results (because human beings formulate strategies and build a good cultural environment through management).The utilization of human nature is the core of mobilization management. We can suppress human weakness by combining restraint management techniques with mobilization management methods.

The most basic management principle is that managers cannot treat employees as human beings (slaves), let alone enemies and objects of rectification (or domination), but should try to create conditions to satisfy employees (reasonable wishes can be realized, basic requirements and high-level needs) be satisfied).That is to say, management should focus on satisfying both the managed object and the service object at the same time. To publicize and implement the theories of "focus on customers" and "customers are God" is to publicize and implement the concept of serious inequality between customers and employees. If this concept is implemented for a long time, the job style will inevitably be compromised, and the degree of satisfaction and happiness will not be very high. Employees work 8 hours a day and receive services for far less than 8 hours. That is to say, in the time of work plus receiving service, the employees of the service agency spend more time as slaves (or grandchildren) than as gods (or masters). If the whole society is like this, it will definitely lead to a low social happiness index. Such a society is hardly a benign society. The construction of a benign society must ensure that people are satisfied and happy in every corner. Of course, enterprises should also aim to benefit mankind, and they should make employees feel satisfied during the working day, rather than requiring employees to make compromises, swallow their voices, or even accept unfair punishments. Increasing the weight of mobilization management and reducing the weight of constrained management makes employees feel satisfied and happy during work, which is exactly in line with the requirements of building a highly civilized society.

Organizations should not put too much pressure on prospective employees, nor should they require too much labor intensity. Nor will they work overtime frequently to extend their working days. Otherwise, it is not conducive to the employees to maintain a good mentality, good mental state and good health, thus affecting the quality of life and happiness of employees.

Managers first make employees basically satisfied, and employees will make managers more satisfied. Satisfying the basic needs and desires of oneself and others in a way that improves the quality of behavior is the most scientific choice. The behavior law that improving behavior quality can satisfy wishes originates from the quality law and social law that "behavioral quality is the most important determinant of resource occupation and allocation". It determines that even management that pursues economic benefits must conform to the law of quality."Improving the quality of human life" means "making the reasonable needs of human beings more and more satisfied", not just by "improving economic benefits" directly and in the short term. Since the degree to which reasonable needs are satisfied is mainly determined by the level of behavioral quality, and the law of quality is at work all the time, conforming to the law of quality can greatly improve the degree to which reasonable needs are satisfied. Meet own desires by improving the quality of behavior is the basic principle and program of quality management, as well as the

program and norms of human behavior. Complying with the law of quality in everything is the way to implement the quality management program of "fulfilling one's wish with quality". Fulfilling one's wish with quality is one of the foundations of quality management theory and methodology. It is the long-term goal of human beings to comply with the "quality law" and promote "fulfilling one's wish with quality" as the basic code of human behavior. Obviously, to better comply with the quality law, we must study the quality law, explore effective ways to comply with the quality law, and improve the discipline construction of management.

The important method of mobilization management is to respect and reuse talents, makes the best of them, avoid that salary or post is inversely proportional. Other methods are: probation, enlightenment, guidance and restraint, advocating the standardization of fulfilling one's wishes with quality, and working hard to care for employees. Promote the combination of technical management and spiritual management, and the combination of mobilization management and constraint management. Communicate with employees, pay attention to employees, manage according to materials, have an approachable attitude, avoid bullying, hostility, work in a limited company, feel like working in an unlimited company, and even feel like home. We should not be polite to people with low quality and low level, and we should reflect the authority of managers. It is better to let the workers with low quality be wronged than the workers with high quality are wronged. Employees with high quality and high level should not be dismissed if they occasionally make minor mistakes. Employees with low quality and low level should consider removing them from the organization as long as they make mistakes. As long as the subjective initiative of people is mobilized, the weight of binding management can be greatly reduced.

How to mobilize people's subjective initiative? Let's first review the two important concepts of "enlightenment" and "humanistic care". The definition of enlightenment is: [1] it refers to the political and religious weathering and educational influence advocated by Confucianism; [4] Refers to environmental impact. Enlightenment is the cultivation of soul and the improvement of soul quality according to the intrinsic nature of soul. The method of enlightenment is to integrate tangible and intangible means such as political and religious weathering, educational influence and environmental impact, so as to not only inculcate truth into people, but also pay attention to combining daily activities to make people understand things unconsciously and imperceptibly. Humanistic care is the care for people's living conditions, the affirmation of people's respect and living conditions in line with human nature, and the support and assistance for the pursuit of human liberation and freedom. In a word, it means paying attention to human survival and development, caring for, loving and respecting people. It is a sign of social civilization and progress and a reflection of the improvement of human consciousness. Humanistic care belongs to the category of emotional management. Its highest level is to make people loyal. The connotation of mobilization management is that "quality management" (cultivating ability, shaping personality and educating ideas), "emotion management" and "cultural management" transcend the relationship between master and servant and the relationship between labor purchase and sale. It is also a modern management combining "idea management" and "technical standardization", and pays attention to the construction of the organization's humanistic environment.

The scientific operation procedure of the institutional system refers to the implementation and operation procedures of various working procedures, personnel relations and rules and regulations within the system. The scientific operation procedure, supervision mechanism and the upward resonance atmosphere of the institutional system have the function and effect of restraining the weakness of human nature. It is necessary to mobilize people's subjective initiative and creativity in the way of "making people satisfied and full of hope", restrain the weakness of human nature, carry forward the advantages of human nature, and encourage and reward the behavior of righteousness with the supervision mechanism, reward and punishment mechanism and scientific system operation procedures, which will have a good management effect.

For individuals, continuously improving knowledge and wisdom + dialectics + justice + righteousness + diligence + planning or goals + perseverance + innovation, dedication and fighting spirit = improving behavior quality (improving personality charm).For a group (or organization), meeting the reasonable needs of individuals + giving individuals hope for the future + reasonable talent mechanism and reward and punishment mechanism + scientific system operation procedures + stimulating individuals' positive emotions + everyone within the group (especially managers) comply with the above quality laws for individuals = improving the behavior quality of the group or organization. This is the basic principle of quality management — the basic way and method to comply with the quality law, and to fulfill one's wishes with quality.

The sustainability of a business depends on how satisfactory it and its products or services are (satisfying the people it affects).The success of a business is not how much money it makes, but how many people it can satisfy? How satisfied are them? The success of a business is not how much money it makes, but how many people it can satisfy? How satisfied are you? The so-called "excellent performance" also refers to satisfactory "quality" and "quantity" is high. No matter which organization, it should "control without rigid, and do nothing without disorder".

The technical management procedure of an enterprise is to use technical means to ask employees what to do and how to do it. The result of personality shaping, humanistic care, and moral education is that employees are willing to do things and do well (that is, mobilize their subjective initiative).The motivation of employees' behavior mainly comes from "economic remuneration, fair rewards and punishments, and humanized management". Educational and humanistic care is an extension of the previously mentioned corporate culture construction work. Education and humanistic care can mobilize subjective initiative (stimulate work enthusiasm, improve the level of needs, and change "I was asked to do it" to "I want to do it"), which is a basic law of management. For convenience, this law is called "cultural management effect" or "cultural effect" together with emotion management effect.

It is possible for a general organization to formulate a set of better management procedures. Even if you can't work out a good management procedure yourself, you can learn from the management procedures of advanced institutions. The hard part is getting good management procedures in place. The management effect of most institutions is not good, and the reason is that the management procedures and methods are not implemented in place. In most cases, the reason why management procedures are not implemented properly is not because the procedures are difficult to implement, but because the institutional environment in which the employees are located is not good, and the employees have bad habits. The biggest reason is that employees are in a passive state, and even resist with emotions or rebellious psychology. The best way to solve it is, of course, to overcome psychological barriers and form good habits through education and humanistic care. This is why the management approach to mobilization is so powerful.

The core of the mobilization management method is to urge employees to form the ideology of "quality fulfills their wishes", to give genuine humanistic care in a timely manner, and to promote mutual care, support and happy cooperation among employees. This is the basic process, method and principle of mobilization management. Mobilization management conforms to the direction of social development and adapts to the advanced social system that "takes social progress as the decision-making goal". Mobilization management is not as immediate as constrained management; only long-term persistence can achieve multiplier effect with half the effort.

The ISO9000 quality management standard specifies a series of technical requirements for quality management. However, the requirements for mobile management are lacking. Numerous practical experiences have proved that most of the outstanding enterprises focus on "spiritual management", "humanistic care" and "education" on the basis of process management, and "Two-handed" and "two-handed" in terms of constraint management and startup management. In other words, companies that want to become stronger and bigger should pay more attention to the construction of quality culture and moral education, and should not only have a soft spot for technical management. That is to say, "governing the shape and governing the mind with both hands, while restraining the behavior and optimizing the minds of employees".

The improvement of the spiritual level does require a process, and it is a relatively slow process. However, the fact is that spiritual management work such as corporate culture construction, humanistic care and education, as long as it is done, will be effective. The point is that organizations generally require long-term planning to survive and thrive. As long as we unremittingly carry out the education work and the construction of an excellent cultural atmosphere, there will be considerable quality management results in three to five years. The reason is also very simple: if the mental resources are developed, the subjective initiative of the employees is tapped, and the attitude of the employees towards work is improved, there must be good economic and social benefits.

In an organization, a person's knowledge alone does not necessarily lead to correct actions; he must rely on philosophical training and moral guidance. Otherwise, instead of talking about ideals, beliefs, and outlook on life, only talking about money will undoubtedly lead to confusion, emptiness, and pain, and will only lead to moral mortification and spiritual emptiness. The purpose of building a culture of trustworthy quality is to avoid this.

Quality management guru Philip B. Crosby has a 90/10 principle, which says that the determinants of any person's behavior are 90% attitude and 10%

knowledge. The essence of quality management is also a complete concept of "mental management + technical management". When an organization achieves excellent integrity, it is when the culture of quality soul comes into full play. We say that the outstanding performance of an enterprise is not only reflected in the financial statements of the enterprise, but also reflected in the mentality of the employees and the cultural atmosphere of the enterprise.

Starting from the human mind, realizing product quality management through personality management, guiding the transformation of thinking and attitude, and forming a quality management model that focuses on prevention rather than after-the-fact checks, it will be more conducive to effectively help enterprises become "comprehensive and useful" an organization of integrity and integrity". Therefore, total quality management should include education and technical management, and use quality ethics, quality philosophy, and quality spirit to guide the consciousness of employees, so that they can have religious passion and fanaticism for customers and quality, and share life in their work significance.

6. SUMMARY

Management using cultural effects belongs to the category of mobilization management. The establishment of mobilization management theory can change the essence of management (into "mobilize people's subjective initiative": manage the behavior of employees through emotional management and ideological education, rather than directly restricting behavior). Management that pays attention to mobilizing people's subjective initiative is referred to as mobilizing management. Its immediate purpose is to create a good feeling for those who can be affected. The connotation of mobilization management is to make employees change from passive to active management by creating a good feeling for them. Mobilizing human initiative is the best way to ensure that good management procedures are in place. The principles of mobility management are a long story. Through cultural construction and infection, the utilization rate of human advantages can be improved and the utilization rate of human weaknesses can be suppressed; sincere humanistic care can make employees feel good and even loyal; improve people's quality through education and training, thereby strengthening these two effects. People's physical and mental pleasure can improve the initiative of duty behavior and is conducive to the play of intelligence. The above is that the subjective initiative can be mobilized, and by mobilizing people's subjective initiative, a good management effect can be produced. This is the basic process, method and principle of mobilizing management.

Generally speaking, the humanistic care of mobility management is to think what the staff want, urgent staff urgent, solution staff needs, and relieve the employees' worries as much as possible. Of course, it also requires that the behavior of the system and leaders be fair, scientific and reasonable. First of all, through indoctrination, people can understand the truth of fulfilling their wishes with quality, and establish the idea of "fulfilling their wishes with quality", so as to produce the desire to consciously improve the quality of their behavior. Secondly, through humanistic care, the high-level needs of employees are met, and they feel at home to the organization. In this way, they are willing to contribute to the organization, and with gratitude, they are willing to share the responsibilities and difficulties for the boss. Set the organization's goal as "creating a good feeling for those who can influence it", and set the organization's code of conduct as "quality fulfills wishes". In this way, individual goals and organizational goals are highly aligned. At this stage, the time is ripe, and the scientific and reasonable management and technical procedures presented by the institution will not only be highly consciously implemented by employees, but also will be creative, so that the implementation effect becomes better than expected. In the end, the controlled or even ruled "I was asked to do it" can be changed into a consciously controlled and self-restrained "I want to do it".

The combination of mobilization management and restraint tube has better management effect. The weight ratio of mobilization management and constraint management can be flexibly grasped according to the quality of employees and the environment. The quality management methods introduced in this paper are used in administrative management or public management. As long as the production enterprises and service enterprises mentioned in the article are extended to organizational structures and administrative regions. Organizations can be administrative units, institutions, enterprises and administrative regions.

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