Involution Research and Organizational Culture Construction: A Business Anthropological Case Study in China

Shaojie Wang¹ and Yulong Tu²

¹College of Business Administration, South China University of Technology, Guangzhou City, Guangdong Province, Peoples Republic of China, 510640
Telephone: 86-186-2007-9190

²School of Law and Politics, Lingnan Normal University, Zhanjiang City, Guangdong Province, Peoples Republic of China, 524048
Telephone: 86-135-3101-3397
E-mail: ¹<wangsj2288@163.com>, ²<cisico@163.com>


ABSTRACT This study applies the theory of involution into the practice of business administration by using anthropological methods. It analyzes the specific form in the process of organizational culture construction, and expands the extension of involution. The findings suggest that the emotional involution contributes to the formation of employees’ expectation toward organizational stabilization and pushes the sustainable development of the organization. Moreover, it suggests that the emotional involution is particularly important in organizational culture construction and that spontaneous social order comes into being where the staffs have mutual communications based on the cultural tradition.

© Kamla-Raj 2016