

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

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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.