

CHANGING CONSTRAINT MANAGEMENT INTO MOBILIZATION MANAGEMENT

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ABSTRACT

According to way, management can be divided into two major categories of constraint management and mobilization management. The shortage of the constraint management has been pointed out. The starting point of management, the basic principles and management purposes (quality exchange law and the standard to one's liking with quality) have been discussed. The possibility and necessity of mobilizing the subjective initiative of the staff and workers have been analyzed. The connotation, principle and method of mobility management have been explored.

Keywords: Constraint management; Mobilization management; Quality exchange law; To one's liking with quality; Humanistic solicitude, Ideological enlightenment.

Marx summed up the evil purpose of capitalist production. Said by the not so bad words, in the past, the aim of capitalist production is utilitarian (now, public welfare ingredient significantly increased). Production purposes are utilitarian, the purpose of management is bound to be utilitarian. At present, there are two major groups of capitalism and socialism in the world. For administration, not only there is the debate of the constraint management and the non-restraint management, but also there is the route problem of “utilitarian” and “non utilitarian”. In the other words, we can be divided into the two categories of “utilitarian management” and “non utilitarian management” according to the nature and purpose of management. If diving according to the way of management, there are the two categories of “restricted management” and “non binding management”. The dominant position is still the utilitarian management and constraint management from Western. “Non utilitarian management” is also called “commonweal management”; “non binding management” is also called the management of “mobilizing subjective initiative” (it is called mobilization management for short). Constraint management method is the inevitable product of the utilitarian purposes of seeking quick management.

Both the management to pursue self-interest maximization and taking capital appreciation as the decision-making target are utility management. utility management is the management that utilitarianism is too serious, and only consider the economic benefits of the management or the respective economic benefits of managers. Management goal is too utilitarian will produce incorrect social development oriented. Scientific management should have the function of limiting the selfish behavior. Unfortunately, the existing management is still in the stage of utilitarian management.

The essence of management and the right management purposes

The direct purpose of management is not to increase economic efficiency. Enterprise management is also the same. The direct purpose of public administration is not to develop the economy, because the process of the workers and the people to be administrated is also the important part of the life of the managers and the managed persons. Don't expect a good mood at home, even if you get a better paid, when we very unhappy at job. Because, in life, human being pursuit is good feeling, so, in the process of work, the human being must be also directly pursuit of good feelings. The purpose of people get economic benefit (or the ultimate purpose of human behavior) is to pursue good feeling. From another point of view, in the whole process of human life, people's physical and mental health is more important than economic wealth. A good feeling is a sign of physical and mental health. In this way, the right management purpose is to create good feeling for yourself and others. We will talk about from the essence of management.

Some people say that the essence of management is a kind of social activity of human beings, or it is a special social activity. This is certainly not wrong, but the distinction of this induction is too low, because of the special social activities of human beings have many kinds of. Also some people to the management functions, principles, purposes, means all listed together, and then pointed out that this is the management. The simple addition of the secondary concept of management, as the definition of the nature of management, has lost the simplicity of concept definition.

The essence is that the intrinsic nature of one thing has the existence significance and the existence value, is the profound, consistent, stable and original quality of the thing. This thing

does not exist without the nature, or it is not necessary to exist. The essence must reveal the important difference between the things and other things. That is, the characteristics of different from other things, there to be this feature is the thing, the thing have their own personality. According to the general understanding of the nature of things, the essence of management should also have objectivity, harmony, simplicity, relativity and personality.

From several development stages of management theory, in the past, the management is to make the managed things in order, the management is the implementation of standards, management is the process control, is the behavior of constraints. Until this article, the important work of the mobilization of people's subjective initiative is excluded from the elements of management. The management functions of compliance with the quality law are rarely clarity. Society is in progress (people's quality has improved, the productivity has developed), human's behavior goal is also development from the meeting the lower level need to meet the higher level need. Now, what is the main of human behavior? Is the pursuit of happiness, and create a good feeling. In order to adapt to this kind of behavior purpose, it is necessary to let the managed man to free from the Bound chains, and to ensure that the management effect is not worse than the one of constraint management, how to do? We must mobilize the subjective initiative, and turn "require me to do a good job" into "I want to do a good job". People's enthusiasm has been mobilized and to do a good job initiatively, the effect is certainly better. So the most advanced quality management is to mobilize the positive factors (including human morality, character and intelligence) to improve the behavior quality of human (work quality, product quality and service quality are the effect, reflection and forms of the behavior quality) — to regulate behavior and thought, conform to the scientific rules, and achieve the purpose to improve the life quality of the subject and object of management. The main performance of the behavior quality to be improved are that the economy has been considerable developed and living environment has been improved. For different organizations and individuals, the quality of work (or quality management level) is still the most important factor to determine the possession and configuration of resources. So, twenty-first Centuries is the quality century, the knowledge economy also belongs to the category of quality economy. The author believes that all management are quality management, the direct purpose is to improve the quality of process output. Thus, the management is the systematic behavior to coordinate with all kinds of laws. Simply say, "Management is the move and operate to regulate things and mobilize human agency". The direct purpose is to improve the quality of process output. More specifically, the essence of management is to mobilize the people's initiative and deliberately adapt to the quality law. The essence of management is to deliberately comply with the quality law and to mobilize the people's subjective initiative.

Whether in the past or now, in terms of management theory and methods, one of the most studied is the enterprise management, and the purpose of enterprise management is considered to be improving economic efficiency (to improve the yield, quality, profit and tax). And it has created a series of management theory and management method for this kind of management purpose. However, the management theory (principle) and the method to be used in this kind of management are bound to have the limitation of application, which is not suitable for public management. In order to create a universal applicable management theory, we must first correct the inaccurate description of the management objectives. The objectives of People's thinking and behavior (or human total goal) is to obtain and security fundamental human rights, is the pursuit

of reasonable needs (especially high level needs) to be met, to ensure the quality of life. "Demand" can be divided into two kinds: "their own needs" and "other people's needs". In the selfish people's behavior objective, the composition of meeting their own needs is more than the composition of meeting the needs of others, and the composition of meeting the needs of others is too low. The noble man's situation is the opposite. According to Juran's quality definition, the function and characteristic of meeting requirement is the quality of the corresponding object. It can be said that the purpose of human behavior is to create the basic conditions needed by happy life and survival. The universal significance of management is to control, adjust and optimize the behavior of people, so that more efficient use of resources to produce better results — improves the quality level of the process output. The purpose of management must be on the basis of human behavior further: In order to improve the quality of life we need to improve the quality of behavior (that is, the pursuit of the basic and reasonable need to better meet, or that human rights get better protection). The new expression of the purpose of management is generally applicable, whether it is business or government organization, or other social organizations or individuals, the purpose of its management should be so. To sum up, the ultimate goal of management is to pursue reasonable needs to get better satisfaction. Reasonable needs also include our own reasonable needs and other's.

Since the management objective is to improve the behavior quality and survival quality (especially by creating more wealth and provide more humanistic concern to create a good feeling for people), and the deciding factor of the quality, the quality of the formation and development, quality and effect should follow certain rules, between this kind of rule is quality rules — the connection between various factors inherent, nature, and the inevitable in the process of formation and development of the quality. People only conform to the quality law to improve the behavior quality and the life quality. Therefore, management is to designedly follow the quality law. The essence of management is to mobilize people's subjective initiative to comply with the quality law. The essence of management is also the essence and core of the approaches to achieve management objectives.

People's work behavior choice points "whether to do, what to do, how to do, whether to do a good job". Among them, "whether to do, what to do" are mainly command by the baton of "benefit" (or driven by "profit"), "how to do, whether to do a good job" are mainly decided by the rules and enlightenment. In human society, everyone is busy bustling about, for work behavior, is to gain some benefit. That is to say, the control of the person's working behavior is the distribution of interests. If a person decides to do a certain job in order to gain benefit, whether or not to work harder than the general requirements, that is decided by diathesis, enlightenment and management rules.

In the enterprise whose management is quite good, the staff did not dare to do bad things is afraid of the boss — the rule by men, the staff can't do bad things is no chance — the rule of law, employees do not want to do bad things is consciousness — the rule of mind. The rule by men means the boss to be powerful, the rule of law means the mechanism to be powerful, the rule of mind means that the cultural is powerful. The interests are drive by external power, improve the work efficiency not only need external power but also need the original power and internal power. Western management starts with mainly from the external power, while the eastern management is good at starting from the internal. However, now the eastern administrators like

to emulate the western management. Even as orientalist were ridiculing the nonsense and hypocrisy of Western management, but orientalist started to think about it rather more fondly than usual. Whether past and present, we do not combine engineering technology management and ethics moral domesticate very well (*i.e.* we do not guide ethics moral domesticate to the direction of improving the efficiency and work quality), but put the moral domesticate as a social project. The danger is, the historical characteristics of Oriental management are gradually lost because of "Westernization". The concept of "arouse human initiative" is put forward by author advantageous to overcome these shortcomings of the Oriental management, namely to reverse the course of events.

Constraint management is not commensurate with the management purpose of creating a good sense

To create a good feeling is to provide a spiritual enjoyment. Everyone's requirement can be divided into the two categories of material needs and spiritual needs. Enterprise or other organizations to pay wages to employees only can meet the material needs. They generally do not consider how to provide employees with the spirit of enjoyment (at least the current is a weak link). Constraint management is very difficult for workers to provide the necessary spiritual enjoyment. If paying wages and providing spiritual enjoyment, can fully mobilize the initiative of workers. The work that provides the spirit to enjoy doing is cultural construction. Cultural construction is not only the task of public administration, but also the important task of enterprise management.

Simply said, constraint management is formulated a series of regulations and technical indicators, requirements and supervise the staff to perform (or complete) and finally to reward the employees to perform better (or to accomplish better) and the employees to have not perform or accomplish will be punished (constraint management is also called a restrictive management). In this management way, the three swords hanging over the head of the employees are criticism, economic punishment and dismissal. The three swords and their opposite — praise, economic reward and promotion — is the behavior dynamics of the staff. From this can be seen, the constraint management is actually the passive measures of "to require I do". The constraint management of implementation in place belongs to the category of "rule of law". If the implementation is not in place, the factor of rule of man will take precedence (that is even worse).

Restrictive management is to control and restrict the administrated employees, which limits the freedom of the administrated employees and against the consciousness of the administrated employees. Restrictive management is difficult to mobilize the subjective initiative of the employees. Although restrictive management can effectively overcome the lazy weakness of human nature, but it is difficult to play the humanity advantages of "subjective initiative". The implementation of restrictive management will have another associate effect — psychological and emotional conflict and behavior, and employees are difficult to produce a good feeling. The restrictive management is actually a kind of high pressure policy, which is not conducive to the formation of a joint effort between the employees and initiative exert employee's wit. There is a world of difference between "require I do" and "I want to do a good job" in effect. The non restraint management is not totally to not need the restrictive management, but is mainly based on emotional management and partly on moral education. Because the non-

restrictive management can fully mobilize the objectives initiative of staff and can produce the effect of "I want to do and to do a good job".

The sense of constraint management to employees is "oneself to be drive by others holding a whip", and it is difficult to produce good feelings. The management purposes (to be also human's behavior purpose) is to improve behavior quality, and create a good feel for yourself and others. The constraint management is difficult to achieve the management. Non restrictive management requires not only the corresponding management objective but also requires the corresponding management principles.

Constraint management does not coordinate with the social development direction and the advanced social system of "taking advantageous to social progress as the decision-making objectives".

The starting point and the basic principle of management science

Since the insufficient of existing theories and methods of management is caused by the insufficient of the research and application to the objective and nature of management and humanity, then, through making up for these deficiencies should be able to greatly improve the management theory and methods. The basic principle of quality management is that to overcome the weakness of human nature by using appropriate constraints and to excavate the advantages of human nature by using the enlightenment and the emotional exchange can realize the best management effect. The quality exchange rules and to one's liking according to quality is the theoretical foundation and the basis of method of management.

The core of quality law: Quality exchange

All things have a quality problem that quality is good or bad. In the process of the development of all things, there is the management process to impact the process output (i.e. quality) and management of all belong to the quality management aim at "to maintain, improve and improving process output levels. Management process is the process of improving the quality of management and products. Only by improving the work quality of the managers, can we improve the quality of management, and eventually produce better management effect. It can be said that all management is quality management, to explore management law is (or must be) to explore the quality law. The position of quality law in Quality and management science is equivalent to the position of value law in economics. It is obvious that the exploration of quality law have great significance to perfect the construction of quality management science system and to unify the basic principles of quality management.

Since everything is accompanied by quality problems, the development and change of things in the process of the development of quality changes. The development of quality has its own laws. The author listed in the bibliography discusses quality is the positive degree, quality has value. This allows for the exchange of quality. In practice the quality is how to exchange it? The following is a brief description of the literature on [7] or [4].

There are following rules: Good and evil must at last have their reward; plant melons and get melons, sow beans and get beans; The survival of the fittest, competitive election day, the survival of the fittest; Price on the base of quality, market on the base of fame; etc. They are the

proof of the existence of mass exchange. The quality exchange law to be summarized according to the objective existence is the output of high quality level in exchange for the input of high quality level, it is called “what is quality plan, what is quality harvest”, for short. The implementation of the specification of "exchange heart to heart; to reciprocate each other), Gratitude, justice in return for injustice, one good turn deserves another; ourselves Slim and Khalid, may let others Slim and Khalid. Ourselves understanding of the truth, but also to let others understand the truth; to one's liking according to quality, etc., will produce the effect of exchange at equal quality level and exchange at equal influence of resource. In the case of the invariant of performance price ratio, the price can be improved with the increase of the performance. This is one of the expressions of price on the base of quality. In the rule of price on the base of quality, quality has become one of the levers of the exchange.. Price on the base of quality is the proof that quality has value and quality directly participate in exchange. The existence of quality exchange fact is a proof that quality has its own value.

The core and essence of the quality law is the “the law of karma about quality”, that is, quality exchange law. “price on the base of quality”, “repaying on the base of quality”, “sharing according to quality”, “to one’s liking with quality” are the general representation form of the quality law of popular. You meet the requirements or needs of the outside world; the outside world will make you satisfied. The key job of management is to find the potential basic requirements (or needs) of the organization, the individual or the thing, and to study and implement the method to meet them.

Basic principles of quality management: to one's liking in the way of improving quality Management studies mainly are so far the summary on the existing management practices, and focused on empirical analysis and quantitative analysis. There is a big risk when the past history is used as a basis for future projections. But such in general is the process of the development of human society, we are unable to change the course of the development, the only choice is to appropriate methods to more accurately predict the future (or summed up the experience to future still has a good applicability). We should choose the law that the change of the factors of most powerful effect on human behavior is particularly slow in a long time. History has demonstrated that the development of human civilization has such a long time, it beings regardless of which have great changes, only human nature is the most constant, and humanity is the factors of most powerful effect on human behavior. The rules and principles to master human nature are applicable to all kinds of activities, which are also applicable to management activities and production activities. The study on human nature and its mastered is the fundamental way out of management science. According to the human nature and its development law, we invent management methods, take satisfying the basic needs and the high level needs of the staff to win a doubling return as the core (to plan one and to harvest ten). The essence of management is to meet people's requirements, let people see the future hope. The basic principle of management is the basic law to meet the requirements of the staff.

Why do we say that the key of management approach is to meet the basic needs of people (or things) and to allow people to see the future of hope? The human’s existence (or life) must rely on the minimum material needs and the basic spirit needs to maintain (the existence of things also needs basic and specific material conditions and environmental conditions). In human's needs and hope, first is the material need and hope; second is the spiritual needs and hope, the

third is the demand and hope for environment. There is a kind of the consciousness of grateful return (this is also the generalized exchange consciousness). If a superior to subordinates have a certain grace, the subordinates will redouble their return to superior, and the way to redouble their efforts is to work harder. The spiritual life of the human being is very rich. Human beings have the hobby of looking forward to a bright future. Mental state has a great influence on the quality of behavior. The main determinant of mental state is the degree of basic need to be satisfied, the size of the future hopes and the environmental comfort level. Meet the reasonable needs of people and let them see the hope of the future is the key to control human nature. Therefore, the core of management is to meet the basic needs of the managed employees and let them see the future of hope. "Righteousness" is also an important part of human nature, upholds righteousness (or "yearning righteousness") is also the advantages of human nature of human beings, and has produced a strong resonance and moral binding force. To guide people to uphold benevolence and uphold righteousness is also a very important way of management (Eastern people used this way of enlightenment).

Human nature has the characteristics of common and constant. We can take advantages of the human nature to overcome (suppress) human weakness. The exploration and control of human nature can overcome the time delay problem of management theory. Both the degree of inhibition of human nature and the carry forward of human nature have a great relationship with the environment and strategy. This determines that human nature management can produce good results (because human beings are through management to formulate strategy and develop the human environment). Human nature management is the core of mobilizing management.

The one of the basic principles of management is that a boss (or administrator) can not take any staff as the servant, More can not be seen as the enemy and the object of regulation (or rule), but should try to create the conditions for employee satisfaction (legitimate aspirations can be realized, the basic requirements and high-level needs are met). This can also achieve a kind of exchange: that management should be taking the satisfaction of management object and service object as the core. This is a kind of exchange: the manager first let the employee basic satisfaction, the staff will let the manager more satisfied. To meet the basic requirements and wishes of their own and other people, in the way of improving behavior quality, is the most scientific choice. This behavior law that improving behavior quality may to one's liking is attributed to the quality law of "behavior quality to be the most important determinants of the possession and configuration of resources". It determines that the management even to be the pursuit of economic efficiency, its essence is also the quality of the law. The overbalance returns to can be retrieved by the way of improving the behavior quality, so as to meet their wishes. This is to one's liking according to quality. "To improve the life quality of human being" is "to make the reasonable needs of human being more and more satisfied". its implementation to be not only by direct and short-term "increase economic efficiency".

Due to the degree that the reasonable needs are satisfied mainly decided on the level of behavior quality level, and quality law constantly are in action. Therefore, conform to the quality laws can greatly improve the degree that the reasonable needs are met. To one's liking according to quality is the basic principle and program of quality management, and is also the action Programmed and behavior specification of human being. Everything everywhere conforms to quality law is the way of implementing the quality management program of "to one's liking

according to quality". "to one's liking according to quality" is also the theoretical principle and methodology basis of quality management. Promoting people to conform to the quality of the law and to one's liking according to quality become the basic code of conduct is the long-term goal of human beings. Obviously, In order to better comply with the law of quality, we must study the law of quality, explore the effective way to conform to the law of quality, and improve the construction of management discipline.

The connotation, principles and methods of the theory of the mobilization management

As long as the subjective initiative of the human had been mobilized, we can greatly reduce the intensity of the constraint management. In this way, after the implementation of mobility management, the constraint management becomes a secondary way.

How to mobilize people's initiative? We first review the two important concepts of "enlightenment" and "humanistic warmth". The interpretation of enlightenment is: (1) Refers to the weathering and the education influence advocated by the Confucianism; (2) Refers to environmental impact. Enlightenment is the cultivation of the soul, according to the inherent nature of the soul to improve the quality of the soul. Enlightenment method is integrated use these tangible and intangible means of weathering, Education influence, environmental impact, etc., both to instill a sense of truth and Pay attention to, combined with daily activities, the combination of daily activities so that people Understand the truth in the imperceptibly, and exerts a subtle influence. The Humanistic warmth is the care for people's living conditions, is the respect for people, is certainly for the living condition to conform to human nature, and is also the support and assistance for the pursuit of liberation and freedom. In a word, it is to pay attention to the survival and development of human, is the concern of people, care for people, and respect for people, is a symbol of the progress of the social civilization, and is a reflection of human consciousness. Humanistic concern belongs to the category of emotion management. Its highest state is to make people produce loyalty. The connotation of Mobilize management is diathesis management to have transcended the master-servant relationship and labor-business relationship (to cultivate the ability, to shape personality, Enlightenment of moral idea), "emotion management" and "cultural management". It is also the modern management that "ideas management" combined with "technical standardization", pay attention to the construction of humanistic environment of institutions.

The scientific operation program in a system is the move and operate program of the various working procedures, personnel relations and rules in the system. In a system, the scientific operation program, supervision mechanism and the Uplifting resonance atmosphere have the function and effect to restrain weaknesses of human nature. It must be very good management effect, that mobilize the people's initiative and creativity in the way of "let people satisfied and full of hope" and use supervision mechanism, incentive mechanism and the operation program of scientific system to suppress the human weakness and advocating Humanity advantages, to encourage and reward the behavior of yearning righteousness. This is the universal basic principle of management.

For the individual: To continuously improve the knowledge and wisdom + Dialectical + Justice + Yearning righteousness + Diligence + Have plans or goals + Innovative spirit and dedication spirit = Improving the behavior quality (improving the personality charm). For groups (or

organization): To meet the individual's reasonable needs + Give a person with the hope of the future + Reasonable talent mechanism and incentive mechanism + The scientific operation program in a system + Positive feelings for the individual + Conform to quality law = Improving the work quality. If the work qualities of the staffs have generally improved, the basic desire of all staff in the organization will be better met. This is more specific quality management basic principle: the basic way and method for adaptation of quality law, and to one's liking with quality.

The sustainable development of an enterprise depends on the satisfactory degree (the satisfaction of affected persons). So, the success of the enterprise is not to earn much money, but how many people are satisfied? How the degree of satisfaction is? The so-called "excellent performance" is also both the "quality" and "quantity" of satisfaction to be higher. No matter which organization should be done "although control but not die plate, although inaction but not disorderly".

Technical management of the enterprise is to use technical means to ask the staff what to do, how to do. The results of personality molding, humanistic concern, and moral enlightenment are the staff willing to do, and willing to do a good job (that is, the mobilization of the subjective initiative). The behavior force of the staff and workers mainly comes from the "economic reward, the justice of the rewards and punishments, and the human nature management". The ideological management and the humanistic concern in enlightenment are the extension of the enterprise culture construction work that has previously said. Enlightenment and humanistic concern can mobilize the subjective initiative (to stimulate the enthusiasm of the work, to promote the level of need, change "to want I do" as "I want to do") is a basic law of management. In order to facilitate, we call this Law and the emotional management affect "the cultural effect".

The management of the use of the cultural effect belongs to mobility management. The establishment of mobilization management theory can change the essence of management (make it change into people's subjective initiative: control the employee behavior through emotion management and ideological enlightenment, it does not directly restrict behavior). The management of paying attention to mobilize the subjective initiative is called mobilization management, for short. Its direct purpose is to create a good feeling for the people who can be influence. The connotation of the mobilization management is the management of making employees changes the passiveness into initiative by creating a good feeling for the employees. To mobilize people's initiative is the best way to ensure that good management procedures in place. The principle of mobility management is a long story. Through cultural construction and infection improve the utilization rate of the human weaknesses and inhibited rate of human merits; the truth humanistic care can make the employees have a good feeling, and even can produce loyal affection; depend on enlightenment and foster can shape the personality and improve person's quality, and to can strengthen the two effects. Man's physical and mental pleasure can improve the initiative of responsibility behavior and is conducive to the use of intelligence and wisdom. The above said is that the subjective initiative can be mobilized, and through the mobilization of people's subjective initiative can produce good management effect. This is the basic principle of mobility management. If only to implement the mobilization management for a long time, the improved efficiency is much greater than the increase in management costs.

Common ground says, the humanistic concern in mobilization management is what employees think and what the proprietor think, in time, the proprietor give a hand for the urgent need of the staff, to the maximum extent possible to lift the staff's worries, both the institution and leadership behavior are impartial, scientific and reasonable. First through enlightenment make people know the truth to one's liking with quality, erected the ideas of "to one's liking with quality", and resulting the desire in consciously to improve the quality of their behavior. Secondly, through the humane care make the high level needs of staff to be met, and have the feeling of home in the mechanism. In this way, they are willing to contribute to the organization, with gratitude to the psychological, willing to share responsibilities and difficulties for the boss. The goals of the organization is set as "to create a good feeling for the people who can be affected", the code of conduct organization as "to one's liking with quality". Thus, the goal of the individual is highly consistent with the goal of the organization. At this step, the time is ripe, for the scientific and reasonable management technology program to be flashed by a mechanism, employees will not only highly conscious execution, but also will play their creativity, and make the implementation effect becomes better than expected.

The general agency may develop a set of relatively good management procedures. Even if they can not develop a good management procedures, can also learn from the advanced management program of an advanced organization. The difficult is the implementation of good management procedures in place. The management effect of most organizations is not good; the reason is that the management procedures and methods are not executed in place. In the vast majority of cases, the reasons for the implementation of the program to be not implemented in place are not that the program is very difficult, but the humanistic environment in the organization is not good, and the employees are not good habits. The biggest reason is the employee to be in a passive state, even the management program is boycotted because of the employees having emotional or reverse psychology. The best way to solve it is to overcome the psychological barrier and form a good habit through the cultivation and humanistic care. The management method of such transfer has strong vitality. This is the reason for the mobilization management method has strong vitality.

Table 1. Comparison of modern oriental management and construction in the western management

No	Comparison of the project	Western management	Modern oriental management in construction
1	Programmer	Process control	To one's liking with quality
2	Objective	Customer satisfaction	To create a good feeling for the people who can be influence
3	Core	Take the product as the core	People oriented
4	way	Constraints	To mobilize subjective initiative + constraints
5	Method	Planning, organizing,	Humanistic care, enlightenment in ideological and moral, training ability and

		directing, coordinating and controlling	quality, shaping personality, formulate goals and plans, organize, dredge, persuasion, control, rewards and punishments
6	Method category	Technology	Ideas, feelings, technology, art
7	Operation mode	Program execution	Procedure consciousness
8	Personnel relationship	Rule and rule, manage and managed	Lead, guide and guided, cooperate
9	Nature	Private	Public welfare

The core of mobilization management method is to motivate employees to form the idea "to one's liking with quality", to give timely truth humanistic care, to promote mutual concern, support and pleasant cooperation among employees. Mobility management is needed by the management objectives of "creating a good feeling for the people who can be influence". Mobilization management coordinates with the social development direction and the advanced social system of "taking advantageous to social progress as the decision-making objectives". Mobility management is not as immediate as the constraint management; the effect to do more with less will be produced only long-standing. Mobilization management is the limited charity in a limited company. The management within an unlimited company does not equal to the mobility management. The enlightenment in the mobilization management is also different from the work of political thought. Mobility management to the requirements of the administrators is very high (requirement of putting economic benefits in second place, putting a good feeling of workers in the first place, having a broad mind and superb management art).

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