The Influence of Confucianism and Buddhism on Chinese Business: 
the Case of Aveiro, Portugal

Tianbo Li

Gillian Owen Moreira

University of Aveiro, Portugal

Abstract

This paper addresses the influence of Confucianism and Buddhism on Chinese business against the background of China’s economic integration into the world. Considering the relationship between Confucianism, Buddhism and business from an intercultural perspective in the context of economic and cultural globalization, we present some modern Chinese business people, including some overseas Chinese, who behave in accordance with Confucianism, pray to Bodhisattva for safety and wealth, and donate to the temple. Reasons for these phenomena are analyzed and the role of harmony emphasized by Confucianism and Buddhism is taken into account. On the one hand, we find that silence, connections (guanxi,