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BEHAVIOR QUALITY DECIDES OUR CONDITIONS OF SURVIVAL AND DEVELOPMENT

Abstract: *Background of the topic: The unusual significance of quality has been found, attribute quality concept (quality is the general nature of its supporter) has been found, the quality exchange law and the standard to one's liking with quality have been advanced in the process that present wit research the connotation of quality and the value of quality. (2) Current issue: The theory of knowledge economy, the theory of quality first, the theory of distribution according to work and the subjective quality concept all have theirs aggravated limitation. (3) the purpose of this research: Propel the theory of quality forward strengthen the confidence of quality people, spur them to apply quality knowledge and improve their behavior quality in their work, quicken the tempo human to raise the living quality finally. (4) Research method and conclusion: The conclusion of "behavior quality decides resources created, owned and disposed and can further decide the living state and the developing state of personality, organization, nationality and county" has been epitomized out by analyzing the connotation of quality concept, the value of quality and society law; the theory of quality world have obtained. The main reasons that behavior quality decides resources appropriated and disposed are the action of natural law, society law, the system of society value. The specific important reasons still are: the consciousness of protecting good and punishing inferior, popular feeling is partial to the things of high quality; Behavior is controlled by the ideology (thinking) of fair deal; Behavior quality decides the efficiency of work; Quality has value; the latent rule about mankind to continue and excellent.*

Keywords: *quality world, behavior quality, sharing according to quality, the system of society value, quality exchange law*

1. Introduction

The existing theory thought that the knowledge (including technology) is the most important factor to decide the resources owned and disposed. But the knowledge and the technology must display its function by aid of utilization and the management, and

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can have the important influence to it. The viewpoint to thought the behavior quality being the determining factor of resources holds and disposition only then this article author has mentioned nearly. "Quality in kind is first" the argument has very many people to persist but actually. Yet, this viewpoint exaggerated the function of quality in kind. It had not seen the quality in kind is only the behavior quality result.

2. Economical development

The economical development only is the constituent of resources creation, holds and disposition. The people pay attention to "the factor of influence economy development", also is pays attention to "the determining factor of resource distribution". A popular theory is "the theory of labour value", It thought the determining factor of resource distribution is the labor (i.e. distribution according to work). But, the decision factor of resource distribution is not a labor, also is not the power and influence and the relationship network. Perhaps some people said "the decision factor of resource distribution is the labor efficiency". But the labor efficiency still was the result and is not a reason (e.g., labor efficiency is the result of behavior quality level). The actual principle of resource distribution and the resource distribution principle esteemed by people should be the rule and standard that can guide people's behavior correctly.

The rational decision factor of "resources created, owned and disposed" should have the huge frontage instruction function to humanity's thought behavior. Author's main purpose also is wants through reveal the determining factor of "the resources created, owned and disposed" to form one kind of correct human behavior guidance.

The human nature and the natural law had decided most important determining factor of "the resources created, owned and disposed" is the behavior quality (i.e. in big quality important content).

The kernel content of theory of quality economy is "the resources created, owned and disposed". The kernel content of theory of quality world is behavior quality deciding the living state and the developing state of personality, organization, nationality and county. "The resources created, owned and disposed" is one of most deciding factor of human's living state and the developing state. "Quality world" is the same means with "quality society". "Quality century" is refers quality display vital role in the century which said (quality is in the control status of human survival and development). Humanity can assign resources according to the behavior quality in "the quality world". The theory of quality world contains the theory of quality economic. The Chinese advocates does not fear few, "only fears not uniform" of Kong Zi , but wants to use the principle of "modestly decline" in assignment excellence moral of "deferential spirit of Kong Rong" to surmount the distribution consciousness of "does not fear few, only fears not uniform". This kind of pursue has violated the principle of "pursue equality and efficiency". In the civilized society, the assignment principle which lasting does not fade is "share according to the contract", in which including the "share according to quality" (SAQ) form of guarantees excellent and punishes inferior.

3. Theory of quality world

The core of the theory of knowledge economy is "the knowledge and the technology is the most important determining factor which resources owned and disposed". Its weakness is unable to do as well as it would wish to describe the economy effect and the economic resources shared. The classic documentation for sunken-floated of the enterprises of Rover Mascot, General Motors Co., Ltd, Ford Motor Company, etc. can indicate: The space to obtain juice only with technology and knowledge is smaller and smaller; the

effects produced by culture, idea and management (it means the software of the total of behavior quality) are more important for the economy of enterprises or country. It also can make known that the theory of knowledge economy has not fit in with the needs of the economy developing. Many people think that the bulk value of Bill Gates isn't substance value. Value can't come down from heaven, can't create groundless and can't overdraw. The value of Bill Gates is the value of quality but isn't the discounted value of approaching. It can indicate that the theory of promoting knowledge economy into the theory of quality world is the theoretic necessary and the actual necessary. To establish the theory of quality world should is to satisfy the theoretic necessary and the actual necessary of the theory developing. Quality law is the starting point and basic principle of the theory of quality world.

To distribute the products of non-labour and non-personally, and the resources to be influenced by the action in the non-work time, the theory of "distribution according to work" cannot do anything to help. the "human spirit resources" which display function is bigger and bigger also is not share according to the labor quotas. To advance the theory of quality world and the theory of quality economic and the theory (or principle) to share according to the nature and the, can atonement the insufficiency of the theory of knowledge economy and the principle of distribution according to work.

The main constant of theory of quality world is that behavior quality decides the living state and the developing state of personality, organization, nationality and county. The theory of quality world contains the theory of knowledge economy and the theory of quality economy. The main reasons that behavior quality decides resources appropriated and disposed are the action of natural law, society law, the system of society value. The specific important reasons still are: the consciousness of protecting good and punishing inferior, popular feeling

is partial to the things of high quality; Behavior is controlled by the ideology (thinking) of fair deal; Behavior quality decides the efficiency of work; Quality has value; the latent rule about mankind to continue and excellent. The relationship between "The multiplication product between behavior quality and its sustained time" and "the quality of resources owned and disposed" can transition from "being interrelated uprightly" to "being direct ratio" with the improving of the degree of society civilization. Until the period of "rely mainly of they are direct ratio", the action of quality exchange law must very outstanding (conspicuous). It is very important society contract that people share resources according to behavior quality. The theories of "quality world", quality economy and "Sharing according to quality" (SAQ) can counteract the weaknesses of the theories of "knowledge economy" and "distributing according to labour".

Why quality can deciding resources created, owned and disposed? The reply is, because the quality has the value, the behavior quality value trades is resources. The resources shared are the most important consequence of behavior.

Nature law, social law and human nature lead to "behavior quality decides resources created, owned and disposed and can further decide the living state and the developing state of personality, organization, nationality and county". This objective fact can be called quality exchange law; its meaning is behavior quality to be traded for human living quality (including the things of human need in mater and in spirit).

The influence of quality to resources source in: Emotion factor, objective factor, natural factor, reason factor, heredity factor and custom. For example, the positive upward consciousness of protecting good and punishing inferior, just heart and fair heart, and so on. The main reasons that behavior quality decides resources appropriated and disposed are the action of natural law and the

system of society value (the systems of thought value formed by human's world outlook, outlook on life, values, moral outlook etc.). Human's behavior quality is appraised with the values. Only then the correct values can evaluate the correct behavior quality value, then has the correct rewards and punishment rule.

Generally speaking the human survival most wants to obtain the thing is resources. The humanity is most sensitive to the material resources assignment, also on most allows not to have the material resource distribution not to be unfair. Thus, in the human society, favors regarding the resources assignment fairly "sharing according to quality". The nature presents to the humanity is absolutely carries on according to the behavior quality. The atmosphere of "share according to quality" have bred "quality decides resources created, owned and disposed".

The status of "resources created, owned and disposed" of everyone is achieved by them with their behavior. The properties and degree of "the behavior quality approved by the nature and society" is proportional with the quantity which resources disposed by the nature and the society. For a regarding the organization, it is also same. "Resources created, owned and disposed" is one kind of important value condition. Why we said the

resources hold with the disposition decide by the behavior? Because "resources created, owned and disposed" is related with humanity's values sympathetic chord, also is concerned with the natural law and the social rule. The regular of "Sets prices according to quality" and it widespread widely had indicated that the humanity had the intense sympathetic about quality values. this quantity values not only precipitate in the appraisal of material quality. The author thought that "sets prices according to quality" exists far before the idea commodity exchange appearing. It is derived by the interreaction between "guarantees of protecting good and punishing inferior" and the fair exchange thought. Only it displays quite direct-viewing and quickly in the value appraisal in kind, but the reflection of value appraisal in the non-material is quite covert and slow. The generalized resources are a value, quality deciding resources owned and disposed is quality deciding value (including quality creates value). But therefore, first has "determine value according to the quality" only then to have "determine price according to the quality". They are accordance with the same values "determine price according to the quality in kind" and "determine resources owned and disposed according to the behavior quality".

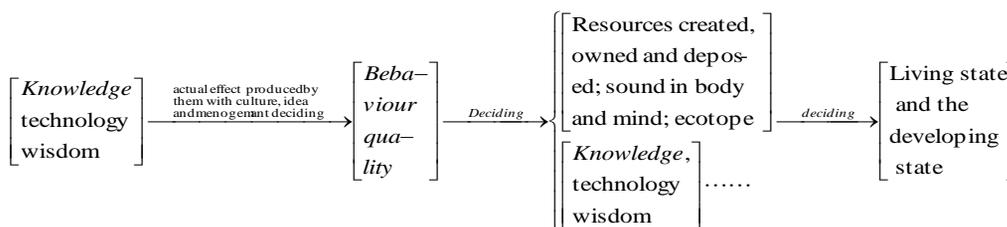


Figure 1. The realtion between theoty of knowledge economy and the theory of quality world

In restrains in humanity's activity thing, besides the custom, there are a series of rules and the principle. The overall effect of these rules and principle (including beneficial custom) is: that auses the behavior quality level to be proportional with the quantity of

resources shared, and have the action of "protecting good and punishing inferior".

The forming process of behavior quality not only is the output process of behavior quality also is the demonstration process of behavior quality value. The reason that behavior

quality has the value is the shared power of resources to be exchanged and obtained by behavior quality, The value criterion to measure behavior quality is the shared right of resources (i.e., measure of value of big quality no longer is currency, but is by the shared right of resources primarily). The use value of behavior quality is can obtain (control or share) more resources. The value quantity of behavior quality is the quantity of resources shared.

The social value system and the natural law have bred “to share according to the nature”, the thought idea of “sharing according to the nature” and “to ones liking with quality” in the world outlook, the quality view, the values and the moral outlook also are the cores of social value system. But such process repeat in cycles, theoretically is the approach absolutely fair and to share according to the quality.

1. The macroeffect of sympathy of the ideological action of consciousness of “protecting good and punishing inferior”, serport good person, follow with interest good person: Rewards the persons whose behavior quality level is high with the way disposing the quantity of resources shared. The essential meaning to share resources rationally is that the generalized distribution principle of resource of “protecting good and punishing inferior” to be precipitated. The justice also is the humanity lives needs. But justice is to implementate value assignment (or reasources shared) from everybody equality. The most reasonable way of resources shared is “to share according to the quality”.
2. The high quality can trade the popular sentiment, the popular sentiment can trade “the resources to approach”. People approve, accept, support, like, support, love, favor, yearned for, pursue, follows, worship, loyal the person and/or the thing of high quality. This can cause “to pay a minute quality” to be able to obtain more than a minute ultra value repayment.
3. The behavior quality level is higher, the working efficiency is higher, the present of nature and the society is more. The direct or indirect goal of uman's behavior may is gains the resources (include create reasources). Improves the behavior quality = to enhance the efficiency. The degree to comply with the natural law is higher, the behavior quality level is higher, The degree to comply with the social law is higher, the behavior quality level also is higher.
4. The function of sense of justice and fair deal thought is “protecting good and punishing inferior” with reasources. Regarding any is fair, there is a steelyard naturally in the people heart. This steelyard can weigh out the rule of “the quality decided the resources owned and disposed”. The superiority of resources owned and disposed can cause the living quality of the resources owner's to enhance.
5. Quality is value (Runsheng, 2008), quality create value, quality has value, quality has value = Quality decides resources created, owned and disposed. The quality can satisfy the request, but satisfies the request is the value. Therefore, the quality has the value, the resources also doubtless have the value (all values can receive in exchange resources). The quality value may have the exchange with the resources value. This is quality exchange law (Runsheng, 2007).
6. The idea and the rule of compensation according to amount of work may develop into the rule to share according to quality. The positive sense and the development direction of compensation according to amount of work are “assignment according to the work effect”. Assignment according to the work effect is the constitution to share according to behavior quality. No matter what is in theory or in practices, “compensation according to amount of work” can develop into “shareing

according to quality”.

7. The common benefit perhaps needs to maintain together the thing exist, and the function produced by egal promulgation and execution. The environment protection and the use, altogether the male facility protection and the use, together the imperial enemy, the common resistance bad weather or the natural disaster, complete some the matter which only then cooperates can complete, in these situations, the people can draw up naturally guarantee punish

superiorly poorly the contract of “shareing according to quality”(SAQ). Eulogy and praise the person and matter of behavior quality to be high, criticism, attack the person and matter of behavior quality to be low, all can play the promotion the strength of the rule to share according to quality.

8. The subconscious behavior and calculated behavior for human extension and optimized. although Between each nationality has the contradiction, but always has the common benefit.

$$\lim_{\substack{\text{social environmen} \rightarrow \\ \text{absolute impartial, or} \\ \text{peoples behaviour} \rightarrow \\ \text{absolute reason}}} \left[\begin{array}{l} \text{the are interrelated plus between} \\ \text{“level of behaviour quality} \times \\ \text{stable time” and the amount of} \\ \text{resources created, owned and disposed} \end{array} \right] \Rightarrow \left[\begin{array}{l} \text{the are direct ratio between} \\ \text{“level of behaviour quality} \times \\ \text{stable time” and the amount of} \\ \text{resources created, owned and disposed} \end{array} \right]$$

$$\lim_{\substack{\text{social environmen} \rightarrow \\ \text{absolute impartial, or} \\ \text{peoples behaviour} \rightarrow \\ \text{absolute reason}}} \left[\begin{array}{l} \text{the product between} \\ \text{level of behaviour quality} \\ \text{and stable time} \end{array} \right] = k \left[\begin{array}{l} \text{the product between} \\ \text{level of behaviour quality} \\ \text{and stable time} \end{array} \right]$$

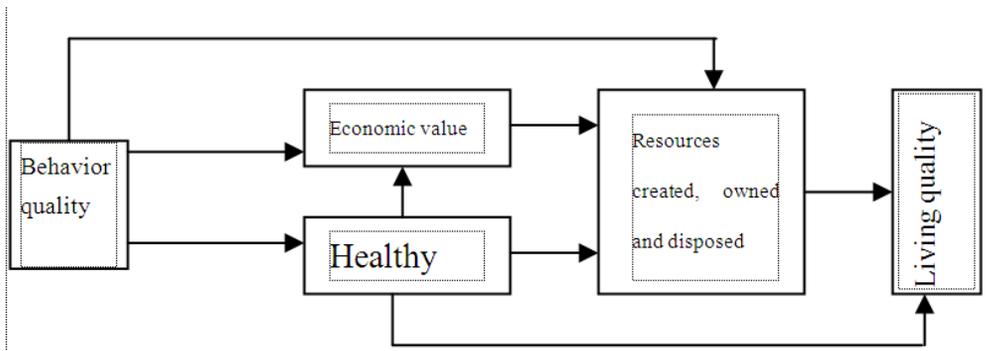


Figure 2. The process of behavior quality deciding living quality.

5. Conclusion

For the common benefit, one has the common ideal, two is the general meeting unites the cooperation. In the public interest activity, we can produce some rules of relative scientific and relative reasonable of together observes. If the rule of nature and

society is “protecting inferior and punishing good”, continuously for a long time hence will be able to cause the species the decline. They can indicated that both “protecting inferior and punishing good” and determin the value of behavior quality with the quantity of resources shared are the needs of human society.

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