Using Big Data Technology to Assist in Analyzing the Contemporary Value of Silk Road Merchants’ View of Justice and Profit

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Abstract. The relationship between justice and profit has always been a dialectical process, and merchants have always been a symbol of Silk Road merchants. Since the reform and opening up, China’s market economy has made remarkable achievements. However, the literacy of some citizens has declined sharply, such as individualism, money worship, selfishness, and mercenaries. Therefore, it is of great significance to study the justice and profit concept of Silk Road merchants. First, this article analyzes the concept of justice and profitability of Silk Road merchants with the aid of big data technology.

Keywords: The Contemporary Value, The Justice and Profit Concept, Silk Road Merchants, Big Data

1. Introduction
In modern China, with the development of capitalist industry and commerce, the thought of national heavy business gradually rose. Therefore, the understanding of the distinction between justice and profit has changed a lot. The traditional profit is only the gain and loss of personal economy, which is not the non economic factor of the nation. In modern times, interest itself has not changed much. However, many businessmen associate their economic interests with the survival of the country. With the continuous development of economic integration, some people will take the benefit party as the measure of all values, which will reduce the moral level of our country. Therefore, China proposes to establish the Silk Road Economic Belt, which can awaken Chinese businessmen to carry forward the diplomatic principles of peace, equality, exchanges and cooperation. The ancient Silk Road is the common wealth of the countries along it. Therefore, the revitalization of the Silk Road should be in line with the common interests of the regions along the way, which will be conducive to the common development and prosperity of the country. More than 2000 years of the Silk Road have proved that China will adhere to the following cooperative attitudes, such as solidarity and mutual trust, equality and mutual benefit, inclusiveness and mutual learning, and win-win cooperation.

2. The concept of justice and profit of Silk Road merchants
The ancient Silk Road is a channel of communication, which is a channel of peaceful communication. The ancient Silk Road is a channel for commodity trade. The caravan mainly transports silk, iron, gold,
silver and other luxury products from China. [2] It is rare animals, plants, leather goods, herbs, spices and jewelry that are shipped to China. The smooth travel of the ancient Silk Road is inseparable from the reputation of the merchants, which is the fundamental secret of the enduring business road. The concept of justice and profit of Silk Road merchants is mainly shown in Figure 1.

2.1. Double faith
Honesty first is a kind of business philosophy, which is the magic weapon for Silk Road merchants to succeed in justice and profit. Honesty is shown in business activities as sincerity and non deception, which is mainly about credit and valuing reputation. Double keeping good faith is a kind of ability to guarantee the exchange of goods in accordance with the order, which is an inevitable requirement to maintain the normal operation of the economy. If the merchants are honest, the business will be safe, the goods will be good, and the country will ask for it. [3] Long ago, Silk Road merchants advocated abiding by promises and keeping promises, which took integrity as the main business ethics. In the process of forming the concept of justice and profit, the Silk Road merchants inherited the excellent tradition of the ancient cheap merchants and the good merchants, which is their business philosophy of taking profits with good faith. Silk Road merchants generally believe that "integrity and non deception" is the basic factor for long-term success in business. As a result, Silk Road merchants put commercial reputation above all else. The Silk Road merchants especially stressed that they should treat each other sincerely within the trade names.

2.2. Unity and mutual benefit
In business practice, Silk Road merchants have long recognized the importance of group power, which has expanded their business activities and wealth accumulation. The Silk Road is a transnational trade, which will encounter various dangerous things such as war, robbers, lost, etc. Therefore, Silk Road merchants are very united and mutually beneficial. Therefore, in addition to a certain kinship group, when dealing with peers or competitors, Silk Road merchants can not only maintain equal competition, but also help each other. [4] The Silk Road merchants will not recover the old debts of the merchants who are unable to continue their business due to business losses and natural and man-made disasters. They will raise money to help businessmen who can't go on business return home. Silk Road merchants are united with each other. They are loyal, friendly and supportive, which makes Silk Road merchants form a good competition mechanism. Through unity and mutual benefit, Silk Road merchants not only expanded their group advantages, but also gained a win-win situation. In dealing with the interests of groups, the concept of justice has played a great power.

2.3. Benefit the people
The Silk Road is full of various dangerous environments, such as war, robbers, lost, wolves, natural disasters, etc. Therefore, Silk Road merchants have long understood that a safe environment is the foundation of the prosperity of the road. Therefore, when the Silk Road merchants become rich, they must give benevolence and justice to the people and give back to the society, which is the fundamental way for them to obtain inexhaustible wealth. Most of the Silk Road merchants hold the idea of safeguarding the national righteousness and resisting interests. In ancient China, many businessmen had the virtue of patriotism and loving the people. The Silk Road merchants inherited the excellent tradition of the ancient merchants' patriotism and helping the people. After the Silk Road merchants became rich, they did not forget the countryside and the country. They made a lot of contributions to give back to the society.

3. The contemporary value of merchants' justice and profit concept

The justice and profit concept of thinking businessmen is an excellent traditional culture in China. Contemporary businessmen must gradually cultivate and form this justice and profit concept, which has important contemporary values, as shown in Figure 2.

![Figure 2. The contemporary value of merchants' justice and profit concept](image)

3.1. Safeguarding China's diplomacy

The Chinese government must treat the relationship between "righteousness" and "benefit" correctly. Only by attaching great importance to morality and responsibility can China's economic construction really take off. The concept of justice and profit of Silk Road merchants is an excellent traditional culture in China, which is a distinctive feature of new China's diplomacy. For neighboring countries and developing countries, China must adhere to the correct concept of justice and profit, which will improve China's economic construction. In diplomatic practice, China adheres to the principle of good neighbors, which can better handle the friendly relations in Central Asia. On the one hand, China must adhere to the path of peaceful development. Through a firm foreign policy of peace, China can maintain the image of diplomatic friendship. On the other hand, China must respect the development path chosen by the people of all countries. China will never interfere in the internal affairs of other countries and will not seek to dominate regional affairs. China must take a clear stand to safeguard international fairness and justice, which will promote the democratization of its neighbors. By adhering to the "righteousness" and "benefit" of Silk Road merchants, China will maintain the friendly image of diplomacy.
3.2. Increase the trust of neighboring countries
The advantage of China's diplomacy is to stick to the principle of mutual benefit and win-win results. China doesn't need to make me win and you lose. China wants to achieve a win-win situation, which is an important enlightenment of the Silk Road merchants' view of justice and benefit to China. We have an obligation to help poor countries as much as we can. China should attach importance to justice rather than profit, which will increase the trust of neighboring countries in China's friendly policy. Therefore, our country must not only profit is the purpose, haggle over every detail. In the diplomacy of Eurasian region, China adheres to the attitude of strengthening practical cooperation, which will improve the situation of mutual benefit and win-win situation. Through economic complementarity, China's relations with its neighbors have been transformed into a pragmatic and cooperative attitude, which will create a community of mutual benefit and win-win interests.

3.3. Promoting the development of "one belt and one road"
The concept of justice and profit of Silk Road merchants is based on integrity and justice. By studying the concept of justice and profit of Silk Road merchants, China's ideas, ideas and practices have been understood and supported by many regions and countries. The fundamental reason why such an effect can be achieved is that the strategic objectives of China and other countries in the region are consistent. Through solidarity and help, we can guarantee the country's political stability, economic development, national prosperity and national rejuvenation. Therefore, both China and Eurasian countries are at a critical stage of development. Faced with unprecedented opportunities and challenges, the whole region has made great achievements, which is inseparable from the concerted efforts of all countries. In the operation of the economic system along the way, our country must unite all forces that can be united, so that we can better develop the economy. Therefore, we can promote the friendly development of "one belt and one road" through studying the Silk Road merchants' sense of righteousness and profit.

4. Conclusion
The concept of justice and profitability of Silk Road merchants is an important part of Chinese traditional culture, which has very important theoretical research significance and practical value. The concept of justice and profitability of Silk Road merchants under the big data assisted technology has nourished the rich philosophy of the Chinese nation and laid a solid foundation for the development of contemporary ideology and culture.

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