

The Golden mean and ESG sustainable development practice: A study from the Confucian cultural perspective

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Abstract: From the perspective of Confucian culture, this article explores the relationship between the Doctrine of the Mean and the sustainable development concept of ESG (environmental, social and governance), as well as the guidance and inspiration of Doctrine of the Mean on the sustainable development practice of ESG. This article first introduces the basic content and connotation of the Doctrine of the Mean, then analyzes the intrinsic connection and fit between the Doctrine of the Mean and the sustainable development concept of ESG, and finally discusses the guidance and inspiration of the Doctrine of the Mean for the sustainable development practice of ESG. This article believes that both the Doctrine of the Mean and the sustainable development concept of ESG emphasize seeking balance and coordination in multiple dimensions such as environment, society and governance, and avoiding going to extremes or one-sidedness; they both focus on long-term and overall interests, rather than immediate and sectional interests; and they both embody the core values of Confucian culture, such as benevolence, righteousness, etiquette, integrity, etc. Therefore, the Doctrine of the Mean can provide the profound cultural foundation and value support for the sustainable development concept of ESG, as well as the good guidance and inspiration for the sustainable development practice of ESG.

Key words: Doctrine of the Mean, ESG concept, sustainable development, Confucian culture

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