HOW DO BUSINESS MANAGERS GUARD AGAINST THE CONSPIRACY OF

"FEMINISM"

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ABSTRACT

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This study focused on investigating managers and how to guard against the "conspiracy" of "feminism." With the global attention on the "Me-too Movement," and (JD.US) CEO, LIUQIANGDONG, a suspect of alleged sexual assault crimes in the United States. A thorough analysis was performed by this research and had found that the JD incident with the CEO was not purely a rape case. There has been speculation that the incident may have been a trap or a conspiracy put into motion by others. For this study, it was imperative to attempt to avoid the excessive threats of "feminism." Due to the frequent publicity of the me-too movement, especially with the voices of many celebrities and stars, some unscrupulous people have been trying to take advantage of the situation. As a result, many questions arise: How do employees properly communicate with business managers, conduct everyday communication, express equality, and with collaboration between the opposite sex; How can managers avoid any incidence of conspiracy while managing "employees." It has become vital for managers to safeguard their interests and safety, strengthen the awareness of the red line and the bottom line between right and wrong, and to prevent any unintended incidents in the workplace. This research aimed to provide a guideline to improve business or corporations to become more aware and increase their authority of proper behavior, analyze potential problems from various perspectives, and to explore the best possible solutions to help avoid simultaneous reconciliation and disadvantages.

Keywords: Feminist, Trust, Communication, Temptations, Murphy's Law

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1. Introduction

1.1 Background of the Study

With the development of human thought progress and then the Internet, information and communication technologies have continued to bring us convenience. In today's new media era, group resentment spreads continues to ferment and spread rapidly through network public opinion, thus becoming a negative public opinion and negative public opinion on the Internet (Pei-tao, Shan, & Meng, 2015). This study will use the Me-too Movement impact on (JD.US) CEO Sexual assault case to study this research.

Follow the case report, On September 2, Richard Liu was arrested in Minnesota for allegedly infringing on female college students. As of December 22, the incident lasted for more than three months, Jindong stock to 20 U.S. dollars, the cumulative decline of zbout36%, this year has fallen about55%, the market value fell to 14.7 billion U.S. dollars, Richard Liu's net worth has also shrunk by more than 2.5 billion U.S. dollars, or about 17 billion yuan (Ma, 2018). Richard Liu has been caught in the whirlpool of public opinion. However, the U.S. police and the prosecution have still not given the results of the investigation, but have repeatedly stressed that "the case is highly complicated." However, the occurrence of these event observers who are concerned about sexual assaults unanimously believes that the case exposed the J.D. Group's great fate.

In general, Feminism has undergone three stages of development, laying an important foundation for the fourth stage of the movement in the new era.

Fourth-wave Feminism is "defined by technology," according to Kira Cochrane, and is characterized particularly by the use of Facebook, Twitter, Instagram, YouTube, Tumblr, and blogs such as Feministing to challenge misogyny and further gender equality (Zerbisias, 2015).

A famous movement in recent times is called "Me too." The Me-Too movement (or #MeToo movement), with a large variety of local and international alternative names, is a movement against sexual harassment and sexual assault. The movement began to spread virally on October 2017 as a hashtag on social media in an attempt to demonstrate the widespread prevalence of sexual assault and harassment, especially in the Workplace, sexual harassment has a strong damaging impact on firm value.

1.2 Problem of the study

Gender equality is not only a sign of social progress but also an important condition for socially sustainable development. The foundation of gender equality lies in people's concept of gender equality. Because the concept of gender equality can directly affect the behaviors and relations between the sexes in family, labor market, and social life, Only when people generally recognize that gender equality is necessary can the reality of gender inequality be substantially improved (Zhu&Li, 2015), According to the research and analysis of this paper, three problems are made:

1. How to set up an untouchable "red line" and don't cross the bottom line to prevent the occurrence of the problem.

2. How to better avoid the impact of the utilize feminist movement's conspiracy on managers.

3. Combining murphy's law to analyze the generation of feminist conspiracy.

1.3 Objective of the study

Using case studies and the historical development of Feminism, combined with how to avoid some contradictions or "conspiracy" between business managers and corporate employees and leaders, on the basis of historical background, how to discuss better ways to get along from the long-term "strong" contradiction between female vulnerable groups and males. Put forward my own suggestions and opinions.

This study declares that the views do not represent the connivance of such cases and the justification of the wrongdoing of the parties. Through the analysis and research of this case, we can find a better way to avoid them.

1.4 Importance of the Study

This study provides references and Suggestions for avoiding the use of media and hot social topics as a medium for conspiracies to spread maliciously and cause negative influence and harm to managers. It is also of great significance to the future social development to improve the environment of mutual lack of trust and communication and to improve the good communication environment between the sexes. Analyze how to avoid and prevent the analysis of various situations on how to improve the managers' awareness of daily affairs and work. How to handle the normal exchanges between the upper and lower levels, equal cooperation, clear division of labor, This study will analyze according to the J.D. case study, identify the problem and propose a solution.

1.5 Scope of the Study

This paper mainly uses the method of literature research to analyze how to prevent and avoid temptation and conspiracy in the work of business managers. Tips for promoting self-control and resisting temptation. Under the

influence of the massive voices of female victims of today's me-too movement. How to improve the safety of business managers to protect themselves, which can provide beneficial Suggestions for future personal development and a healthy working environment.

2. Literature review

2.1 Feminist Historical Process

Feminism is a range of social movements, political movements, and ideologies that share a common goal: to define, establish, and achieve the political, economic, personal, and social equality of the sexes (Encyclopaedia B, 2019). Feminism has reached a new stage. Due to the influence of historical factors, society has given priority to male views. Females are treated unfairly in such a society. They must strive to create equal education and social status for women as men (Lasser C, 2016). Due to long history, sexual politics under patriarchy is as pervasive in Black women's lives as the politics of class and race. We also find it difficult to separate race from class from sex oppression because, in our lives, they are most often experienced simultaneously. We know that there is such a thing as racial-sexual oppression, which is neither solely racial nor solely sexual (Morgan, 2013). Millett mentioned in the theory of "sexual revolution" that if any long-term oppressed group is to be free and liberated, education must be solved first. The patriarchal system is deeply entrenched because it is more about the fixed personality structure, behavioral patterns, and thinking postures of women that are invisible to males' infiltration, rather than some kind of random-easy politics system. Therefore to achieve a complete revolution lies in a change in social ideology (Zhang, 2019).

The Me-too movement is derived from the historical feminism process. We are not sure the J.D. incident directly impacts this movement, but we cannot deny the possibility of existence. This movement is very important for the development of human thought and health promotion (O'Neil, Sojo, Fileborn, Scovelle, & Milner, 2018). Combined with the case study, I think there is a possibility that some people use sexual or other methods to induce or seek some interests, which poses a threat to business managers and has a bad influence on work and daily life. Their purpose may be for money or to discredit the entire company and managers. The feminist movement is an important development process that advances human progress; however, too rapid and too radical development will lead to backfire under the leadership of a long-term patriarchal society. Psychological imbalance and too radical will lead to the breeding of some conspiracy. (Many) Women's long-term experience of being degraded and shamed makes this kind of news immediately resonate and summon similar memories. This is the law of many women's issues, and (most) men are indifferent. They feel that they have nothing to do with themselves. They even feel that they have been

accused of sexual assault and harassment. They feel that they are in danger of being accused. Therefore, it attacks the "me-too" movement (Chang, 2018). Cause a series of controversies in society; The discussion has since left the confines of social media and entered mainstream media, businesses, schools, and government (Boyle & Cucchiara, 2018).

2. 2 Trust Each Other

The criteria for judging the "most beautiful distance" of the upper and lower levels include whether it is beneficial to the effective communication between the superior and the subordinate, whether it is conducive to maintaining the authority of the leader, whether it is conducive to maintaining a harmonious relationship with colleagues, and whether it is conducive to improving organizational performance. Keep the "most beautiful distance" between the upper and lower levels: the superior needs to pay attention to personal privacy; in working hours, it is impossible to reverse the relationship between the superior and the lower; even if the distance between the upper and lower levels is adjusted; the lower and upper levels should pay attention to the measurement in daily life (wang&yuang, 2019). Trust is a difficult attribute to measure and a delicate dynamic to maintain. It varies by degree, from leadership to employees, from employees to superiors, from department to department, and from coworker to coworker. Trust takes a long time and much effort to develop, but only one event to diminish it or eliminate it completely (Why Trust Matters in the Workplace, 2019).

According to the case, after the damage to Richard Liu 's personal reputation, there are public opinion questions, JD.com does not have a "number two," Richard Liu's personal behavior and JD.com highly bound, there is a high risk to the company (Ma Cheng，2018).

Trust Them Firs, Human beings have a deeply-rooted tendency toward reciprocity. We are naturally inclined to want to do favors, give gifts, and work to promote those who have done these things for us in the past. And the same holds true when it comes to trust—we are more likely to feel we can trust someone who has trusted us first. So, assign tasks and projects that reflect this trust. Socially, share personal (but appropriate) stories, talk about your struggles and challenges, let them see you're fallible, that is a human side. Allowing yourself to be a bit vulnerable is a great way to project warmth (Heidi, 2014). Proper display of some privacy is also possible to express some of their own want to express things. Let those with evil intentions use your privacy to create a conspiracy.

2. 3 Communication

We usually treat daily flirting as sexual flirting. From different perspectives, the difference between subtle and direct flirting indicates the difference between two different communicative behaviors, especially between superiors and subordinates. In fact, even the most subtle flirting is sexually suggestive (Jagadheeswari, Priya, & Gayathri, 2019), So when we communicate with others, pay attention to ways and means.

Communication barriers between superiors and subordinates.

(1)Due to the different social environment and status of superiors and subordinates, their roles in enterprises are also different. From the perspective of the superior, he enjoys the rights to bring convenience, expects every employee to obey his command, the fear of his majesty, which may make the enterprise to produce the phenomenon of "centralized" this is not conducive to the development of the enterprise from the Angle of the summer, due to the superior, inferior may not dare to say what he thinks, and to get the promotion of superiors and reuse, and even casual echo superior, eventually lead to incorrect decisions.

(2) Personal factors of junior employees, some employees for the smooth work and promotion opportunities, will be non-indiscriminate to please the superior, even if the superior made a wrong decision also do not try to rebut, see the interests of the enterprise is damaged. Some employees, due to personality reasons and concerns about the future, are always timid in the face of superiors, willing to agree to all kinds of unreasonable boss requirements, ultimately leading to communication barriers between superior and subordinate more serious (Lu, 2016).

Enterprise leaders should strengthen two-way communication with subordinates. Two-way communication between superiors and subordinates has a positive impact on the trust of subordinates to superiors. Therefore, when communicating with subordinates, leaders should pay attention to cultivating an open communication atmosphere, that is, a two-way communication atmosphere. This can go a long way toward enhancing the level of trust in the organization (Han,2016). It is crucial that communications should be done clearly, efficiently, and accurately because it can have a great impact on a person or a company's reputation and credibility, and will definitely say a lot about its level of professionalism (Mahajan, 2015).

2.4 Temptations

We are all frequently faced with situations in which we must exercise self-control, whether deciding not to eat an extra piece of cake or working over the weekend instead of going out with friends. Self-control has been recognized

as a prominent component of well-adjusted behavior and a contributing factor toward the attainment of long-term goals. Therefore, it is not surprising that self-control has been the focus of research in many fields.

We call these temptations wrongdoing (D.W.) and wrongdoing (NDR). We think that when individuals face temptation, they may succumb to it, either because of the motivation to approach pleasure or the motivation to avoid pain (Ein-Gar., & Sagiv, 2014). We consider the Seven Deadly Sins of history - gluttony, greed, lust, sloth, envy, pride, and anger. We review research that indicates how giving in to each of these temptation domains is linked to low self-control (Burkley., Burkley., Curtis., & Hatvany, 2018).

In our textbook Motivation Science, we use a rider's analogy on a stubborn mule to demonstrate the nature of self-control dilemmas (Burkley & Burkley, 2018). In this analogy, the untamed mule represents the "pull" of our impulses and desires. Whenever we want something or want to do something, we feel an urge. Choosing the immediate desire implies "giving in" to the temptation and failing at self-control, whereas successfully using self-control involves choosing the long-term goal. This option provides less momentary pleasure but is ultimately more consistent with goal achievement (Baumeister, 2019). Which "lure" people away from their longer-term goals in favor of immediate pleasure. Relatedly, most goals tend to be things people want to achieve, such as making new friends, acing a test, or establishing a regular exercise routine. People also clearly have avoidance goals, activities people want to stop doing, or situations that people want to avoid.

Discussing erotic temptations, according to this study, is also a temptation, Especially between different sexuality. We usually treat daily flirting as sexual flirting. From different perspectives, the difference between subtle and direct flirting indicates the difference between two different communicative behaviors, especially between superiors and subordinates. In fact, even the most subtle flirting is sexually suggestive (Kozin, 2016).

Combining with the case of Liu Qiangdong's sexual assault, it is not difficult to find the existence of a conspiracy. Capital is heartless, unintentional, bloodthirsty; they have no morals, only interests, any celebrity image may become their victims, these interests may come from the lure of money and pornography, and so on (Wood, Anderson, & Richards, 2019).
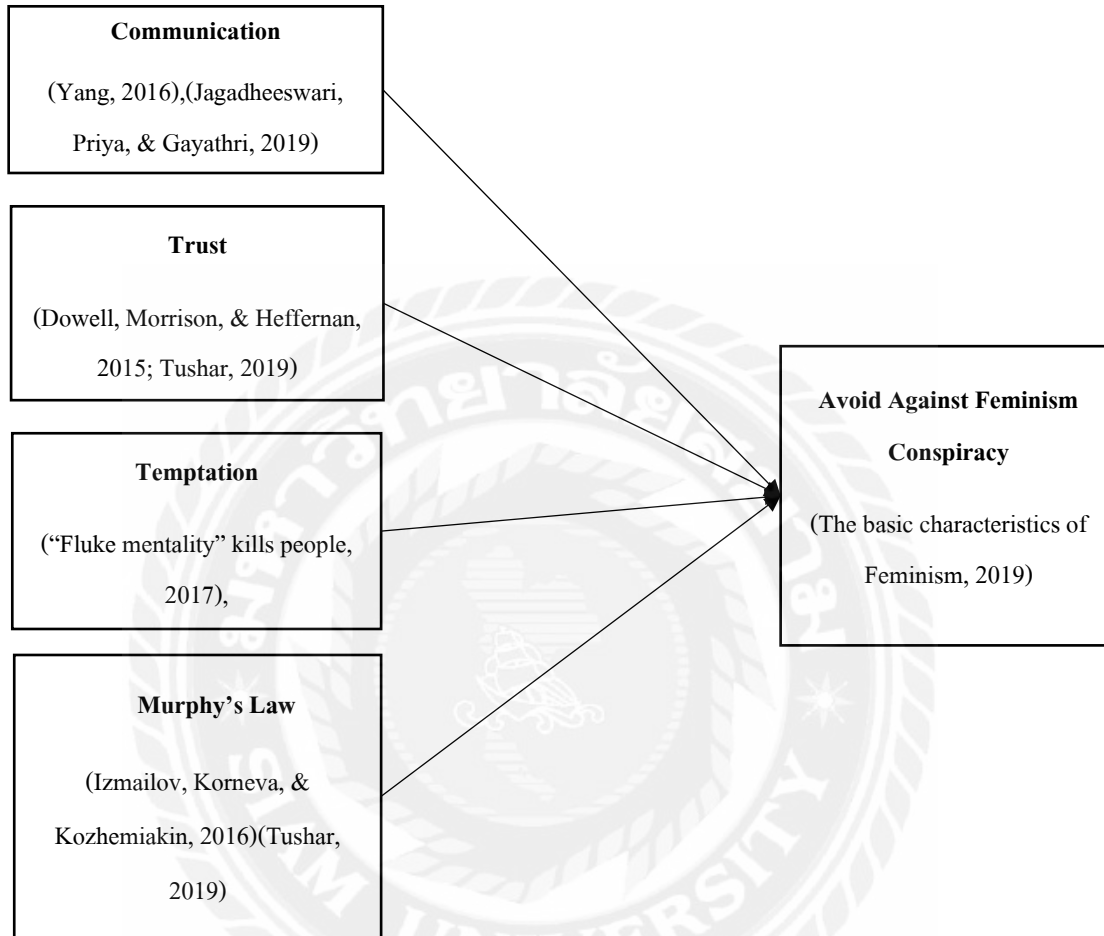
2.5 Murphy's Law

If that bad thing is likely to happen, no matter how small it may be, it will always happen and cause the greatest possible loss. "This is the famous" Murphy's Law "(Stojkovic, 2017). "Murphy's Law" was born in the middle of the 20th century. This is rapid economic development and the continuous advancement of science and technology. We

can change the face of the world as we wish. All this seems to indicate that all problems can be solved. It is this kind of blind optimism that will become the inevitable weakness of us human beings. It will be easy to make mistakes and will always make mistakes. "Murphy's Law" advises people: In the face of human beings' shortcomings, we had better think about it more comprehensively and take various insurance measures to prevent accidental human error from causing disasters and losses. In other words, "saving for a rainy day" is the famous murphy's law formula (Güzelipek, 2019). In general, "error" is part of this world, just like us. Arrogance can only be used to make us ask for help. We must learn how to accept mistakes and learn from them (Zhao, Cheng & Tang, 2016). Let every failure you make become your ladder to success.

3. Finding

Communication	
(Yang, 2016),(Jagadheeswari, Priya, & Gayathri, 2019)	

Trust	
(Dowell, Morrison, & Heffernan, 2015; Tushar, 2019)	

Temptation	
("Fluke mentality" kills people, 2017),	

Murphy's Law	
(Izmailov, Korneva, & Kozhemiakin, 2016)(Tushar, 2019)	

Avoid Against Feminism Conspiracy

(The basic characteristics of Feminism, 2019)

It is a non-controversial fact that women in society have long been in a disadvantaged historical background. The traditional social gender concept and the historical factors of the long-term domination of the society of the husband's power, the social gender role, the gender division of labor, and the conflict of the dual roles of women in society and family all result in the weak position of women (Wang, 2014). Up to now, women's basic political rights and social division of labor have not been truly protected, and women's human rights as a whole have not been truly equal opportunities. Not only are women oppressed by men, but their sexual orientation is also subject to coercion. Even some women's achievements will be deeply influenced by the male success paradigm (Sun, 2017).

For example, gender discrimination in the Workplace, which is now prevalent among women, is especially prevalent among young unmarried women. Employers' reluctance to bear the losses caused by their future maternity

leave is the main motivation for gender discrimination in the Workplace (The basic characteristics of Feminism, 2019). Due to the emergence of discrimination, social public opinion chaos, often produce some unbalanced psychology, As a result of the lack of communication, the lack of trust, there will be some temptation to conspiracy. Real realization of gender equality should not completely regardless of the physical differences and emphasize consistent between men and women, more should strengthen material benefits on equality of men and women, should not emphasize their chips when an old-world system was destroyed, and the new value system has not yet been established, the most prone to cross-flow of desire (The pitfalls of Feminism, 2016).

With the development of the Internet, Internet violence has become one of the influencing factors for men, especially for men with certain social influence (Liang, 2016). What is more prominent are some "self-media", the weak public opinion of women's interests that viciously exaggerates and attacks you for male hegemony and sexual harassment, and attacks the male group arbitrarily without taking facts as the basis, resulting in the situation that there is no right or wrong, and public opinion is one-sided (Wei, 2018). Due to the development of the Internet and the progress of human thinking, there is a lack of communication between men and women. In daily and work situations, daily flirting is usually regarded as sexual flirting, especially between superiors and subordinates. With the rise of the me-too movement, using its influence to make even the most subtle flirtations is known as sexual innuendo (Jagadheeswari, Priya, & Gayathri, 2019). We should take "gender" as the topic of communication and discussion, improve the authenticity of their media reports on events, prevent irrational deviation of social consciousness (Yang, 2016). Lack of communication creates mistrust and a Lack of emotional and cognitive trust (Dowell et al., 2015). Everyone has the psychology of awe, but with a certain satisfaction of material spirit, people tend to lose themselves (Keltner, 2016). Fluke mentality, fluke behavior has a very strong corrosive and infectious, see others lucky success, want to follow suit, resulting in the temptation to resist, unable to control the selfish desire ("Fluke mentality" kills people, 2019). Then someone will use your fluke mentality to lure you into creating some conspiracy.

4. Conclusions

For the vulnerable groups of women, the more society emphasizes that they are vulnerable, the more likely they are to suffer. Gender should not separate the strong from the weak. People are made up of two parts: body and mind. Because we ignore the psychological and mental differences between the sexes, it's limited to the strength of the body. Because the definition of strong and weak between the sexes is also very vague, society is defined as a weak group because of the gender difference. Therefore, society thinks they are a vulnerable group in the subconscious state of

mind. Need to be protected from the truth. After the event's occurrence, public opinion overwhelmingly condemned the solid thinking of men and covered up the truth. It gives rise to people who deliberately attack or discredit them based on facts. In combination with murphy's law, the plot's consequences are certain to occur if you keep moving in a bad direction. Because society lacks the correct value idea, it causes social bias. Fostering mutual distrust, especially the lack of cognitive trust, deepens our fluke mentality and loses our inner sense of red lines and the bottom line, not to mention our innate awe. Therefore, the conspiracy of similarity trap will occur more and more frequently in the society, such as the incidents cited by Ben, some malicious people induce wrong public opinion by means of Internet violence, so as to cover up the truth of the fact, and the bad factors expand and lead to the outbreak of the probability of bad results in murphy's law.

Therefore, business managers take history as a mirror, constantly examine themselves, strengthen the awareness of prevention and crisis. If fluke mentality, unable to control the selfish desire. In the night of neon lights, it is not easy to reflect on what you have been paying for today. Constantly look for patterns in mistakes. Let managers constantly think and consciousness, so as to train managers a self-reflection and self-restraint of the virtuous circle. In this way, the good factors of murphy's law are strengthened, and the bad ones are reduced.

5. Recommendations

The bottom line is the dividing line between the qualitative change of things and the warning line of doing things. No matter entrepreneurs or enterprise managers, they should not only shoulder the responsibility of enterprise management but also shoulder the social responsibility of enterprises. Management master Peter Drucker stressed that the core of management is a responsibility. Responsibility has three connotations: one is to create performance; Second, do good deeds; Third, do no evil. If you can't do the first two, then you must do the third, which is not to be evil. As an enterprise, it is true that it is driven by the nature of profit, but in the context of profit, it should still stick to the most basic "bottom line of management," that is, the bottom line of "don't be evil." Adhere to the basic bottom line of management, adhere to the basic values of life, always cherish the "awe," "Thanksgiving heart," and "enterprising heart," this is the contemporary every entrepreneur and enterprise managers in the management practice should be a positive way of doing things. In this way, when the quality of managers improves, fluke mentality is reduced, and the ability to distinguish and reject temptation is naturally reduced. The topic of sex and society and get along will be better and better, combined with murphy's law to minimize the harm of existence.

The study most of the information from the present study, due to the emotional change between the sexes is not controllable. The continuous development of society, Can not fully prove who is the real victims, to the social cultural difference may cause the problems of deviation, hope in the future development of continuous discovery and combined with different cultural background, How do business managers guard against the conspiracy of Feminism to get along better opinions and views between the sexes. In this way, when the quality of managers improves, fluke mentality is reduced, and the ability to distinguish and reject temptation is naturally reduced. The topic of sex and society and get along will be better and better, combined with murphy's law to minimize existence's harm.

In the case of the study, this paper uses a single case study. There are some limitations the only reaction may occur in a specific environment and background because the case happened in China, the social nature also can cause some difference, need to improve further and contrast, for the managers to read this, offer some Suggestions and for the study, suggested that work together to optimize social media public opinion to strengthen the self-management, Combining murphy's law, make good factors constantly expanding, the bad factors narrowing.
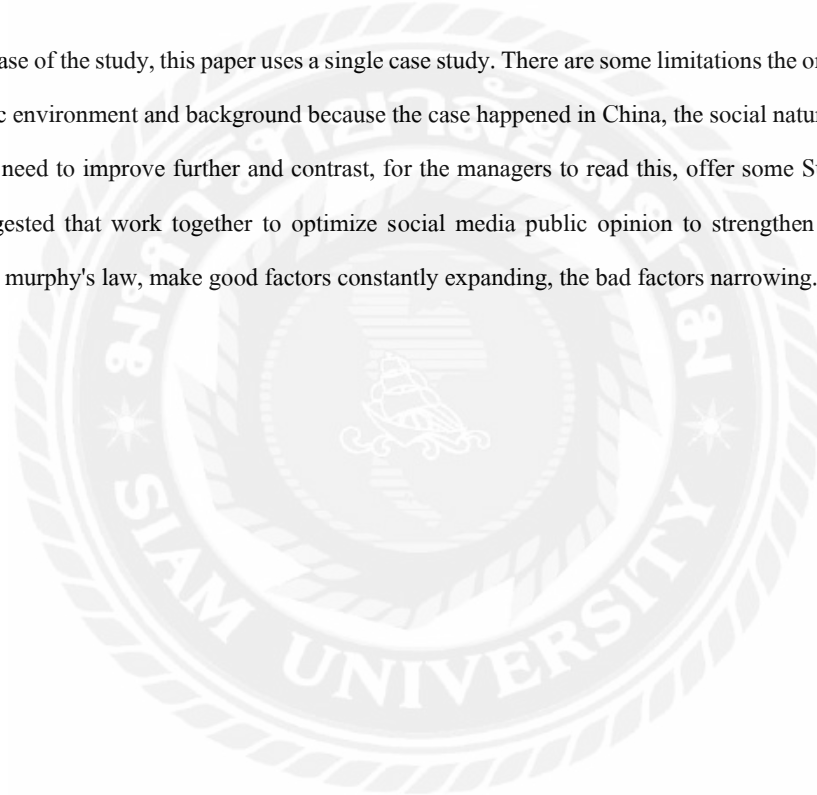
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