

# **Research on the Influence of Enterprise Culture Innovation on Enterprise Management Innovation**

**Faqlang Cui**

Shandong Institute of Commerce and Technology, Jinan, Shandong, 250000, China

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**Abstract:** This paper firstly outlines the definition of enterprise management and corporate culture, introduces the necessity of corporate culture innovation, analyzes the key points of enterprise management innovation, and finally puts forward the influence of corporate culture innovation on enterprise management innovation, to provide a reference for those in need. "Innovation is the source and driving force of a country's development." For companies, innovation is also crucial. With the rapid development of the social economy, enterprises must actively develop and innovate in order to gain more competitive advantages. Then, corporate culture innovation is the most critical in enterprise innovation, which can promote the innovation of enterprise management and improve the overall management level of the enterprise.

## **1. Definition of corporate management and corporate culture**

### **1.1 Definition of enterprise management**

In a broad sense, enterprise management mainly refers to the activities related to the control and organization of business operations, and the design of corporate management content to a number of business functions, such as control, organization, command, and planning. Enterprise management specifically includes management content such as human resources, production and sales, and organizational structure. Compared with traditional enterprise management, modern enterprise management attaches great importance to all influencing factors of corporate goals, as well as cultural construction within the enterprise. Corporate culture is an indispensable part in corporate management.

### **1.2 Definition of corporate culture**

The emergence of corporate culture comes from the fact that enterprises are groups of people that are realized because of the realization of business management objectives. Therefore, culture is often formed in the invisible. In addition to being positive and negative, many cultures require positive cultural content and are not negative cultural content. The emergence of corporate culture is intended to effectively solve the cohesiveness problems required for the survival and progress of enterprises, so that a generally recognized management model can be formed within the enterprise, thus reaching a certain consensus. Only then can the enterprise be able to The relevant values are developed. Therefore, whether they are enterprise employees or corporate management leaders, they are recognized as the basic concept of their corporate culture.

## **2. The necessity of corporate culture innovation**

### **2.1 Establish a good cultural environment**

The innovation of corporate culture is not only the knowledge culture, but also the culture of honesty, the culture of service level and the core value. Under the influence of these cultural innovations, every employee within the company will have a common development direction. In fact, the development goal of a company is the goal of all employees of the company. This positive development is an act that can influence each other. In such a good environment, communication between employees can more or less affect others, enabling enterprises to form a good cultural

atmosphere.

## **2.2 Strengthen the cultural awareness of employees**

In fact, the main factor affecting people's thinking is cultural awareness, which directly determines people's future development direction and work conditions. Innovate the corporate culture, make appropriate adjustments through the basic connotation of corporate culture, strengthen the cultural awareness of employees, and guide employees in cultural communication. Consciousness belongs to the category of intangible state. In the process of business management, cultural awareness requires employees to actively learn and take the initiative to know themselves. It also needs the constant vehicle of the enterprise. Under the premise of fully understanding the corporate culture, the employees can always Remember the corporate culture, and slowly form a corporate culture awareness.

## **2.3 Improve the efficiency of internal management**

After a long period of study, each enterprise employee has firmly remembered the basic connotation of corporate culture. This cultural communication easily leads to a unified ideological connotation of employees, enabling them to maintain a unified ideological will. In the process of enterprise development, all employees have the same idea, the same development goals and the same direction. Using this ideology can not only improve the internal management level of the enterprise, but also reduce the management problems arising from ideological conflicts. Maximize the unification of management and scheduling.

## **3. Key points of enterprise management innovation**

Generally speaking, when companies are innovating their own management models and management systems, they must pay attention to the following points: First, strengthen people-oriented management. In fact, management does not restrict the behaviors and thoughts of others, and requires all employees' behaviors to be carried out in accordance with the standards of the enterprise. Instead, employees are allowed to give full play to their personal views within a reasonable management scope. In order to achieve enterprise management innovation, the most important thing is to strengthen people-oriented management, formulate a humanized management model, and reduce the enterprise's constraint management of employees. For enterprises, they must actively adopt new management methods, such as self-management, etc., so that enterprises can play an important role in the work of employees. In the process of development, the vital interests of each employee are the key points, and the work of employees The idea is centered. [1] Employees are an indispensable part of the enterprise and the premise and basis for achieving sustainable development. Therefore, in the daily management process of the enterprise, it is necessary to keep abreast of the actual development of the employees of the enterprise and strengthen the management of people-oriented. Second, improve the level of self-management. The reason why enterprises implement self-management is not only to trust employees, but also to fully exploit and utilize the potential capabilities of employees. In the process of enterprise management innovation, improving the self-management level of enterprises can fully play the important role of employees in the development of enterprises, so that employees can invisibly regard self-management as their own rights and obligations, and put their work missions into self-management. on. At the same time, such awareness can combine the interests of employees with the interests of enterprises, which not only can improve the self-management level of employees, but also enhance the sense of responsibility of employees to enterprises, and thus promote the sTable development of enterprise management to a large extent.

## **4. The influence of corporate culture innovation on enterprise management innovation**

Corporate culture, in simple terms, is the formation of enterprise employees in the development of enterprises. It has developed into the main idea of the majority of employees, and the goals and

beliefs related to enterprise development that are followed by employees are in the management of enterprises. Corporate culture is critical. Corporate culture involves the innovation of content, which is the focus of corporate management to maintain a strong creative thinking ability and adaptability. [2] Generally, corporate culture innovation will affect many aspects of enterprise management innovation. The reason for this situation is that the corporate culture has been fully integrated into the business management, and management innovation must be provided by various cultural innovations. Thrust, thus gradually forming a main driving force to promote its stable development.

#### **4.1 Change the thinking of business management**

The existence of a company is closely related to the management objectives. The main function of management is to enable the company to maintain a certain quality while achieving its business objectives. As far as enterprise management innovation is concerned, its essence is to improve the management level of enterprises as the main goal, which is also the main idea of enterprise management innovation. And to innovate the corporate culture, under the premise of strengthening the actual development of the business, and looking for the development of corporate culture concepts that are compatible with the future development of the enterprise. To innovate in corporate culture, we must fully consider the overall development goals of the company, and must have certain scientific and effective. In recent years, China has achieved satisfactory results in economic development, and its management efficiency has been continuously improved. With the emergence of the era of knowledge economy, it will inevitably have a comprehensive impact. The human factor in enterprise development is quite important. Therefore, the role of corporate culture must be paid attention to. Nowadays, the competition between enterprises is becoming increasingly fierce, and the competition has begun to develop into competition among all its links, especially between high-quality talents. The specific requirements of talents for enterprises are not only the actual situation of developing potential capabilities and economic profits, but also the corporate culture. As far as the current situation is concerned, enterprises need to make appropriate adjustments to their entire management model, minimize the rigid rules of the mechanism, and encourage and infect employees with an effective corporate culture, so that students can actively provide some development for the enterprise. risk. Only in this way can we fully play the important role of the enterprise management system, so that it can develop in the direction of enterprise stability. [3] and corporate culture innovation is also fully reflected in the external management of enterprises. If the market environment is relatively loose, corporate culture innovation mainly focuses on tolerance and openness, which is related to the upper and lower parts of the enterprise processing production chain. A cooperative relationship to build a diversified communication channel. If the market environment is quite deteriorating, corporate culture innovation will focus on cohesion. Different management will pay attention to the internals of the enterprise, continuously explore the potential capabilities of the enterprise, and fully utilize the potential capabilities of the enterprise from the management path innovation, and the main tasks of external management. And is the competition between enterprises.

#### **4.2 Improve the work level of employees**

In any enterprise, various development problems will inevitably occur in development, such as differences in nature, differences in development direction, and differences in objectives. Therefore, each enterprise has differences in corporate culture and has unique development characteristics. For example, in terms of the service industry, it focuses on the satisfaction of consumers, so its corporate culture mainly reflects the culture of integrity and service culture. As employees in the service industry, they generally understand the personal emotions of consumers and provide consumers with a good experience. As far as the design industry is concerned, it pays attention to the research and development and application of products, so its corporate culture mainly reflects collaboration and innovation. As the employees of the design industry, they usually combine the cultural forms of the company itself, pay attention to the main audience of product research and development, and according to the actual needs of these audiences, carefully design products that

meet their needs. Adapt to the enterprise development model and simplify all aspects of enterprise management. After feeling the corporate culture, employees can effectively complete their work. In fact, no matter what enterprise, in the development, it will produce a culture that belongs to oneself. Under the premise of active development and innovation, the corporate culture will change the ideological understanding of the employees within the enterprise, which is the development goal and enterprise of the employees. The development goals are the same and are closely related to the actual development of the company. For employees, only by closely linking their personal interests with the overall interests of the company, they will produce work enthusiasm and work enthusiasm, and self-motivation must complete the work content as much as possible. [4] This idea fully reflects the improvement of self-management efficiency, and can do all the best efforts to complete the work without the help of colleagues.

#### **4.3 Innovation Management Model**

I believe everyone knows that the business management model is directly related to the actual management of the company, and it is very similar to the corporate culture because of the objective influence of external factors. Corporate culture belongs to a system with strong integrity. All functions and business development in business management must be driven by management and culture. The first problem that must be solved in corporate culture innovation is the level of execution of business managers. However, the way to achieve it is not a one-step process, but is gradually formed, and the main management purpose of the enterprise is also carried out around these contents, and the methods are not indirect. Through corporate culture innovation, not only can the level of execution of the company's work business be improved, but also the organizations that can manage the enterprise, leading to major changes in the traditional enterprise management model. Meeting the actual needs of the development of the times is the fundamental purpose of corporate culture innovation. The corporate culture must constantly innovate. What enterprises need to do is to promote the stable development of enterprises by combining corporate culture. [5] As far as China's social development is concerned, the most rapid and rapid characteristics are in the current stage. Therefore, enterprises need to adopt active methods to guide the innovation of corporate culture. Changing the enterprise management model also faces the same problem, but since management is not pursuing indirect management, it is necessary to use the soft power of corporate culture, and there will be some changes in the corporate management model. This is the impact of corporate culture innovation on corporate management. The main factor.

#### **4.4 Promote healthy and orderly development of corporate management**

Management is an indispensable environment in the process of enterprise development, and it is directly related to the normal operation of the enterprise. However, corporate culture is the foundation of enterprise management, and it must be able to operate after the employees of the enterprise are aware of the corporate culture. For the implementation of enterprise management mechanism, corporate culture innovation can create a good atmosphere. Culture belongs to an ideology-level form, which directly affects the management mechanism. Only by continuously innovating corporate culture can innovation in enterprise management mechanism be promoted. By utilizing the core values involved in the corporate culture, we can cultivate the common development awareness of employees, so that enterprises can reduce the ideological education work for employees in the management process. And the development and service concepts included in the corporate culture can, to a large extent, provide the right guidance for employees.[6] Only in the enterprise with advanced corporate culture can we better utilize the advantages of enterprise management and improve the efficiency of enterprise management.

### **5. Conclusion**

All in all, corporate culture innovation plays an important role in enterprise development. Corporate culture innovation can promote enterprise management innovation and provide a strong guarantee for the future development of enterprises. In terms of the influence of corporate culture

innovation on corporate management innovation. Enterprises must pay attention to the active battle of corporate culture innovation in business management, master the relationship between corporate culture innovation and enterprise management innovation, give full play to the important role of cultural innovation, enhance the management level of enterprises, increase the competitive advantage of enterprises, and ensure enterprises. Can develop better and better.

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