

Research on the Application of Enterprise Culture Construction in Enterprise Management

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Abstract: Among them, corporate culture is a powerful embodiment of the comprehensive strength of enterprises. In the process of rapid development of enterprises, corporate culture plays an important role in rallying the joint efforts of employees, improving work efficiency and building corporate brands. Therefore, calling for the return of human nature has become a rapidly spreading trend of the times. With the progress of society, the material life in economic life is increasingly showing a development trend of mutual penetration, mutual promotion and mutual supplement with culture. The so-called "management culture" is formed when the specific culture of a specific nation, society and cultural circle permeates and reflects the management process. It mainly refers to the guiding ideology, management philosophy, and management style of management. When facing external challenges, this internal cohesion can make the enterprise clench like a fist, forming a powerful force. With the globalization of the economy, although the transmission and transfer of production technology and organizational structure of enterprises around the world have become increasingly easy, people's behavior and values still have cultural characteristics that are difficult to change. It is precisely this that poses challenges to cultural integration among employees in cross-cultural enterprises.

1. Introduction

After mankind enters the 20th century, with the further deepening of world economic globalization, corporate competition has become increasingly fierce. Excellent corporate culture can stimulate employees' enthusiasm and creativity, promote teamwork, and enhance corporate cohesion [1]. Among them, corporate culture is a powerful reflection of the company's comprehensive strength. In the process of rapid corporate development, corporate culture plays an important role in gathering employees' joint efforts, improving work efficiency, and building corporate brands. A company's culture often includes its core values and behavioral norms, which act like a compass to guide employees in the right direction in a complex and ever-changing work environment [2]. Therefore, calling for the return of humanity has become a rapidly spreading trend of the times. With the progress of society, material life in economic life and culture increasingly show a development trend of interpenetrating, promoting and complementing each other [3]. However, once the cultural form is produced, it is relatively stable, but culture is changing and developing, in which politics and economy have a decisive influence on the development and change of culture, but this influence is realized through the contradictory movement of culture itself. Under such a big background, enterprises gradually realize the importance of management and the decisive role of management culture infiltrated into enterprise operation and management in the sustainable development of enterprises [4].

With the process of global integration, the competition among enterprises is becoming increasingly fierce, from the initial technology competition, talent competition, information competition and brand competition to the current comprehensive strength competition. The so-called "management culture" is formed when the specific culture of a specific nation, society and cultural circle permeates and reflects the management process. It mainly refers to the guiding ideology, philosophy and style of management [5]. Corporate culture enhances employees' loyalty and enthusiasm by shaping their sense of identity and belonging, which has a positive impact on

improving work efficiency and quality. This kind of cohesion not only helps to enhance employees' sense of belonging and loyalty, but also is indispensable for enterprises to enhance their comprehensive competitiveness [6]. When faced with external challenges, this internal cohesion allows the company to clench like a fist and form a powerful force. During this period, corporate culture has demonstrated comprehensiveness and integrity, corporate spirit has been widely promoted and strengthened, and corporate branding has received significant attention. The correlation between product quality, cultural content, and corporate image has also attracted great interest. The goal is to establish an excellent corporate image by enhancing corporate culture and development [7]. With the globalization of the economy, although the transmission and transfer of production technology and organizational structures of enterprises around the world has become easier and easier, people's behaviors and values still have cultural characteristics and are difficult to change, and it is precisely this, which brings difficult problems to the cultural integration among employees in cross-cultural enterprises [8-9].

2. The positive role of corporate culture in enterprise management

2.1. Building a corporate brand and enhancing competitiveness

Corporate culture is the core of an enterprise, including its core values, beliefs, behavioral norms, and working methods [10]. Corporate culture does not exist in isolation, but is closely linked to various factors such as socio-economic environment, industry characteristics, and enterprise scale. Culture is profound because it cannot be seen or touched. It is the spiritual culture that guides people's thoughts, consciousness, and ways of thinking. The system management school believes that in a complex management system, it is necessary to apply system perspectives, system analysis, and system management to management in order to achieve the desired results. As shown in Table 1.

Table 1 System Theory

| | Systems perspective | System analysis | System management |
|--------------------------|--|---|--|
| Point of view | Conceptual | Optimized | Practical |
| Method | Think | Build a model | Comprehensive |
| Organizational Subsystem | Strategic | Homework | Coordinated |
| Task | Bringing the organizational environment together | Utilize resources effectively and achieve goals | Integrate various activities within the organization |

In the face of this corporate culture, trade unions consciously engage in work, study and life according to the common values and codes of conduct of enterprises, which is immeasurable. The main management theory of system management school is that organization is an artificial system composed of several interrelated elements, and it is an open system that is influenced by the environment and in turn affects the environment. This spiritual power can stimulate employees' creativity and initiative, promote the emergence of innovative thinking, and bring new solutions and business opportunities to the enterprise. When employees can understand and implement the core values of corporate culture, they can establish harmonious interpersonal relationships and enhance their sense of identification and belonging to the company. The intensity of employee growth demand. As shown in Table 2.

Table 2 Intensity of employee growth needs

| Core work dimensions | Key mental states | Personal and work results |
|--|--|----------------------------------|
| Skill diversity mission integrity mission importance | Experience the meaning of work | High internal work motivation |
| | | High quality work performance |
| Job autonomy | Experience responsibility for work results | High job satisfaction |
| Feedback | Knowledge of actual results of work activities | Low absenteeism and low turnover |

It is helpful for enterprises to attract and retain outstanding talents, enhance team spirit, fully mobilize the creativity and initiative of employees, promote the sustainable development of enterprises and improve their competitive strength.

2.2. Optimize enterprise management and improve enterprise management level

Corporate culture is the spiritual pillar of a company's survival, as well as a comprehensive reflection of its core values, behavioral norms, and work methods. It has a guiding and constraining effect on the company's business operations. And system management theory studies organizations as a system while also viewing them as a subsystem of their environmental system. It studies how to handle the interrelationships between various departments within the organization from the perspective of the overall enterprise, ensuring the effective operation of the organization as a whole. Thomas Conflict Management Model. As shown in Figure 1.

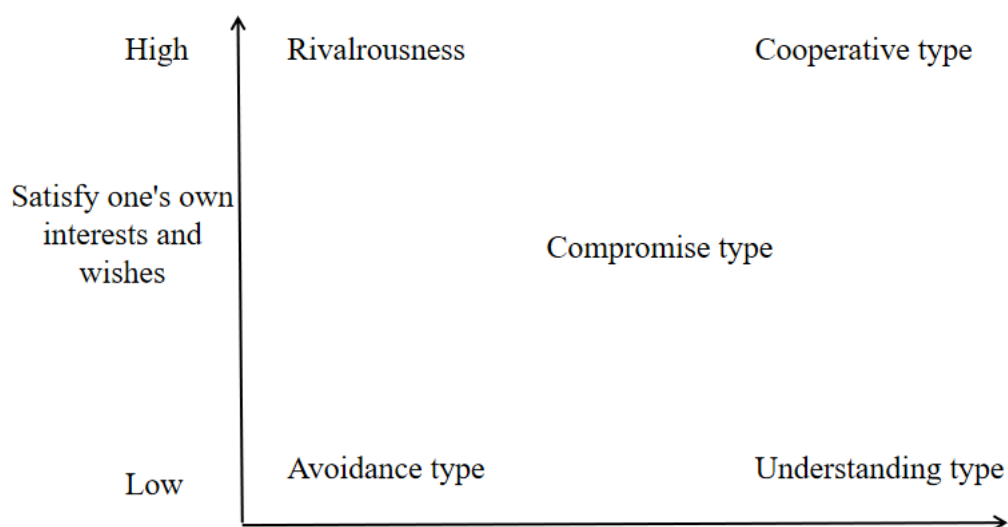


Figure 1 Thomas conflict handling model

By strengthening the standardized operation and management of enterprises, the improvement and development of company rules and regulations have been promoted, which not only improves the quality and efficiency of decision-making, but also enhances employees' sense of identity with enterprise goals. Corporate culture can not only enhance the cohesion of enterprises, but also enhance their external competitiveness, which plays an important guiding role in the sustainable development of enterprises. Under the trend of global economic integration, the national identity of culture can still be maintained, while the trend of world cultural integration is difficult to emerge. Effectively integrating corporate culture with corporate management is crucial for driving management change. Especially in optimizing and improving enterprise management mechanisms, this integration plays an important supporting role.

3. Measures to build and promote corporate culture in corporate management

3.1. Adhere to the guidance of the system Cultivate excellent corporate culture

System guidance is the basis of cultivating excellent corporate culture. Enterprise system, as an important basis for regulating employee behavior and restricting enterprise operation, must be consistent with enterprise culture. Enterprises should conduct in-depth internal discussions according to their own specific conditions and corporate social responsibilities, establish a core value system, and ensure that everyone can accept and abide by it. China's cultural model was mainly created and developed in the closed land of the Yellow River Basin. Its main structure is

individual agriculture and patriarchal family. Compared with the beginning of the enterprise, the members of cross-cultural enterprises at this time have not only formed brand-new values beyond their respective national cultures. Moreover, while retaining their basic values and beliefs, they have formed a whole new value system. The process of transforming needs into motivation and then using motivation to govern actions to achieve goals is called goal motivation. For example, by establishing incentive mechanisms based on corporate culture, employees can be encouraged to actively participate in corporate decision-making and innovation activities, enhancing team collaboration awareness and execution. Corporate culture is a constantly evolving process that requires both inheriting the excellent traditional culture of the enterprise and constantly innovating to adapt to the trends of the times and the requirements of enterprise transformation.

3.2. Take multiple measures to enrich the path of cultural construction

Corporate culture is the soul and core competitiveness of enterprise development, and enriching corporate culture requires multiple measures. This means that a company's culture cannot just be spoken about, but should be incorporated into the company's daily operations, decision-making processes, and employee behavior. In the process of enterprise internationalization and economic globalization, in order to achieve effective management, it is a basic condition for managers to have cultural sensitivity and cross-cultural skills. Although the adjustment, transformation or reconstruction of culture can be said to be the most distressing thing, and globalization has not always brought positive effects to mankind, if you refuse to adjust, transform or reconstruct, the consequences of going against the trend will be What's the matter? This is what people don't want to see. In the relationship between people and enterprises, people-oriented means that enterprises should not only pay attention to respecting people, caring for people, providing equal opportunities and stages for people's development, but also make the development achievements of enterprises benefit all employees and strive to make people get what they want and constantly promote people's all-round development. This deep integration of culture and management will help to build an open, inclusive and innovative organizational environment and realize the common improvement of corporate culture and corporate management efficiency. Enterprise leaders should practice enterprise core values, become role models and leaders of employees, guide employees to establish correct cultural concepts and behavior patterns, and promote the development and progress of enterprise culture.

4. Conclusions

In the process of enterprise management, the role and status of corporate culture have become increasingly important. Based on the understanding of cultural commonalities, establish a shared business philosophy and a strong corporate culture for the company according to environmental requirements and strategic needs. Enterprise management culture, especially excellent enterprise management culture, requires enterprises to repeatedly explore, innovate, summarize, refine, and improve in the long-term business practice process in order to form distinctive advantages and form strong cohesion, centripetal force, and competitiveness, which become the core competitiveness of enterprises. Corporate culture construction is not only the embodiment of corporate spirit, but also the key to promoting management innovation and improving efficiency. These differences require managers to face not only conventional cultural variables, but also management problems caused by cultural differences. Corporate culture is the key to improving a company's competitiveness. In today's highly competitive market, a company's competitive advantage comes not only from the quality of its products and services, but also from its core capabilities. An operating enterprise must establish an appropriate cross-cultural management model through cross-cultural identification, understanding, participation and integration, consolidate and strengthen its competitive position, and ensure the ultimate realization of the enterprise's strategic goals.

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