

Research on the Impact of Corporate Culture Innovation on Enterprise Management Innovation

Jingfu Lu, Yifan Lai, Zhigang Wang*

Zhuhai College of Jilin University, School of Business Management, Guangdong Guangzhou, 519000, China

*624098747@qq.com

Keywords: Corporate culture; Enterprise management; Innovation; Impact research

Abstract: With the continuous change of China's economic situation, enterprises should also innovate their internal management in line with the development of the times. Therefore, it is essential to establish a correct corporate culture. This paper will take the impact of corporate culture innovation on management innovation as the topic, and take the characteristics of corporate culture as the starting point, excavate the significance of enterprise management innovation and corporate culture innovation for enterprise management, and list the theoretical model of innovation mode in the process. At the same time, it finds out the specific innovation measures of enterprise culture, and summarizes the impact of enterprise culture innovation on enterprise management innovation.

1. The Characteristics of Enterprise Culture

1.1 Potential Characteristics

Corporate culture can provide direction for the future development of enterprises. Its main mode of presentation is to show the attitude of enterprises to the outside world and the way of dealing with affairs. It also includes factors such as internal management of enterprises and working methods of staff. Therefore, it does not necessarily need special objective entities to participate in it. Thus, the most prominent characteristics of corporate culture can be seen. That is potential characteristics.

1.2 Systematic Characteristics

In addition to potential characteristics, another important feature of corporate culture is its strong systematicness. At present, most enterprises regard corporate culture as the spiritual pillar of enterprise development. Therefore, a little change and transformation will have a great impact on the future direction of enterprise development. From this we can see that mature and complete corporate culture often exists in the form of a system, but also closely related to the image of enterprises in the social environment^[1].

1.3 Characteristics of the Times

With the continuous progress of the times, the overall economic environment is constantly changing, and enterprises in order to adapt to change their internal nature is also constantly advancing with the times. The above mentioned corporate culture has systematic characteristics, so in order to ensure that its system is always in a relatively complete situation, corporate culture also needs to keep pace with the times, complement each other with the business management model, and make changes to each other to achieve a balance^[2].

1.4 Humanization Characteristics

Finally, in the process of enterprise development, we should always follow the idea of people-oriented. People-oriented can be reflected in all aspects of enterprise management. The most direct way is to care about the life of employees, which is also an important step in the process of building enterprise culture system. From this, we can see that enterprise culture has and must have the characteristics of human nature. It has a profound significance to whether corporate culture can

play its full role.

2. The Significance of Enterprise Management Innovation

2.1 Promoting Enterprise Development

At present, China's market economy system is constantly improving, so the development of enterprises from the past blindly strive to improve towards sustainable development, sustainable development mode is more suitable for the future development situation. Innovation in enterprise management can help enterprises formulate more perfect development routes in the future, break through the oppression of traditional system to enterprises in the process, and create a new harmonious atmosphere within enterprises, so as to promote the development of enterprises.

2.2 Strengthening the Core Competence

The core competitiveness of enterprises is always a necessary factor for the development of enterprises, and through enterprise management innovation, the actual competitiveness of enterprises can be greatly improved. The main contents of management innovation include the innovation of management office and incentive mechanism, and the above two innovations can also help enterprises expand their tangible technology and assets accordingly. Taking Haier Group as an example, its profit increased 39% year-on-year after enterprise management innovation, and its online trading volume reached 239% growth ratio in 2017^[3].

2.3 Theoretical Model of Innovation Mode

In order to clearly demonstrate the significance of enterprise innovation, its theoretical model is listed below. Details are shown in the figure 1 below.

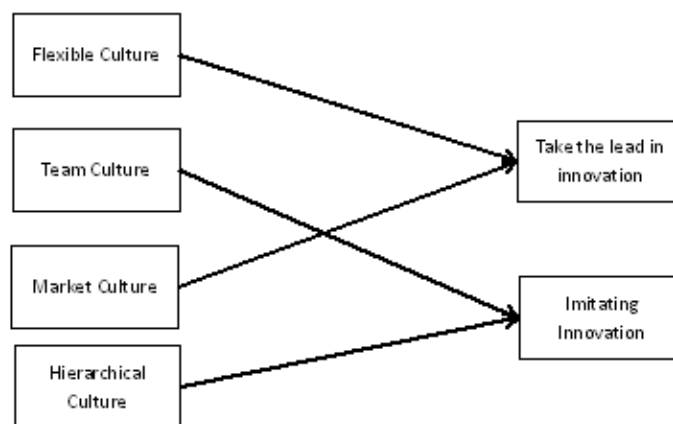


Fig.1 Model Diagram of Enterprise Management Innovation Theory

3. The Significance of Enterprise Culture Innovation to Enterprise Management

The innovation of corporate culture can help the enterprise get rid of the slower situation in the development, because the innovation of culture can help the employees to improve their working ability and play a guiding role. If the enterprise always follows the traditional enterprise culture system, the staff's thought will be solidified, which leads to the slow development of the enterprise, and actively innovating the enterprise culture is an important means to break this deadlock. Secondly, the innovation of corporate culture can help enterprises to go on the road of sustainable development. It is also because the innovation of corporate culture can help employees to have a stronger sense of development, so as to inject more vitality into the development of enterprises and increase the initiative of employees in enterprise management. Finally, the innovation of enterprise management is necessary, and the innovation of enterprise culture in enterprise management innovation is also necessary. Any enterprise, regardless of its size, needs to adapt to market competition in the process of management innovation, and adequate corporate culture is also the

key for enterprises to adapt to market competition^[4].

4. Analysis of Enterprise Culture Innovation Measures

4.1 Leadership Adjustment Thought

In order to innovate corporate culture, the leadership, as the direct decision maker, should first adjust its thinking. Really sitting down, recognizing the meaning and value of cultural innovation, striving to learn from the relevant developed enterprises in the world, while combining the real situation of the enterprise itself, at the same time achieving the one-person-oriented concept, creating a personalized corporate culture while improving the quality of employees and their own business^[5].

4.2 Combining with the specific situation of enterprise operation

The significance of corporate culture innovation in the above has been and is to optimize the quality of employees in enterprises, while changing their relatively traditional values. For this reason, it is necessary to combine the real business situation of enterprises, and to strengthen the propaganda for enterprises with relatively isolated internal information, so as to ensure that there is a perfect communication system between different departments. After perfecting the communication system, we need to pay attention to its communication content, and strive to make its communication content more high-quality and in line with the characteristics of enterprises.

4.3 Combining Human Resources Work

Finally, corporate culture innovation may have some problems in the process of full implementation for some large-scale enterprises, so it can be combined with human resources work in the process of innovation. Specific means can be based on a new management system, which can set up relevant business training projects and at the same time set up a certain incentive mechanism to deepen employees 'understanding and understanding of cultural innovation^[6].

5. The Impact of Corporate Culture Innovation on Enterprise Management Innovation

5.1 Enterprise Culture Innovation is the Pioneer of Enterprise Management Innovation

Through the above summary, we can conclude that cultural enterprise culture innovation is the forerunner of enterprise management innovation. This situation is not only reflected in the strong consistency between corporate culture innovation and enterprise management innovation, but also in the mutual influence between them. Enterprises that attach more importance to corporate culture innovation tend to be more successful in the future management innovation work. Modern enterprises also take culture as their basic point to develop.

5.2 Enterprise Culture Innovation Helps to Strengthen Enterprise Management Innovation

Enterprise management innovation can only be accomplished under the influence of a large number of related factors. Among them, the more technical enterprises involve a wider range of aspects. Therefore, modern enterprises need spiritual strength to support the above conditions, and only through enterprise culture can they promote enterprise management innovation to follow the trend of society all the time.

5.3 Enterprise culture innovation promotes enterprise strategic management

Modern enterprises often need to think about the future from a strategic point of view in the process of current development, and the innovation of corporate culture can help both managers and employees to have more clear and consistent goals for the future. It is also the connotation of strategic management that all employees of enterprises strive for the same goals. From this we can see that the innovation of corporate culture is a battle against the innovation of corporate culture. Slight management has a strong role in promoting.

5.4 Corporate Cultural Innovation Can Promote the Change of Enterprise Management Model

Finally, the innovation of enterprise culture can play a very strong role in promoting the change of enterprise management mode. The change of enterprise management mode needs the support of employees 'quality. Enterprises that break away from the traditional enterprise culture system are also more attractive to high-quality talents. More aspects are also affirmative to employees, and this way can stimulate employees more. Work enthusiastically.

6. Conclusion

Through the discussion in this paper, the significance of corporate culture for enterprise management has been preliminarily summarized. It is hoped that this way can help China's future corporate culture innovation to continue to improve, and at the same time continue to play a beneficial role in enterprise management innovation. In order to meet the needs of China's rapid economic development and maximize the role of enterprises in the economic system.

References

- [1] Xiaolin Liang. Research on the impact of corporate culture innovation on enterprise management innovation [J]. China Market, 2018 (13): 185 + 187.
- [2] Chen Xie. Research on the impact of corporate culture innovation on enterprise management innovation [J]. Enterprise reform and management, 2018 (15): 179-180.
- [3] Mingming Liu. Study on the influence of corporate culture factors on enterprise strategic change [D]. Dalian University of Technology, 2012.
- [4] Yu. Sun Research on the relationship between personality traits, leadership behavior and corporate culture of leaders of Sino-foreign joint ventures [D]. Northeast University of Finance and Economics, 2012.
- [5] Ran. Research on Service Innovation Management Mechanism of Service Enterprises [D]. Donghua University, 2014.
- [6] Yixian Zhang. Study on the influence of enterprise culture on the talent construction of innovative enterprises in Fujian [D]. Fuzhou University, 2014.