

Exploring the Strategic Orientation of Corporate Culture in Enterprise Management



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Abstract: This paper discusses the strategic orientation of corporate culture in enterprise management, understands corporate culture, clarifies its strategic orientation, and discusses and describes the specific measures to play its strategic role. Hope to provide reference for the development of related work to ensure the stability and health of enterprise development.

Keywords: corporate culture; corporate management; strategic positioning

For enterprise management, corporate culture is a very key content, good corporate culture can not only form a positive working atmosphere in the enterprise, but also can correctly guide the ideological behavior of employees. It is of great significance to the promotion of the core competitiveness of enterprises. However, many enterprises do not realize the importance of corporate culture in the process of development, and do not understand the strategic role of corporate culture in enterprise management, which leads to the difficulty of effectively exerting the utility of corporate culture, which to some extent affects the improvement of enterprise management level and is not conducive to the smooth development of enterprises. Therefore, it is necessary to carry out in-depth research on relevant contents.

I. Analysis on Enterprise Culture

To some extent, corporate culture is a spirit formed by continuous condensation and sublimation in the long-term development of enterprises. It can be regarded as a product of the enterprise summing up its own development course, or as an important embodiment of the spirit and spirit of the enterprise. On the one hand, corporate culture can show the attitude of enterprises towards their own employees, on the other hand, it can reflect the understanding of employees to the enterprise. It can be said that excellent corporate culture is the bridge between enterprises and employees to achieve effective communication and communication. It plays an important role

in strengthening mutual identity.

Corporate culture involves three main areas: First, institutional culture. To be able to directly reflect the system construction in the enterprise is an important performance of the effectiveness of enterprise management, affecting the behavior style of enterprises and internal employees, is an important part of corporate culture; Second, spiritual culture. It can reflect the spirit of the enterprise in production and management, and show the spirit of the employees during the operation of the enterprise macroscopically, which is an important factor affecting the future development of the enterprise; Third, material culture. It involves the entity material and capital factor in the enterprise, is the intuitive reflection of the enterprise operation strength, can provide the corresponding material support to the enterprise development, has the decisive influence to the enterprise development.

II. Corporate culture and corporate governance

A . Relationship between corporate culture and corporate management

In enterprises, the effective implementation of management is mainly to improve their comprehensive strength and market competitiveness, so as to obtain higher economic benefits. For enterprise management, corporate culture plays a vital role. First, corporate culture can provide some theoretical guidance for enterprise management and give full play to its

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management-oriented role; Second, excellent corporate culture can further improve the scientific nature of management decisions and make enterprises gain greater advantages in market competition. However, in the process of applying corporate culture, it should be noted that the main role of corporate culture is indirect promotion, which can not play a direct role in enterprise management.

In addition, scientific and effective management can also support the development and improvement of corporate culture. First of all, in the process of enterprise culture construction, only through effective management can we promote the implementation and implementation of relevant construction activities. In essence, the concept and system of enterprise management is also one of the main contents of enterprise culture. If enterprises can scientifically adjust their own management work according to the changes of market environment, It will also promote the improvement and optimization of corporate culture and make corporate culture more scientific.

B . Strategic orientation of corporate culture in enterprise management

a. It is an important way for enterprises to improve their core competitiveness

With the development and improvement of the national economic system, the competition in the market has become more and more fierce. In the face of this development situation, if the core competitiveness of enterprises is not strong, it is difficult to survive and develop in the fierce market competition. Corporate culture is an important way for enterprises to realize their core competitiveness. Strengthening the construction of corporate culture as a strategic goal of enterprise management can not only help enterprises to manage internal matters effectively. Also can carry on the subtle influence to the employee's thought behavior, achieves the restraint employee's behavior, enhances its behavior standard purpose. Moreover, a good corporate culture enables employees to recognize the enterprise more and enhance their sense of belonging to the enterprise, which has a great role in promoting the enthusiasm and creativity of employees, and giving full play to the value of employees further enhance the comprehensive strength of the enterprise, and then achieve the purpose of improving the core competitiveness of the enterprise^[1].

b. It is a spiritual leader in enterprise management

For enterprises, corporate culture is an important

embodiment of their inner spirit, which can play a spiritual guiding role in enterprises and help enterprises strengthen the spiritual construction of employees. Especially in the current stage, the rapid development of the national economy, people's living standards have also been greatly improved, which makes people in the process of choosing enterprises is no longer simply concerned about the material level, it will be based on the material level, the spiritual level of the enterprise. Therefore, if enterprises want to occupy a larger share of the market, they must establish a good spiritual image, which is also an important way for enterprises to achieve market occupation and investment attraction. However, corporate culture plays a very important role in guiding spirit, so many enterprises pay more attention to their strategic position in their own management^[2].

c. It is the main factor guiding enterprise development strategy formulation

Because corporate culture is formed in the long-term development of enterprises, it also plays an important guiding role in the development of enterprises. The effective use of corporate culture can not only effectively solve problems that can not be solved by other methods, but also help enterprises to constantly correct their own development direction and ensure that enterprises can develop in the right direction. This is very positive for the formation of good development concept and the realization of their own development goals.

III. Specific measures to play the role of corporate culture strategy in enterprise management

A. Strengthening the Application of Humanistic Concept

The enterprise management should strengthen the analysis and summary of its own management work, promote the effective integration of corporate culture and related management work through the rational application of relevant measures, and ensure that the enterprise management work can always be consistent with its development objectives. Provide support for the healthy development of enterprises. In this regard, in the process of implementing enterprise management, we should strengthen the penetration of the concept of people-oriented, so that enterprise management can have humanized characteristics, so as to stimulate the enthusiasm of employees. Specific needs include the following: First, we should pay attention to the situation of employees, through effective

communication with employees, clarify the needs of employees' life and work needs, and give timely guidance to the problems in the work of employees, and constantly strengthen the enterprise identity of employees. Improve their enthusiasm for the development of enterprises to provide internal motivation; Second, enterprises should improve their working environment in combination with their own reality. On the one hand, they should create a relaxed and harmonious working atmosphere, on the other hand, they should help employees determine their development plans. Let the staff clear their own work prospects and development space, strengthen their enthusiasm for work. Third, we should start with the salary treatment, adjust the structure of the salary treatment, increase the proportion of the employee's performance salary, strengthen the employee's consciousness of more work and more gain, so as to avoid the same situation, stimulate the enthusiasm of the staff and promote the rapid development of the enterprise^[3].

B. Improve the comprehensive quality of enterprise managers

Enterprise leaders should realize the important influence of corporate culture on the quality of enterprise management. In addition to strengthening the construction of corporate culture in the management work, they should constantly improve the comprehensive quality of managers. In order to improve the management level of enterprises. First of all, managers can be organized to actively study modern enterprise management knowledge, improve the knowledge level and working ability of managers, so that they can play a greater role in enterprise management. Secondly, in the process of implementing enterprise management, managers should be required to promote the effective integration of enterprise culture and management, and constantly strengthen their cultural consciousness, so as to provide support for the improvement of enterprise management quality^[4].

C. Enhancing corporate culture training for employees

In order to give full play to the role of corporate culture and further improve the quality of enterprise management, first of all, enterprises should improve their own recruitment work and promote the internalization of corporate culture in their awareness and behavior with employees. In addition to asking

candidates to understand the market positioning and scope of business, but also understand the culture of the enterprise. In order to effectively shorten the running-in period between the applicant and the enterprise. Secondly, enterprises also need to strengthen the training of employees, so as to help employees understand corporate culture in depth, and practice corporate culture in work practice. Enterprises can adjust and optimize the training work, can add corporate culture training in the training work, so as to strengthen the identity of employees to corporate culture. In carrying out the management work, enterprises should actively create their own cultural atmosphere, promote the effective integration of corporate culture and various production and management activities, and improve the influence of corporate culture through the overall implementation of corporate culture. Finally, employees can be actively organized to carry out various forms of team building activities to improve the internalization of corporate culture. Of course, in the process of implementing the construction and penetration of corporate culture, enterprises must fully consider the market and their own development, and combine the construction of corporate culture with the needs of market development, the innovation of enterprise system and the management strategy, so as to provide support for the realization of the strategic objectives of enterprises^[5].

D. Strengthening the construction of characteristic corporate culture

In the process of enterprise culture construction, enterprises also need to combine the characteristics of the industry and their own development orientation to implement the relevant work, only as follows, can further improve the quality of enterprise culture construction, ensure the pertinence and applicability of corporate culture, So that it can play a greater role in enterprise management. Enterprises can combine their own name, image LOGO and product name with the construction of corporate culture, and can also learn from some experiences and advantages of other enterprises. On the basis of retaining their own characteristics, enterprises can actively carry out the construction of corporate culture so as to ensure the effect of corporate culture construction and provide support for the effective development of enterprise management^[6].

Conclusion

To sum up, corporate culture has a very important strategic position in enterprise management. If the enterprise can combine the actual situation, do a good job of enterprise culture construction, and effectively combine it with its own management work, It will further improve the quality of enterprise management . This is of great significance to the healthy development of enterprises. Therefore, enterprises must attach great importance to corporate culture so that they can play a greater role in their own development.

Conflict of Interest

The authors declare that they have no conflicts of interest to this work.

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