Study on the Role of Corporate Culture in Human Resource Management

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Abstract: This paper analyzes the role of corporate culture in human resource management, including corporate culture as a guide, corporate culture as an incentive to employees, to employees, corporate culture has the role of attracting and maintaining talent, In human resources training plays a key role, corporate culture has a cohesive role.This paper probes into the effective countermeasures of the role of corporate culture in human resource management, including cultivating the innovative consciousness of talents, selecting personnel by using the core values of enterprises, and guiding employees to carry out career planning by using corporate culture.

Key words: corporate culture; human resource management; role

Under the changing trend of economy, the transformation and upgrading of industrial structure has been accelerated, and the human resource management in enterprises is facing new challenges. Make the enterprise obtain stronger development motive force, gradually become the key point of improving the management ability and comprehensive market competitiveness.

I. Role of corporate culture in human resource management

In the increasingly fierce market competition, the most valuable resource of enterprises is human

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resources, which makes the development of enterprises, can effectively stimulate the creativity of talents, is the main purpose of human resources management. In the process of human resource management, it is necessary to run through the requirements of corporate culture, so that human resource management and corporate culture can promote each other, in order to play the greatest value and promote the long-term development of enterprises.

A. Corporate culture plays a leading role.

Corporate culture can play a guiding role in the spirit of employees, so that the development of employees can be integrated with the development of enterprises, and create greater value for enterprises. Through the understanding of corporate culture, employees can make clear the direction of enterprise development, enhance the identity of enterprise management concept, help to better integrate into the development of enterprises, improve ideological understanding, so that corporate culture can better guide employees' words and deeds. Different from the enterprise system, this kind of guidance does not carry on the rigid management control to the employee, but uses the enterprise culture to carry on the flexible adjustment to the employee, enables the employee to have the identity to the enterprise culture, Thus self-restraint and self-improvement in the work, so that their words and deeds and corporate culture requirements meet the [1].

B. Corporate culture can motivate employees.

In the development of modern enterprises, human resources play a very important role. In the fierce market competition, in order to enable enterprises to better attract and retain core talents, cultivate the loyalty of core talents, and make greater contributions to enterprises, enterprises are more concerned about the current problems. Enterprises can use reasonable performance management and salary management to motivate employees, so that their enthusiasm can be effectively mobilized, but in order to better cultivate employee loyalty and motivate employees more effectively, Enterprises also need to enhance their sense of mission and belonging through excellent culture. This requires giving play to the incentive role of corporate culture behavior and system level, using corporate culture to standardize the behavior of employees, so that corporate culture can play a positive guiding role. It is also necessary to give full play to the incentive role of corporate culture and material level. A good corporate image can enhance the pride of employees, arouse the enthusiasm of employees, stimulate the potential of work, give full play to the value of employees, and enhance the loyalty of employees. Excellent corporate culture condenses the spirit of the core of the enterprise, which has a great incentive to employees, helps employees to enhance cohesion, and thus promotes the long-term development of enterprises.

C. Corporate culture has the function of attracting and maintaining talents.

Corporate culture in the process of attracting and maintaining talent, mainly through the guidance of incentives and driving achievements to achieve. For example, the enterprise distributes the culture to make the material benefit of the talented person realize, through the recruitment, the old-age and so on measure guarantees the culture security, thus enhances the employee's security. Through the integration of culture to enhance the sense of belonging of employees, the pursuit of self-worth of employees and the coordination of business objectives, so that employees can be consistent with the development of enterprises, so that not only can realize the self-worth of employees, But also for the development of enterprises to contribute greater strength. The role of corporate culture can show the charm of enterprises, thus attracting all kinds of talents to inject the core power into the development of enterprises and promote the upward development of enterprises. Nowadays, many enterprises are favored by more and more talents, for example, Alibaba, Huawei and other well-known enterprises, although the enterprises have strong strength, but these enterprises also have a relatively unique corporate culture, attracting talent into the [2].

D. Key role in human resources training

In the enterprise to the employee education, the enterprise human resources training is one of the education forms, mainly in order to enable the employee's business ability to get the effective promotion, causes the employee's skill to obtain the obvious progress, at the same time, Guide the staff's spirit of love and dedication, improve their ideological consciousness and improve their comprehensive quality so as to adapt to the development of the enterprise. In human resource management, human resource training is the most important content. Human resource training can deeply tap the value of human resources, so that the role of human resources can be effectively improved. To promote the quality of human resources management. Training employees in corporate culture is an important part of human resources training. Through such training, employees can have a comprehensive understanding of corporate culture, have a correct understanding of the development of the enterprise, have a more accurate understanding of the rules and regulations of the enterprise, have a deeper understanding of the core values of the enterprise, so that employees can enhance their identity to the enterprise, so that the training of corporate culture can play an effective incentive role to employees, enhance their confidence in the development of the enterprise, thus stimulate their enthusiasm for work, more motivated in the work, can better practice the values of the enterprise, corporate culture system Degree and so on, so that the value of employees can be further played.

E.   Corporate culture has a cohesive effect.

In the process of enterprise development, through continuous summary to form their own unique culture, corporate culture is time honed and tested, can be recognized by the employees of the enterprise, and can spiritually motivate employees, Corporate culture can make employees produce centripetal force, the enterprise and employees together. From the external point of view, corporate culture reflects the signboard of the enterprise, the image of the enterprise. From the internal point of view, corporate culture embodies cohesion and the belief of all employees. Under the role of corporate culture, enterprises and employees can struggle in one direction. At the same time, under the guidance of the spirit of corporate culture, we can sublimate talents. For enterprises, spiritual culture is the soul of enterprises. It can effectively mobilize the enthusiasm of employees and make them more creative. Corporate culture can create a good corporate environment, so that employees have more innovative motivation, to make greater contributions to the [3].

II.   Effective countermeasures for the role of corporate culture in human resources management

A.   Cultivating the innovative consciousness of talents

The cultivation of enterprise's consciousness of talent innovation can make talents have more space to exert their intelligence . Through the construction of enterprise culture to cultivate the innovative consciousness of talents, first of all, in the process of building and developing enterprise culture, we should pay attention to excavating the potential of talents, so that the ability of talents can be revealed and their own value can be better brought into play. Secondly, in the process of propagating corporate culture, we need to make full use of the incentive mechanism of the enterprise to encourage the employees to actively strive for innovation, so as to fully tap the potential and creativity of the employees. Finally, in the process of continuous improvement of corporate culture, the correct values are constantly integrated into the process, thus influencing the behavior of talents in the process of imperceptible influence. So that we can guide the work style and behavior of talents from the spiritual level. By using the incentive function of corporate culture, we can effectively arouse the initiative and enthusiasm of employees, thus promote the improvement of work efficiency, cultivate the innovative consciousness of employees, enhance the creativity of employees, and contribute greater strength and [4] to enterprises.

B. Using the core values of the enterprise to select personnel

In the process of recruiting personnel, enterprises need to enumerate the values and integrate them effectively with the recruitment standards, so as to judge the candidates in the process of recruitment. See if the applicant is in line with the value tendency of the enterprise. In the process of screening candidates, choose as far as possible those who recognize the core values of the enterprise and have the ability to work, and according to the ability of the personnel, to arrange the job reasonably. For some talents have a strong working ability, but the core culture of the enterprise is not recognized, or even contrary to the core culture of the enterprise, even if the talent is hired, there may be some problems in the future. During the recruitment of enterprise human resources, the use of corporate culture to screen personnel can find more suitable talents for the enterprise, and then in the process of induction training, it is necessary to further deepen the deep understanding of corporate culture. Improve the of identity and ownership of employees[5] .

C. Using corporate culture to guide employees in career planning

In the process of building enterprise culture, it is necessary to make the development of employee's career planning fit with enterprise culture in value, so as to achieve win-win situation in the process of enterprise management. In the process of managing employees, in addition to regulating and controlling employees through rules and regulations, enterprises also need to guide employees to coordinate and control themselves through corporate culture, so as to achieve better management results at the spiritual level. First of all, in the process of building corporate culture, we should pay attention to the integration of employee career planning. Enterprises are constantly developing, and the career demands of employees are constantly developing, which makes it very important to find a foothold. Secondly, enterprises need to make a comprehensive analysis of their own development trends and characteristics, so as to design more levels of career development channels, so that the career demands of employees can be in line with the development of enterprises. Finally, for the enterprise's talent training system, it is necessary for employees to have confidence, which is conducive to the achievement of employees, so that employees more identify with the enterprise, better support each other, and achieve common development.

D. Integration of corporate culture with employees' remuneration

Enterprise employees attach great importance to their own compensation, in the construction of corporate culture, the need to integrate employee compensation with corporate culture. To a certain extent, corporate culture will have an impact on the compensation system. If the enterprise pays more

attention to the completion of the task, it is necessary to make a comprehensive consideration of the completion of the task. Increase performance pay and bonus, pay attention to material incentives.Also, if the culture of the enterprise adheres to people-oriented and attaches great importance to the value of talents, it is necessary to consider the diversified needs of employees in the process of formulating the salary system, so that employees have a sense of belonging[6].

Conclusion

In the process of enterprise management, human resource management and enterprise culture construction are very important.The creation of corporate culture can make enterprises more suitable for their own environment, more characteristic of their own development, and integrate such culture into human resource management. It can effectively reduce the negative external benefits in human resource management, improve the cohesion of enterprises, help the innovation and development of enterprises and enhance the comprehensive competitiveness of enterprises.

Conflict of Interest

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

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