

Exploration from the Perspective of Entrepreneurs under Enterprise Cultural Development

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Abstract

Corporate culture is an inexhaustible motive force and moral support for sustainable development of enterprises, and it has strategic influence towards business operation. Entrepreneurs, as the important part of business operation, should establish the culture with its own characteristics throughout. As enterprises grow up, entrepreneurs should not only establish the culture which can fit in the operational performance, but also absorb excellent foreign enterprise culture and combine it with Chinese traditional culture to promote the development of enterprises. In order to dominate in business operation and cultural development, entrepreneurs have to improve themselves constantly, move with times, seize the moment and establish a modern enterprise system.

Keywords: The enterprise culture ;

Subject; Traditional culture

1. The importance of corporate culture building

1.1. The important role of enterprise culture

Corporate culture as a kind of "soft power", is based on the enterprise system and enterprise core value idea of above system. Stanford graduate school of business professor James Collins had studied more than one thousand four hundred companies, and concluded that, with the latest technology and the CEO of best management is important, but actually will be a good company have become a great company of "the most powerful weapon is their corporate culture, everyone an incentive in accordance with the culture in the way they want to go to work." Harvard business school, through analyzing the enterprise long-term research also concluded that "an enterprise itself specific management culture, namely the enterprise culture, is the contemporary society deeply important reason which influence the enterprise itself performance."

Throughout the world's top 500 enterprises evolution history, the continuous growth of the company, its business strategy and practice while constantly adapt to the outside world changes in the environment, but the stability of the core values and the value target system is consistent. As a towering tree, no matter how flourishing, the trunk is straight from the root to the top. Scream, the success of the world 500 strong enterprise culture, the trunk is the deep reason of its success.

In our country, both state-owned enterprises and small and medium-sized private enterprises, to adapt to the fierce market competition, keep developing and evergreen, must fully realize the necessity of enterprise culture and immeasurable. "Culture of enterprise are not always successful, but there is no culture of enterprise is not successful." Enterprise culture is the driving force and spiritual support for the sustainable development of enterprises.

1.2. The important role of enterprise culture construction in the "subject"

To explore from the perspective of subjectivity, the enterprise culture construction mainly includes two main employees and entrepreneurs. The structure of the enterprise staff overall quality and professional ability will undoubtedly is very important to enterprise development and enterprise culture construction. Because the top-down development need the staff to carry out enterprise culture construction.

This paper emphasis is that the latter, namely main body mainly explore the entrepreneur. Needless to say, "chief designer" as the enterprise culture construction, but also practice the organizer and promoter of enterprise culture, entrepreneurs must be at the core. Ability as a "core", values, behavior quality will be the quality of enterprise culture construction, the guiding role and practical effec-

tiveness have a decisive impact, its important role is self-evident.

2. "Main body" -- the challenges faced by entrepreneurs

In the face of fierce market competition, entrepreneurs how to construct excellent enterprise culture, the large number of excellent talents together, let everyone put the company as a most beautiful yearning place, heart and soul to work for the realization of a common ideal, is every ambitious entrepreneurs face huge challenges. Also will have many contradictions in the practice operation.

2.1. The contradiction between operating performance and enterprise culture construction trade-off

Enterprises, especially small and medium enterprises to survive in the beginning is facing a problem. , in fact, not only in the beginning, even after the beginning, in the subsequent operations, facing the cruel market competition, for a long period of time also is faced with survival. Traditional reality raises a proposition: the function of enterprises is to realize the profit maximization. Under normal circumstances, the entrepreneur is faced with a "choice" : do the company's goal is to establish a good corporate culture, or the pursuit of maximum profit?

In business practice, entrepreneurs must be responsible for the survival of enterprises, responsible for their own, so most entrepreneurs are the most energy into the latter and neglect the enterprise culture in construction. They may pursue the empirical principle is: "corporate culture and short-term business performance correlation is not big, strong correlation with long-term operating performance; corporate culture and business performance there is no single causal relation for a long time, a strong culture of busi-

ness may fail, fragile culture business may be successful."

2.2. The challenges of cultural globalization

The impact of economic globalization, entrepreneurs even want to grow in their own country enterprise, must also faces competition from the world market. Economic globalization also brings a blend of cultural globalization. Entrepreneurs to introduce advanced western management culture, in the process of the localization practices, and conflicts with the local culture or agitate massive fusion, the result is often in foreign culture and advanced management, can effectively promote the enterprise the management, and even hinder the development of the enterprise.

First is "people" to run a business, including business owners, all the staff, grew up mostly in the native culture edification, there are many differences between eastern and western culture itself, in the face of the western focus on absolute reason and interests is the highest culture shock, as entrepreneurs can have contradictory effects on the language and behavior, it is easy to produce "two skin" phenomenon, ShangHangXiaXiao to individuals in the implementation of staff will be discounted. Enterprise culture construction will inevitably weakened. Even in the introduction of advanced western management culture absorbed through localization improvement, it is easy to produce homogeneity, weakened at this time if the execution level, the enterprise culture can be regarded as rhetoric.

According to the survey, more than well-known enterprises at home and abroad to use some of the popular concepts, such as "harmony, honesty, hard work, dedication, credit, service, responsibility, dedication, creativity, security

and satisfaction", etc., in our country, will tend to "truth-seeking, innovation, dedication, quality first, customer supreme", etc. Some of the same form. Form is similar, the implementation of the weakening, the enterprise culture has not become a mere formality, become a "dream".

2.3. The influence of traditional culture

Most entrepreneurs is under the influence of Chinese traditional culture. Paternalism, entrepreneurs are the boss, with enterprises "life and death" power, lack of effective democratic atmosphere. In the building enterprise culture is formed according to their own comprehensive qualities of different level them. "Is the object, the main one" is important, but its patriarchal authoritarian style will inevitably lead to some cases of neglect. It is very adverse to the establishment of the enterprise culture.

Second, "the small peasant consciousness" serious, stuck in the past. When enterprise development to a certain period and has achieved good results, entrepreneurs into conservative mentality, roll. Consciously hold both inheritance, form the empiricism, reduced enterprise innovation, and ignore the change of market environment, which influence the development of enterprises.

In addition, China's traditional culture focuses on the moral metaphysics to the marketability, to the pursuit of morality and weakening ", "the pursuit of human nature. Entrepreneurs are unconsciously shape the image of "intellectual businessman", deliberately proposed culture idea tends to confined to social ethics and golden rule under this category. "People first" is a complicated synthesis, in the absence of incentive and constraint force, caused the enterprise culture run in heav-

en, no striving for the Shared vision of formation, it is difficult to get the employee's identity.

3. Subjective Angle of view for the exploration of enterprise culture

3.1. Business performance culture established

Entrepreneurs do enterprise's primary purpose is to make the enterprise profit and survive. Enterprise culture and enterprise business performance, although there is no single positive correlation, but if blindly pursue benefit maximization, ignored the shape of cultural environment, will be parched damages and fish, but may be able to receive short-term interests, but will hinder the sustainable development of the enterprise.

Business is run by "people" build, whether entrepreneurs or employees, the purpose of all have need realize self-worth. Profits, like food, is the person living necessities, but by no means all embody self-value. Entrepreneur if holding the speculative psychology, make a go to, is not a qualified entrepreneurs. Even have the thought of speculation, such as the use of market speculative moment do enterprise "big", causes the risk investor's attention, and then on "sell". But risk investors in the face of fierce market environment, the value is not a temporary profitability, but the enterprise itself the "potential". The "potential" reflect? Is the sustainable development. If there is no a good, positive enterprise culture, to talk about is mountable sustainable development, and no "potential"? Blind short-sighted speculation is not desirable.

Excellent entrepreneurs must have a kind of can make oneself become one of the best companies in the world. Have to deal with enterprise culture construction

and performance of the business relationship. Entrepreneurs have to do is conducive to improve enterprise culture instead of ignoring the development of the business performance of the precipitation. Culture is beneficial to improve enterprise's performance mainly embodied in the following areas:

First, the "cultural motivation". Above discussed the realization of self value not only lies in the satisfaction of "food", more important is the pursuit of spirit and the environment. Material incentive is an expression of recognition, but the spirit of acceptance on the blank can let a person become simple "machine". Only from the cultural spirit inspire a sense of mission and spirit, striving to make the staff belonging, have the consciousness of the master, and continuous struggle for the common goal of enterprise.

Second, corporate culture should balance the interests of all parties. Should be considered in terms of corporate culture building and respect the interests of multiple "subject". Such as shareholders, employees and customers. Unilateral emphasize and pay attention to some aspect, not only damage the company's long-term interests and short-term benefits will also be discounted. Respect the legitimate rights and interests of shareholders, to keep the good condition of the corporate performance; Respect for employees, to motivate employees to create better performance; Respect for customers, to win the advantage in the fierce market competition and gain a foothold.

Third, innovative. Here is not just going to talk about business technology and product innovation, but culture development innovation. Core of enterprise culture "backbone" to maintain stability and continuity, but the development of the enterprise culture must keep up with The Times, is not fixed, it along with the de-

velopment of the enterprise and the social culture and continuous development, adjustment and renewal, "and only reflect the culture of the enterprise survival and development needs, can be accepted by most of the staff, have a strong vitality"

Finally, the entrepreneur should avoid unfavorable to the culture of enterprises operating performance improve. Such as pretentious, as a manager, patriarchal inevitability, only pay attention to the so-called normalization management and stable, ignoring the exclusion of innovation and so on.

In short, the enterprise operating performance and corporate culture is to promote each other, entrepreneurs should be rationally understanding of the dialectical relationship between the two, it must be a trend of the development of the enterprise.

3.2. Economic globalization Creative

The face of world economic integration and cultural impact of globalization, no doubt, to learn foreign entrepreneurs excellent corporate culture as I used to, is the aggressive side. How to make a successful foreign culture "soft landing", have a positive role in promoting, is outstanding entrepreneurs must think about.

First, the entrepreneur can not be applied blindly foreign experience, forcibly implanted, and ultimately lead to rejection of the corporate culture to produce a mere formality sloganeering. But through comparative analysis, study abroad successful social and cultural backgrounds, including ideological and ethnic traditions, find commonalities. As European and American culture, liberalism, national traditions and historical background of individual heroism and precise form of rationalism; Japanese culture tenure, loyalty social formation. Find out the commonalities and work out how to resonate

with our culture. On the basis of the characteristics of the business with their own form of corporate culture helps employees understand and support the further resonate, and jointly promote the development of corporate culture.

Secondly, to strengthen ideological and political education building. Some people suspect that this is the state-owned cultural work to be done, it is not. Whether it is state-owned or private, should attach importance to strengthen the construction of ideological and political education. Because corporate culture can no borders, and even entrepreneurs can without Borders (alien, foreign), but there is a business area borders. To survive and develop in a certain area, in addition to adapt to the local culture, but also must be adapted to local political and economic system. Only comply with local political and economic system, control the direction of macroeconomic policy, in order to gain the upper hand in the business, a firm foothold.

Development of SMEs even more so. Entrepreneurs should actively play a vanguard role of party members in the enterprise, courage and ability to build caucus organization. In fact, many successful private enterprises, the organizations have established a caucus, which produces a positive impact is strategic.

Studies have shown that some well-known foreign companies are state-owned enterprises to learn our system of party committees, also has "party secretary" - what they call "coordinator." There are also "director reception day" system. These can be issued on the situation, up to the lower levels, "coordinator" is also able to handle and coordinate the complex relationships within the enterprise.

3.3. The absorbing and innovation of Chinese traditional culture

Extensive and profound traditional Chinese culture, including outstanding positive culture is rich and mellow. But also has its disadvantages, often these defects do not exist in isolation, it most often is with both sides of the advantage is the same thing, they are mixed with each other, inextricably. "Patriarchal", for example, "patriarchal" is not a criticism should be completely. "Patriarchal" in with the enterprise system and the control on the direction of enterprise management, is needed. Including organization, construction of enterprise culture, promote, requires a strong "sheep" guides and "indoctrination". The key lies in the entrepreneur of practice for and improve their own quality. Harmonious thought of the "nature and humanity", "people-oriented", "good faith" is not just in one or two of the slogan, but in the daily operation and management.

To establish modern enterprise system, eliminate the "meaning" of the small-scale peasants. Above, the enterprise culture is based on the enterprise system and enterprise core value idea of above system. System is the foundation, "nothing can be accomplished without norms or standards", only system as guarantee, to organization and implementation of enterprise culture. Only from the perspective of the system, make the staff at the request of the system to form a kind of behavior, height can be promoted to culture, and heritage.

The construction of enterprise culture is not a day early in the morning, entrepreneurs in addition to have ideological assertiveness to establish and enforce corporate culture, the essence of excellent between Chinese and western culture, the establishment and operation performance of culture, at the same time in terms of corporate culture to implement timing should also attach importance to. As at the beginning of the business and enterprise system synchronously; When enterprises face the environment changes, the enterprise's business performance when volatility; And internal appeared unhealthy practices, and so on, are all focus on timing.

Finally, as the main body of the entrepreneur, be sure to own quality training should be strengthened and improved. To establish the idea of lifelong learning, system and cultural knowledge, learning enterprise management update professional idea, eliminate "the small peasant consciousness", avoid stuck in the past. To improve their humanistic accomplishment, cultivate healthy personality, to do a noble sentiment.

4. References

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