



Research on Optimizing Ideas of Corporate Culture Construction of State-owned Power Enterprises

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ABSTRACT

The construction of corporate culture of state-owned power enterprises is an important task to promote the implementation of the company's strategic goals, gather the spiritual strength of employees, and promote the harmonious development of the enterprise. This article combines the actual development of state-owned power enterprises and the needs of employees, and puts forward the optimization ideas of "one core, one leading, and two main lines" in the corporate culture construction of state-owned power enterprises. It provides reference and reference for the construction of state-owned enterprises' corporate culture system and the optimization and perfection of related work.

Keywords: *Company Culture, Political Culture, State-owned Enterprise*

1.INTRODUCTION

The company's corporate culture construction work should be guided by Xi Jinping's thoughts on socialism with Chinese characteristics in the new era and carried out around the company's strategic goals. Specifically, it is necessary to build a corporate culture system with the characteristics of state-owned enterprises as the core ("one core"), with the political culture within the party as the guide ("one leader"), firmly grasp to promote the implementation of the company's strategy and enhance the ownership of employees sense of two main lines ("two main lines"), and always adhere to the principle of combining politics and masses, inheritance and times, and integration and difference ("three principles"). And in accordance with the above ideas, continue to strengthen the construction of the corporate culture system, and accelerate the construction of a corporate culture construction work system that meets the company's strategic layout requirements and meets the needs of employees' ideological construction.

"One core" means to build a corporate culture system with grid characteristics as the core. Thoroughly implement the company's strategic goals, give full play to the unique advantages of state-owned enterprises, closely focus on the core points of the company's ideological and political work, and explore and seek a

corporate culture construction path that adapts to the company's reform and development. In order to build a set of corporate culture construction work systems and mechanisms with grid characteristics, effectively promote the continuous improvement of corporate cultural soft power and comprehensively strengthen core competitiveness.

"One guide" refers to the leadership of the party's political culture. Vigorously promote the inner-party political culture that is guided by Marxism, based on the excellent traditional Chinese culture, based on revolutionary culture, and based on a dvanced socialist culture, and fully embodies the party spirit of the Chinese Communist Party[1]. The requirements for the distinctive political nature, essential advancement and firmness of the people of the party's political culture are run through the entire process of corporate culture construction. Further clarify the working ideas of using the political culture within the party to lead the construction of corporate culture.

"Two main lines" refers to firmly grasping the two main lines of advancing the implementation of the company's strategy and enhancing the sense of belonging of employees. Use corporate culture to stimulate the company's endogenous motivation, and fully release the important role of corporate culture construction in promoting the company's sustainable development and

innovation, solidifying the company's value concept, and building the company's spiritual home. Grasp the main line of advancing the implementation of the company's strategy, so that the company's strategy and corporate culture complement each other and serve each other, use strategic transformation to promote cultural change, and cultural adjustment to help strategy implementation.[2]. Grasping the main thread of enhancing the sense of belonging of employees, always adhere to the people-centered development idea, use excellent corporate culture to drive the corporate atmosphere, inspire the morale of employees, and stimulate the sense of responsibility, belonging and pride of the majority of cadres and employees.

The "three principles" refer to the principle of consistently combining political and mass character, inheritance and modernity, and integration and difference. And fully respect the essential characteristics of corporate culture, and use this as one of the important prerequisites for carrying out corporate culture work. Adhere to the combination of political and mass character, corporate culture construction work must not only grasp the firm and correct political direction, but also fundamentally conform to and correctly reflect the aspirations of the masses. Adhering to the combination of inheritance and timeliness can neither abandon the excellent historical genes of the company's corporate culture, but also continuously enrich the connotation of corporate cultural concepts with the progress of the times. Insist on the combination of integration and difference, not only to ensure a high degree of integration and unity of the company's corporate culture system and connotation, but also to allow units of different regions, industries, and corporate nature to further develop and innovate on this basis.

2.LEADING THE CONSTRUCTION OF CORPORATE CULTURE WITH THE POLITICAL CULTURE WITHIN THE PARTY

Since the 18th National Congress of the Communist Party of China, the Party Central Committee with Comrade Xi Jinping at the core has comprehensively strengthened the construction of political culture within the party. The Party Central Committee clearly stated: "The political culture within the party is the soul of political life and has a subtle influence on the political ecology." The political culture within the party is a community that integrates Marxism, Chinese excellent traditional culture, revolutionary culture, advanced socialist culture and other cultural connotations. It fundamentally embodies its essential characteristics of science, politics, times and advancement, and also demonstrates its strong power from multiple levels of material, system, spirit and behavior, and points out the direction for the company's corporate culture construction work.

2.1.Guide the Company's Corporate Culture Construction with the Advanced Ideas and Connotations Contained in the Political Culture within the Party

On the basis of Sinicization of Marxism, the political culture within the party inherited and innovated the excellent traditional Chinese culture, inherited and carried forward the revolutionary culture and advanced socialist culture bred from the great practice of the Chinese revolution, economic construction, and development and reform. The political culture within the party was born out of these precious wealth with characteristics of the times and national characteristics. At the same time, under the new situation, it continues to regenerate, condense and sublimate, and gradually form a cultural concept that conforms to the characteristics of the development of the times. Therefore, these advanced guiding ideology and cultural connotations will inevitably become an important source of the company's corporate culture concept and play a key guiding role in the company's corporate culture construction. The company should root the connotations and ideas of the party's political culture in the construction of corporate culture, and integrate the party's advanced ideas and value pursuits into the company's purpose, mission, vision, and development philosophy[3]. With strong cohesion and advanced soft power, the company must effectively fulfill the lofty mission of state-owned enterprises and give full play to the unique advantages of state-owned enterprises.

2.2.Infiltrate the Practical Achievements of the Party's Political Culture Construction into the Corporate Culture Construction Work

The political culture within the party is completely consistent with the fundamental purpose of the company's corporate culture construction. The spiritual connotation, system construction, organization construction, publicity and communication of the political culture within the party are also inseparable from the company's corporate culture construction. In the process of strengthening the construction of political culture within the party, the company has achieved a lot of practical results, covering many aspects such as material culture, spiritual culture, institutional culture and organizational culture. This not only reflects our party's unique way of thinking, world outlook, values, emotional expression and other factors, but also strictly understands the party's political discipline and rules, laying a solid foundation for the company to strengthen its corporate culture[4]. The company should directly infiltrate the excellent practical results and experience obtained in the process of building political culture within the party into the corporate culture building system. Through further refinement, summary,

generalization and development of the political and cultural practices within the party, it provides strong support for the construction of the company's corporate culture system.

3.THE TWO MAIN LINES OF THE COMPANY'S CORPORATE CULTURE CONSTRUCTION

3.1.Promote the Implementation of Company Strategy

Corporate culture plays a very important role in supporting and restraining the implementation of the company's strategy, and the two blend and promote each other. On the one hand, corporate culture should provide strong support for the realization of the company's strategic goals. Through the effective use of the strong guiding and cohesive force of corporate culture, the culture can exert greater value and encourage employees to consciously practice the company's strategy and achieve strategic goals. On the other hand, corporate culture also restricts the implementation of the company's strategy, and also restricts the transformation and implementation of the strategy. Therefore, when companies make strategic adjustments in different development periods, they must inevitably need a corporate culture concept that can be adapted to provide a guarantee for the implementation of the strategy.

First, the company's strategic development must continue to drive the optimization and improvement of the corporate culture system. In-depth understanding of the company's strategic requirements, and further clarify the company's major issues such as "what path to take, to what extent, and what to accomplish". And continue to adjust the corporate culture system based on the actual development of the company to adapt the corporate culture to the company's strategic development needs[5]. Through the creation of an advanced and excellent corporate culture, it promotes the sharing of values within the company, thereby forming a consistent vision and value concept. At the same time, we must also combine the company's strategic priorities at different stages, focus on the key to achieving the company's strategic goals or the current weaker corporate culture construction links, and carry out corporate culture construction work focused, planned, and targeted. By constructing a corporate culture system that adapts to the company's strategic landing, it provides an important guarantee for the company to successfully achieve its strategic goals.

Second, the corporate culture construction system must fully support the implementation of the service company's strategy. Whether the company's strategy can be implemented smoothly and whether the strategic goals can be achieved as scheduled depends not only on the

correctness of the strategy itself and the internal and external environment, but also on the employees' awareness and recognition of the company's strategy. The understanding and understanding of the company's strategy directly affects the level of employees' willingness to work hard to achieve the strategic goals, and it depends more on the overall atmosphere and atmosphere of the company. Therefore, the successful implementation of the strategy is inseparable from the support of a strong corporate culture system. It is necessary to give full play to the "soft power" of corporate culture, and guide employees to establish values and value orientations consistent with the company's development by extracting corporate culture concept systems that meet the company's strategic development needs, and fundamentally provide for the achievement of the company's strategic development goals. Strong support.

3.2.Enhance Employees' Sense of Belonging

People are the most active and active factor in productivity. The people-centered development thinking is the fundamental standpoint for upholding and developing socialism with Chinese characteristics in the new era, and it is also the starting point and goal of the company's work. We must adhere to the people-oriented principle, wholeheartedly rely on employees to run enterprises, and continue to enhance the sense of responsibility, belonging and pride of the majority of employees. Corporate culture is the result of long-term practice of company employees, and it will have a huge impact on employees' thinking and behavior. It plays an important role in clarifying the role of employees, inspiring employees' ideal pursuit, enhancing employees' endogenous motivation, and standardizing employee behavior orientation. Therefore, the construction of corporate culture should implement respect for people, caring for people, understanding people, and training people into the practice of the company, and effectively enhance the sense of belonging of employees.

First, we must use the power of corporate culture to guide employees to realize their self-worth. Continuously expand the influence of corporate culture, and truly integrate the values advocated by the corporate culture into the company's operations. Make employees truly understand the company's purpose, mission, positioning and spirit, and have a clearer and clearer understanding of the company's positioning and value, so that employees can more quickly clarify their roles and missions. Give full play to the spiritual power of corporate culture and integrate the personal value orientation of the company's employees. Make personal goals consciously approach organizational goals, realize the integration of company goals, personal goals, and personal goals to form a deep and lasting strong cohesion[7]. Through the gradual realization of personal

goals and group goals, the company's strategic goals and the pursuit of employees' personal ideals can be achieved. While meeting the self-realization needs of employees, it also injects strong impetus into the company's development.

Second, we must promote the company's employees to participate in the construction of the corporate culture system. The corporate culture is the culture of all employees of the company. In the process of building corporate culture, employees are not only the object to be changed, but also the subject of change. Therefore, the construction of corporate culture not only requires strategic guidance and promotion, but also depends on the participation and cooperation of employees, and requires the participation of employees. Leading, motivating, and promoting the participation of all employees is also an important process of corporate culture construction. The construction of corporate culture without the active participation of the majority of employees has no vitality and cannot be successful. The construction of corporate culture must obtain the understanding, consensus and support of employees, inspire their initiative, enthusiasm, and creativity, so that employees can become supporters and practitioners of the construction of corporate culture[8]. Through deep participation in the process of corporate culture construction, employees should continuously deepen their understanding and understanding of the core values of the company, and in this process consciously accept corporate culture, so that the construction of corporate culture can be implemented.

4.THE THREE PRINCIPLES OF CORPORATE CULTURE CONSTRUCTION

4.1.Combination of Politics and Mass

Political and mass characters are important requirements of the party for group work. Adhering to the principle of combining politics with the masses in the construction of corporate culture is to require the company's corporate culture construction not only to maintain a high degree of consistency with the Party Central Committee in terms of ideology and politics, but also to take the masses as the center and let the masses. Be the protagonist. To enable the corporate culture to meet the requirements of the Party Central Committee and the State Council, promote the company to fulfill its responsibilities and missions as a central enterprise, and to meet the needs of employees and speak up for them. The corporate culture can internally guide employees to become socialist builders with the correct world outlook, outlook on life and values, and externally can create value for customers and promote the common development and progress of society.

4.2.Combination of Heritage and Time

The process of integration and development of corporate culture is a process of inheritance and innovation. We must respect the historical and cultural genes accumulated in the whole process of the development of the corporate culture since its inception, and take it as an important cornerstone for the construction of the corporate culture system. At the same time, with the development and progress of the company, we must constantly enrich the connotation of the corporate culture concept, so that the corporate culture can be full of vigor and vitality in the new environment. For the past corporate tradition, we must divide it into two, take the essence and discard the dross, and look forward to the future from a new strategic height on this basis. We must take the promotion of the company's strategy as the main line, and continue to innovate and modify the corporate culture system, so that the corporate culture system can effectively adapt to the company's strategic development requirements.

Corporate culture is the basic value concept shared by members of the company. The consensus of the corporate culture concept system is an inevitable requirement for an excellent corporate culture, and it is also a necessary prerequisite for the effective dissemination and promotion of corporate culture. Therefore, the corporate culture must be consistent from top to bottom, and the company can only have one corporate culture, which is beyond doubt. But at the same time, group state-owned enterprises belong to a large number of units, and the differences between the units make their understanding of the connotation of corporate culture and the way they carry out the construction of the corporate culture system have their own colors. Therefore, in the process of developing corporate culture, we must not only take into account the differences of different companies and integrate them with the corporate culture of the company, but also respect the cultural differences of each unit.

5.CONCLUSION

Corporate culture is an important source of a company's core competitiveness and a key element of a world-class company with global competitiveness. As a large-scale responsible central enterprise, the company is an important force for maintaining political stability and a "heavy instrument of the great power" that the party and the people trust and rely on. To make the construction of corporate culture an important part of the company's propaganda and ideological work, insist on educating people with culture and culture, and fully develop the role of culture in leading the fashion, educating the people, serving the society, and promoting development. And to ensure that the corporate culture can contribute to the company's reform and development.

Adhering to the "one core, one leading, two main line" corporate culture optimization ideas, has important guiding significance for the company to continue to strengthen the corporate culture. The corporate culture construction of state-owned power enterprises must be fundamentally consistent with the requirements of the Party Central Committee. And on the basis of keeping the fundamental direction unchanged, continuously enrich the connotation of corporate culture and expand the means of corporate culture construction. It is necessary to give full play to the influence of corporate culture, and have a positive impact on the mind and spirit of employees in a subtle way.

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