



On the Construction of State-owned Enterprise Culture in the New Era

Jingshuo Zhao^(✉)

Zone C, Sanyao Community, Provincial Organ, Yanta District, Xi'an 710100, Shaanxi, China
18894314478@163.com

Abstract. Adhering to the Party's leadership and strengthening the Party's construction is the "root" and "soul" of state-owned enterprises, and is the unique advantage of state-owned enterprises. Advanced corporate culture is the driving force for the sustainable development of enterprises and an important part of the core competitiveness of enterprises. It is of great significance to give full play to the positive guiding role of corporate culture construction and create a good public opinion atmosphere for the development of corporate central work. This paper discusses how to play the leading role of party building, promote the construction of corporate culture and enhance the soft power of enterprises.

Keywords: State-owned enterprises · Cultural construction · Ideological construction

1 Preface

The construction of corporate culture is a process of establishing, disseminating and cultivating corporate spirit within an enterprise. It is a systematic project. Its implementation requires joint efforts from all aspects. The corporate culture is the corporate values, business philosophy and code of conduct that are created, accumulated and developed by the corporate leaders and their employees in the long-term business activities and are recognized, observed and practiced by all employees. It includes institutional culture, spiritual culture and behavioral culture. Among them, spiritual culture is the foundation, institutional culture is the key, and behavioral culture is the subject. It is a common task for state-owned enterprises to promote the construction of state-owned enterprise culture and give full play to its positive role in improving the management level of state-owned enterprises, enhancing core competitiveness and promoting enterprise development. So, how should state-owned enterprises lead and ensure the in-depth and effective development of corporate culture construction?

2 Guiding Ideology

Focusing on building a first-class learning enterprise and improving the quality and ability of all staff teams, we have built a learning enterprise culture full of enterprise characteristics and charm, providing a strong and powerful corporate culture guarantee for further promoting the scientific, sustainable and harmonious development process of state-owned enterprises.

3 Basic Principles

3.1 The Principle of Seeking Practical Results and Promoting Development

The cultural construction of state-owned enterprises should be based on the actual situation of state-owned enterprises and in line with the enterprise positioning. With the help of the necessary carrier and grasp, the cultural concept should be integrated into the specific rules and regulations, infiltrated into all aspects of the company's business management, and formed a strict and effective internal cultural control system of the company and a flexible and effective incentive and restraint system for employees, Make the construction of the whole company culture more serve the goal that the operation and management objectives of the whole company's employees are consistent with the strategic development objectives of the whole company [1].

3.2 The Principle of Gradual and Systematic Operation

The construction of the cultural front of state-owned large and medium-sized enterprises is a major strategic and long-term work for enterprises. We should adhere to the overall planning from the strategic height conducive to the long-term and stable development strategy of enterprises, determine the long-term objectives and tasks and key phased objectives, and continue to promote them step by step, step by step, and step by step, and give new meaning to the enterprise culture in the development practice [2].

3.3 The Principle of People-oriented and Full Participation

Take the development of human resources, the construction of high-quality staff, the activation of staff potential, the motivation and cohesion of staff as the central task of corporate culture construction, stimulate the enthusiasm, creativity and team spirit of staff, and realize the organic unity of the sublimation of staff value and the vigorous development of the enterprise. In the process of the construction of state-owned company culture, we must pool our ideas and efforts, and all staff should participate in the construction, so that all staff can understand the profound connotation of the construction concept of the company culture from the owner's active participation in the work, accept the company's core concept, and form a good working atmosphere of unity and concerted efforts to seek the company's development plan.

3.4 The Principle of Highlighting Characteristics and Coordination

Firmly grasp the development status and future planning of state-owned enterprises, summarize the fine traditions and business styles of state-owned enterprises, excavate, refine and sort out the cultural connotation with distinctive characteristics, and form an enterprise culture with both characteristics of the times and unique charm. At the same time, we should correctly handle the relationship between the enterprise and the culture of social and economic development, embody the individuality under the premise of adhering to the generality, organically integrate the generality and individuality, maintain the unity with the social culture, enhance the cohesion and centripetal force of the enterprise, and establish the overall image of the enterprise [3].

4 Work Objectives

We will accelerate the establishment of a working mechanism for the construction of state-owned enterprise culture that links up the top and bottom, guide cadres and workers through the socialist core values, and promote the construction of state-owned enterprise culture, economic development and spiritual civilization.

Establish learning state-owned enterprises and improve the quality of cultural management. The activity of “creating a learning enterprise” was carried out in a solid and in-depth manner, and the concept of lifelong learning was deeply rooted in the hearts of the people. The activity of “creating a learning enterprise, striving to be a knowledge worker” was solidly and effectively promoted, and the learning ability of all staff was generally improved, and the creation activity of “learning enterprise” achieved results.

Accelerate cultural integration and promote enterprise innovation. Closely focus on the central work of “strengthening management and improving efficiency” of state-owned enterprises, organically integrate state-owned enterprise culture into the central work of enterprises, promote the innovation and development of enterprises, and provide spiritual impetus and intellectual support for the reform and development of enterprises [4].

5 Work Focus

5.1 Under the Guidance of Party Building, Build Soft Power of Corporate Culture

In the process of the integration and development of the party building and corporate culture of state-owned enterprises, we must first do a good job in the construction of the grass-roots party organization, and consolidate the political and ideological construction of the party organization through the formulation of the annual plan of propaganda and ideology, the study of the theoretical center group of the party committee, the “three meetings and one lesson” of the party branch, and the improvement of the professional title evaluation of ideological and political workers, and through internal inspection Supervision methods such as special ideological supervision can better supervise and urge all party branches to play the role of battle fortress and the vanguard and exemplary role of party members, so as to promote party building and corporate culture construction.

5.2 Further Improve the Internal Management Constraint Mechanism and Consolidate the Management Foundation for Improving the Cultural Connotation of State-owned Holding Enterprises

We have improved and improved the working mechanism for the construction of corporate culture itself. The coordinating agency for the construction of corporate culture itself is still located in the work department of the Party Committee of the enterprise, which is specifically responsible for the daily organization, management and comprehensive coordination of the construction of corporate culture itself. All units must pay more attention to the construction and publicity of corporate culture, strengthen business guidance,

consolidate the work base, educate employees and actively guide all employees to further realize the special importance of doing a good job in the construction and publicity of corporate culture; It is necessary to further increase the publicity of the news media on the construction of the connotation of corporate culture and other work contents, use various modern information media means to timely and accurately transmit corporate information, carry out comprehensive and in-depth publicity on the construction and work of corporate culture of the company, and further strengthen the social publicity basis for the construction of corporate culture and brand. For example, optimize the information collection management method and improve the news publicity system; Hang corporate concept publicity signs in the office area and production site; Family office equipment, image display leaflets and other conference and entertainment service equipment, as well as all kinds of text materials, online electronic journals, envelopes, conference tables, slogans, video boards, etc. printed and used by other follow-up units, must strictly comply with the requirements of the state-owned enterprise vi standard.

5.3 Leading the Construction of Corporate Culture with Socialist Core Values

We will deeply permeate the essence of the excellent spirit of carrying forward the socialist core values into our daily work and life. State-owned enterprises enrich the work and life of cadres and workers by carrying out special spiritual civilization construction work, high-quality construction work of clean government culture, etc., by preparing brochures, organizing calligraphy and painting exhibitions, holding skills competitions and other forms, improve the overall quality of cadres and workers, and let the socialist core values penetrate into the hearts of cadres and workers in the process of tacit change.

5.4 Innovate Internal Management and System and Form Mechanism

It provides a superior and comfortable learning and living environment and entrepreneurial work environment for the innovation and independent entrepreneurship of all kinds of outstanding scientific and technological talents and the healthy and happy growth and development of individuals, and creates favorable conditions for cadres and employees to accept advanced ideas, obtain useful information and enrich cultural life. It is necessary to take the combination of “invite in” and “send out” to train employees in business knowledge and technical skills, so as to promote employees, especially ideological and political workers, to learn and become talents on the job, firmly grasp their correct and healthy ideological and moral values in daily learning and social practice activities, consciously cultivate their own good ideological and moral feelings in social learning and social practice activities, and exercise their own moral sentiment, Improve your sense of responsibility and enhance your sense of mission.

6 Organizational Leadership

The construction of corporate culture is a major strategic work of the enterprise, which requires the enterprise to use various forces to grasp and achieve good results. In order to further improve the construction and work of corporate culture under the new situation,

the state-owned enterprise party committee can consider establishing a group with the secretary of the enterprise party committee as the team leader in person. A special “leading group for the construction of corporate culture” in which the leading comrades in charge of corporate ideology serve as the deputy group leader. The office of the leading group has a number of service agencies to undertake its daily administrative work. The leading group office is located in the Publicity Department of the Party Committee of state-owned enterprises, and its members are composed of relevant personnel from the Publicity Department of the Party Committee of state-owned enterprises [5].

The corporate culture construction of state-owned enterprises should strictly implement the effective civilized work operation mechanism of “the first person in charge, the leaders in charge of specific work, the departments responsible for their respective responsibilities, division of labor and cooperation, and joint efforts”. Members of the leading group of state-owned enterprises at all levels must always consciously act as the active advocates, organizers and demonstrators of the construction of civilized enterprises throughout the company, carefully grasp the organization and operation, and take the initiative to investigate and resolve new and various difficult contradictions and problems that may arise in the process of promoting civilization. All departments must further strictly implement their responsibilities, ensure that the state provides us with the necessary and reliable project funds, human resources, financial resources, technology and material resources for the construction of corporate culture projects, establish and improve the special working funds for the construction of corporate culture projects, and ensure the smooth, efficient and orderly operation of all work in the construction of corporate culture projects.

7 Epilogue

The reform and development of state-owned enterprises cannot be separated from the strong support of corporate culture. To strengthen the construction of state-owned enterprise culture, we must take the scientific concept of development as the guidance, deepen the reform as the driving force, take talent training as the basis, focus on brand construction, adhere to the combination of inheritance and innovation, inheritance and development, and further build a new state-owned enterprise culture system with the flavor of the times and enterprise characteristics, so as to promote the reform and development of state-owned enterprises.

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