

# On Strengthening the Construction of Enterprise Culture to Improve Enterprise Competitiveness

—Taking Shaanxi Jutai New Material Science and Technology Ltd. as an Example

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**Keywords:** enterprise culture; improve; enterprise competitiveness

**Abstract:** Enterprise culture is the soul of enterprise survival and development, and the great power to promote the sustainable development of enterprise. Therefore, for the survival and sustainable development, it is necessary to strengthen the construction of enterprise culture and improve enterprise competitiveness. This paper describes the necessity of constructing excellent enterprise culture for improving enterprise competitiveness, and the connotation of enterprise culture construction, including the spirit of professional dedication, solidarity and cooperation, honesty and integrity, observing law and discipline, and explores the effective path of strengthening enterprise culture construction to improve enterprise competitiveness.

In the report of the 19th National Congress of the CPC, Xi Jinping pointed out that, “Without great cultural confidence, there will be no great rejuvenation of the Chinese nation.” Excellent enterprise culture is a component of the confidence of socialist culture with Chinese characteristics in the new era, and it is also the important force to build socialism with Chinese characteristics. Enterprise culture is the competitiveness, the soul of enterprise survival and development, and the great power to promote enterprise’s sustainable development. Therefore, under the background of economic globalization and rapid development of science and technology, for the survival and development of enterprise in domestic and international market, it is required to strengthen the construction of enterprise culture so as to promote enterprise competitiveness.

## 1. The Connotation of Enterprise Cultural Construction

Enterprise culture is cultural form and behavior mode with enterprise characteristics formed in the process of production and development in a certain era, corresponding regulations and organization, with enterprise spirit and enterprise management philosophy as the core, and humanism management theory formed in the interaction between enterprise members and identified by them, cohering employees’ initiative, sense of belonging and creativity. It reflects the enterprise and members’ value disciplines, moral spirit, business philosophy, common belief and cohesive force.

Any enterprise has enterprise culture, so it is common. Enterprise, with the consensus of enterprise spirit as the core, people as management subject, based on group behavior, forming the best management mechanism as the goal, is a special management philosophy to cultivate the value concepts of members and strengthen the emotional investment between members. Excellent enterprise culture include the spirit of professional dedication, solidarity and cooperation, honesty and integrity, observing law and discipline.

## 2. The Necessity of Constructing Enterprise Culture

On November 27, 2014, Shaanxi Jutai New Material Science and Technology Co. Ltd. is established in Yellow River Golden Triangle new industrial district, Tongguan County, Weinan city, Shaanxi Province. It is a private enterprise of high and new technology. Its business scope include the production and marketing of building materials, chemical products, metal products, hardware

and electrical material products, and electronic products, and the recovery processing and marketing of waste resources and waste and scrap. Since its establishment in 2014, the company has developed rapidly, with the continuous expansion of scale and business and the rapidly increasing number of employees. In order to enhance the cohesiveness and market competitiveness of enterprise, it is urgent to strengthen the construction of enterprise culture and realize the synergy between enterprises and jointly promote the enterprise to develop forward.

First of all, excellent enterprise culture can mobilize the initiative and creativity of enterprise employees. Excellent enterprise culture, as the spiritual pillar of the enterprise, with respecting employees as the central content, satisfies various needs of employees, so that the members of the enterprise can voluntarily accept the core concept of the enterprise and voluntarily exert their potential from the heart to work harder and more efficiently. This excellent enterprise culture can enhance employees' self-reliance and enthusiasm, and motivate employees' enterprising spirit, creativity, dedication, and sense of responsibility, providing an inexhaustible source of strength for the development of the enterprise.

Secondly, excellent enterprise culture can enhance the cohesive force of enterprise. Excellent enterprise culture has the function of adhesives, which can enhance the centripetal force, cohesive force and combat effectiveness of employees' efforts for the enterprise's strategic goals, thus reducing internal friction in enterprise development. The cohesiveness of enterprise culture has a great impact on the initiative of employees and enterprise business activities and production behavior. In the development of enterprise, this kind of enterprise culture cohesiveness integrates the emotions of employees and becomes a powerful driving force for the long-term development of the enterprise.

Thirdly, excellent enterprise culture establishes a good enterprise image. Excellent enterprise culture creates a good enterprise environment and plays a significant role in improving the overall quality and political ethics of all employees. When conducting foreign business, they can abide by laws and regulations, be honest and trustworthy, achieve win-win cooperation, view the problems for the long-term development of enterprise, and establish a good image of the enterprise.

Fourthly, excellent enterprise culture establishes a good brand image for the enterprise. The brand effect has always played a huge role in the development of the enterprise. In the public's mind, the enterprise is a complex composed of product service and enterprise culture. The excellent enterprise culture deeply rooted in the hearts of the people can produce a huge brand effect. The excellent enterprise culture will help to establish a good public image and enhance social popularity and reputation, which plays a vital role in enhancing the brand image of the enterprise.

### **3. The Paths to Strengthen the Construction of Enterprise Culture**

To enhance the competitiveness of enterprise, it is necessary to form an effective and scientific cultural system with innovation spirit as the core. Today, in the 21st century, the competition among enterprises is intensifying. If enterprises want to be in a dominant position in the competition and gain the vitality of long-term development, they must advance with the times and form a scientific enterprise culture with individuality and originality that is compatible with the development of the times.

#### **3.1 To constantly innovate enterprise culture.**

Different enterprises have different characteristics, and the enterprise culture of each enterprise should fully reflect the personality characteristics of the enterprise. The development of the same enterprise in different historical periods is different, so the enterprise culture must constantly keep pace with the times and innovate. According to the survey, domestic and foreign enterprises stand in the market competition with competitive advantages attach great importance to cultural construction. They will all have their cultural identity with their enterprise characteristics different from other enterprises, according to different production tasks and different technical characteristics, industrial scale and industrial nature, different employee qualities, different employee composition, different economic status and social tasks, and different business ideas and values. For Shaanxi Jutai New

Material Science and Technology Ltd., in order to enhance their market competitiveness, it is necessary to pay more attention to the growth and development characteristics of the enterprise, based on fully considering the actual situations of the company, and build a set of innovative cultural system, which can not only accurately reflect its development status and also not be copied by other enterprises.

To innovate its enterprise culture, it shall take five factors in account, including enterprise product characteristics, enterprise industrial nature, enterprise traditional features, marketing features, and leadership behavior styles. Starting from these five factors, it is required to take the enterprise concept innovation as the guidance, enterprise strategic innovation as the core, enterprise organizational innovation as a guarantee, enterprise technology innovation as a driving force, and enterprise market innovation as a goal, and create a scientific and effective enterprise culture system, so that the company can realize its development and constant innovation, growing small to large, big to strong, and China to international market. It can be seen that the individualism, uniqueness and innovation of enterprise culture can enable enterprise to maintain its own development advantages while obtaining strong support for sustainable development. The enterprise leadership behavior style is the dominant factor of enterprise behavior, and the personalization of enterprise organization and system. Its values govern the behavior of the enterprise, which influences the value orientation of the employees and has a significant impact on economic activities. The company shall be morality-oriented, owns pioneering and innovative, courageous and enterprising, honest and trustworthy, tolerant and friendly quality, which is conducive to guiding the enterprise to form a positive enterprise culture.

### **3.2 To constantly improve the enterprise leadership system.**

The power and prestige of enterprise leaders can effectively promote the effective construction of enterprise culture. Therefore, it is very important to carry out scientific planning for the leadership system of the company, including content planning such as leadership system, leadership decision-making system, leadership structure and leadership style. The institutional culture and organizational structure of enterprise leadership are of great significance in the construction of enterprise culture. Therefore, the company should reasonably arrange leaders in terms of knowledge, experience, age, personality, gender, etc., so that the mutual reinforcement, and the maximum exertion of leadership can be realized. In addition, the company should actively improve the legal person governance structure, realize the clear division of power between the decision-making and management levels, and realize the supervision and restriction of power. Only by establishing a standardized and reasonable leadership system can enterprises develop steadily under the correct guidance.

As the business leaders, they must have a management system that is suitable for the company's own development. The advanced management concept of the manager of the company determines whether the operation of the enterprise is smooth or not. Strengthening the construction of management concepts and transforming advanced management concepts into their own core competitiveness is a difficult problem for the managers of this enterprise. Through the participation in the training of the organization and management personnel, the managers of the company can train their innovative ability, strategic decision-making ability, learning ability and resource allocation ability. Through the introduction of advanced management concepts, the overall innovative thinking of the management personnel of this enterprise can be improved and the basic advanced management concept of enterprise managers can be formed, which can enable enterprise managers to think deeply, open their eyes, and grasp the trends and laws of future enterprise development and changes in the external environment of enterprise. In a word, advanced management concepts will affect the formation and development of core competitiveness, and provide the driving force that cannot be ignored to enhance core competitiveness.

### **3.3 To give play to the dominant role of enterprise model in the construction of enterprise culture.**

Enterprise model plays a guiding role in the construction of enterprise culture. The company

should respect talents and play a leading role in enterprise models. The competition of enterprises is the competition of talents to a large extent, which shows the importance of the talent training mode. It is necessary to establish and improve the talent training mode, and encourage the enterprise model to give training to the enterprise staff, so that the enterprise employees can master more work skills in the training, improve the work ability, deeply influenced by the enterprise culture, deeply understand the care from the company, and feel their sense of existence, and the high expectations from the company.

The enterprise model can realize its own values and the influence of enterprise culture and thought through the two ways. On the one hand, the enterprise model must practice the words and deeds in the daily life and work. On the other hand, before the enterprise model conveys the value concept to the enterprise employees, it must accurately and comprehensively grasp the latest market economic trends, grasp the latest enterprise development trends, and enable employees to establish correct values while receiving training, and really master some work skills.

The growth of the company depends on its enterprise cultural construction. Its effective construction lies on the expansion of enterprise models. The individual features, work characteristics, personality charm, values and business philosophy of enterprise models have an important impact on the employees. Therefore, the integration of enterprise models' ideological culture and value concepts is conducive to ensuring the scientific and correct enterprise culture and standardized enterprise systems, inspiring employees to establish correct values, and realizing the ultimate goal of long-term development and expansion for the enterprise.

### **3.4 To adhere to people-oriented ideology and establish the long-term mechanism serving employees.**

To adhere to people-oriented ideology, establish the long-term mechanism serving employees, promote the comprehensive development of enterprise employees, and realize the co-prosperity of enterprise and employee. In the construction of humanistic thinking, the business community has basically formed a people-oriented management philosophy, which is the key to the enthusiasm and initiative of employees. In the construction of enterprise culture, it is required to give full play to the initiative of enterprise members, give respect and affirmation to them, and strive to improve their work skills.

Competitive salary incentives can fully mobilize the initiative of employees. The salary system is an important means to provide material incentives for employees. The company shall appropriately conduct the reform on salary system. The reformed salary system should better reflect the protagonist status of employees. A reasonable salary system links employees to the fate of the company, allowing employees to grow with the company, which helps to enhance the core competitiveness of the organization.

In carrying out enterprise culture construction, it is feasible to regard the employees as the company's first wealth, listen carefully to the employees' mind, understand what they think, and solve the problem on the vital interests of the employees, so that the employees have a sense of belonging, a sense of well-being, and a sense of mission, share weal or woe with the enterprise, which will help to enhance the core competitiveness of the enterprise.

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