

Analysis of the Effect of Corporate Culture on the Innovative Development and Management of Enterprises

Ziqi Tang^{1,a,*}

¹*Agincourt International Academy, Toronto, Canada, ONCA, M1V 1Z6*

a. thatsjackie@126.com

**corresponding author*

Abstract: As an important means of enterprise management, enterprise culture plays an increasingly important role in enterprise competition. Corporate culture has become indispensable content for contemporary enterprises to maintain competitiveness and sustainable development in the market, and is the soft power of enterprise innovation and development. This paper studies the influence of corporate culture on corporate innovation and corporate management and how to expand its advantages. The construction of corporate culture is a systematic project that keeps pace with the Times. Only by continuously enriching and developing the content of corporate culture and optimizing the ways and methods of cultural landing can we better promote the quality and efficiency of enterprises and achieve high-quality development. It can be seen that how to integrate corporate culture with innovative development and play its role is a topic worthy of further discussion and research. After a full understanding, the development process of enterprises can be more planned and the soft power can be fully utilized to use innovative means. For different types of companies, such as individual startups or large public companies, having a corporate culture is essential.

Keywords: Business management, Corporate culture, Relationship analysis, Innovative enterprise, Sustainable development

1. Introduction

Corporate culture is the “soft means” of enterprise management, the window that reflects the concept of enterprise management, the spiritual core that all employees believe in, and the important means to maintain a competitive advantage in the market. Contemporary, invisible and systematic are the unique characteristics of corporate culture. The current market is gradually picking up, and the changes in the economic environment have put forward higher requirements for the construction of corporate culture on the role of attracting people, enhancing effectiveness and enhancing confidence [1]. Fortune magazine pointed out that the world’s top 500 companies are good at injecting vitality into corporate culture. The failure of many enterprises is that they have not built their own culture, and have not adapted their corporate culture needs to the Times, social environment and the life cycle of enterprise development, which makes it difficult for enterprises to maintain competitive advantages and sustainable development for a long time.

Although managers have realized the importance of corporate culture, most companies still have a superficial understanding of corporate culture. Managers simply think that corporate culture is a

slogan or a sign, or simply copy it, without really understanding how corporate culture plays a role in creating value for the enterprise, let alone realizing that corporate culture has an invisible impact on business success.

Specifically, in terms of the hierarchy of corporate culture, domestic and foreign scholars generally divide the content of corporate culture into three hierarchies, namely, the rational layer, which is the core layer agreed by scholars, followed by the institutional or behavioral layer, and the outermost layer is the material layer.

The ideological layer is the values, vision and goals that most enterprises will indicate on the official website. Many enterprises' corporate culture construction stops here, but in fact, these levels are an organically unified whole, which is both interdependent and different [2]. This paper studies the influence of corporate culture on corporate innovation and corporate management and how to expand its advantages, so as to offer some references for small and medium sized enterprises.

2. The influence of innovative enterprise culture on the innovation of enterprise management

2.1. Optimize the corporate image

The soft power of an enterprise is also an important part of the enterprise. Improving the soft power can effectively add a strong guarantee for the development of the enterprise. Therefore, it is very necessary to shape and maintain a positive corporate image. The company will further strengthen cultural construction, organize relevant learning activities, encourage the leadership and employees to actively participate in them, clearly understand the development goals of the company and understand the development values of the company, so that employees can have a clear understanding of their own work value, improve their work enthusiasm, and introduce the specific situation of the company to partners. Lay the foundation for the innovative development of enterprise business. Through the further construction of corporate culture, enterprises have a clearer corporate image, effectively enhance the competitiveness of enterprises, and also have certain help for the management of enterprises. Effectively let employees recognize the enterprise, improve the sense of belonging, improve the sense of responsibility, and work together on the enterprise operation [3].

2.2. Improve enterprise cohesion

In an enterprise, the enterprise members are undoubtedly an important force for the development of the enterprise, if the enterprise members lack trust in the enterprise, and lack the sense of belonging, then it is bound to hinder the pace of development of the enterprise. Improve the cohesion of enterprise members, build corporate culture, positive corporate culture can greatly improve corporate cohesion [4].

2.3. Successfully achieve the goal of enterprise concept innovation

Enterprise philosophy is the value concept pursued by enterprise leaders and internal employees. Unifying the value concept of internal staff at the ideological level can greatly improve the efficiency and quality of enterprise management. It should be noted that the current situation and development environment of the enterprise will have a huge impact on the value concept of the internal staff. To this end, in order to achieve the goal of innovative development, enterprises need to attach great importance to the development of talents, build a harmonious, fair and just working atmosphere and working environment, stimulate the subjective initiative and work enthusiasm of internal personnel, successfully achieve the unity of values, and maintain a high degree of

recognition of corporate culture. It can be seen that continuous corporate culture optimization and innovation can significantly enhance the cohesion of the enterprise and ensure that all departments and staff of all positions can work together and fulfill their tasks and objectives. The corporate culture contains the development expectations of various departments and positions, which can ensure that while the enterprise continues to innovate and develop the concept, the internal personnel of the enterprise actively participate in the innovation of the enterprise concept and give full play to the power of the masses.

2.4. Significantly improve the innovation capability of enterprises

Under the background of the new era, enterprises can use necessary economic and material means to achieve innovative development. In addition, scientific ideological education work and exploration of scientific and reasonable ideological and political work models can also provide help for enterprises to achieve innovative development. Compared with the material basis and economic basis, corporate culture belongs to the soft power category of enterprises, which is conducive to the stable development of enterprises. Specifically, the core competitiveness of enterprises includes basic production equipment, production personnel and production objects. With the help of a series of advanced technical equipment, producers introduce advanced working concepts and working ideas, give full play to the advantages and roles of modern science and technology, and significantly improve enterprise productivity. Human resources are the core driving force for the enterprises' innovation and development, so the construction of enterprise culture should take human resources as the primary object to significantly improve the overall production efficiency of enterprises. It is essential to pay attention to improving the work efficiency of employees in various departments and positions, with a series of advanced corporate cultures, significantly improve the innovation ability of enterprises, ensure that enterprises achieve innovative development in the fierce market competition atmosphere, and constantly improve the core competitiveness and comprehensive strength of enterprises.

2.5. Help enterprise management work model innovation

Continuous optimization and continuous innovation of corporate culture also need to innovate the status quo of corporate management, and in the link of corporate culture innovation, it is essential to change the traditional work concept and work objectives. Combined with the new enterprise culture, the traditional management mode and the traditional management work mode are optimized and adjusted. In addition, the lack of core competitiveness of enterprises is not only reflected in the product aspect, but also in the talent competition and technology competition, there are certain disadvantages. To innovate corporate culture, it is necessary to carry out an in-depth analysis of comprehensive factors such as the current situation of market development and the actual development needs of consumers, formulate scientific and reasonable strategic adjustment measures, constantly optimize and constantly innovate the production target management mode, and meet the market development needs and the personalized development needs of enterprises [5].

3. The role of corporate culture innovation in enterprise development

3.1. Promote the corporate cohesion

The development of a company's core culture is facilitated by corporate culture innovation, which also fosters the creation of a centripetal force and cohesion among employees of various departments with the enterprise's strategic development goals at its core. This collaboration fosters the achievement of the enterprise's economic objectives and strategic development goals as well as

the creation of a progressive and peaceful environment and a direction for future development [6]. Enterprise leaders should establish a strong leadership role in the development of enterprise culture, build and resolutely implement the core values in accordance with the principle of seeking truth from facts, the courage to go beyond their roles and responsibilities, promote the harmonious development of employees in various departments of the enterprise, and motivate grassroots employees to implement. With the aid of an enterprise innovation culture, it is possible to assist the achievement of the organization's overall strategic goals as well as the employees' desires for personal growth [7].

3.2. Optimize the structure of the company

The invention of corporate culture can help to advance the creation of business strategy [8]. The research and innovation of the culture and management style of the enterprise everyday operation and management can support a shift in the enterprise's strategic thinking. In the classic development mode, an increase in money and financial resources is largely what drives business growth. The improvement of staff quality, the innovation of management practices, and the promotion and application of cutting-edge technology are the three primary pillars on which companies' development strategies are based after the innovation of corporate culture. The business of firms likewise evolves to a high-end mode when their business models change from a single to a diverse orientation [9]. In the composition of the company can achieve optimal development.

3.3. Achieve sustainable development of enterprises

The essential idea of enterprise development is the support of culture, and economic development is the exterior manifestation of enterprise development. The sustainable development of businesses can be encouraged through the innovative creation of corporate culture. Corporate culture manuals can be developed in accordance with the company's culture [10], the core values and corporate culture of the company can be made public and implemented, and the innovation and development of corporate culture can take into account changes to the company's strategic goals. Give full play to the creativity of the employees of different departments in the process of upholding the enterprise's spirit and culture, and encourage the sustainable growth of the company by utilizing innovation of the enterprise culture [11].

4. Conclusion

Corporate culture innovation plays a significant role in enterprise development, it promotes the formation of a cohesion and centripetal force between the employees of various departments with the strategic development goals of the enterprise, helps optimize the structure of the company, and supports the company to achieve sustainable development. In terms of enterprise management, the advantages of corporate culture are reflected in four aspects. First, it can optimize the corporate image, second, it can enhance the cohesion of the enterprise, third, it can help to successfully achieve the goal of corporate concept innovation, fourth it can significantly improve the innovation ability of the enterprise. And finally, it helps enterprise management make some work model innovations.

In terms of enterprise development, corporate culture can promote the cohesion of enterprises, improve and optimize the corporate structure, and achieve sustainable development of enterprises. In terms of the disadvantages of this paper, personally, the author believes that the corporate culture of each company will vary in some details due to its own background, environmental impact and scale. Therefore, it is not necessary to generalize, and personalized business analysis should be

carried out for different companies to be more targeted, solve problems more effectively and achieve better development.

Acknowledgements

I am very grateful to the professors and teachers for their help in my paper, who helped me solve many problems in my paper writing, and at the same time gave me a deep understanding of the economy and enterprise development, which has a deep impact on me.

References

- [1] Yujie Zhang. (2022) *Analysis on the construction of corporate culture in the Digital Era* [J]. *Chinese and Foreign Corporate Culture*, (10):127-129.
- [2] Xintong Lin. (2022) *The development direction of corporate culture innovation under the recovery of market* [J]. *Modern Enterprise*, (07):158-160.
- [3] Yue Hu. (2022) *The role of enterprise culture construction in Enterprise management* [J]. *Modern Enterprise Culture*, (13):4-6.
- [4] Zhuo Liu. (2020) *Analysis on the role of enterprise culture Construction in Enterprise Management* [J]. *Charm China*, 2020(13):395.
- [5] Zhuozhao Su. (2022) *Research on the influence of corporate culture Innovation on corporate Management innovation* [J]. *Time-honored Brand Marketing*, (14):136-138.
- [6] Yingmei Sun. (2017) *The role of enterprise culture innovation on Enterprise Development* [J]. *Chinese and Foreign Entrepreneurs*, (18):167.
- [7] Yu Shen. (2015) *Discussion on the role of corporate culture innovation on corporate Strategy Development* [J]. *Oriental Corporate Culture*, (3):19.
- [8] Ling Zhou. (2016) *Research on the effect of Corporate Culture on the Sustainable Development of Enterprises* [D]. Kunming: Kunming University of Science and Technology.
- [9] Xupeng Fang. (2005) *On Enterprise Culture Innovation as the driving force of Modern Enterprise Development* [D]. Changchun: Jilin University.
- [10] Hanmin Xiong. (2013) *Research on the role of cultural innovation in Promoting the sustainable growth of enterprises* [D]. Linfen: Shanxi Normal University.
- [11] Yongquan Meng. (2011) *The innovation management of enterprise culture is the necessary condition for enterprise development* [J]. *Brand (Theory Monthly)*, (Z1):4-5.