

Thoughts on the application of humanistic management thought in enterprise management

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Abstract. This paper expounds the core of humanistic management thought and the significance of its application, explains the application of humanistic management thought from the practical perspective of enterprise management, and summarizes the problems that should be paid attention to in the application of management matters. It is hoped that this paper can provide help for the development of enterprise management and the application of humanistic management thought.

Keywords: humanistic management; business management; application

1. Overview of humanistic management thought

1.1 The core of humanistic management thought

Humanistic management originated from the theory of humanistic psychology. Humanistic psychology believes in people's active consciousness. When people's needs are met, their own initiative can be stimulated, and people may take the initiative to complete affairs and bear responsibility. And relying on people is the primary core of humanistic management thought, while developing people's potential is the most important task of management of enterprise management under the guidance of humanistic management thought. In addition, respecting people is the highest purpose of the enterprise under the guidance of humanistic management thought. As a result of that, in the management process, we should respect the rights and dignity of every member of the enterprise as a human being, as well as pouring attention into every partner, customer and consumer. Then under the guidance of such core concepts, management objectives and management purposes, enterprise management presents a new look, and can bring strong power of development to enterprises.

1.2 Significance of humanistic management thought to enterprise management

In modern enterprise management, advanced technology and information would be the most important resources of enterprises. As the carrier of technology and information, and also the application of technology and information, people naturally become the most important part of enterprise management. Humanistic management thought explains the management objectives, management tasks and the purpose of operation and management around "people", and directly points out a clear and clear management line for the operation and management of modern enterprises. And it avoids the enterprise management from trying implementation of management thought and application of management mode in the mode of solving problems, also saves management energy and improves management effectiveness.

2. Application of humanistic management thought in enterprise management

2.1 Human resource management under the guidance of humanistic management thought

As we all know that humanistic management emphasizes relying on people, so in human resource management, it is necessary to show the recognition and dependence of enterprises and managers on employees. Therefore, in human resource management, the first thing that should be widely used is emotional management, that is, enterprises should enhance care for employees and let employees clarify their own value, to enhance employees' sense of identity and belonging to the enterprise. They should also make employees feel the importance and affirmation of enterprise management to themselves, then recognize themselves as an important part of enterprise operation, as well as

recognizing the positive value of employees in showing enterprise operation status and enterprise social functions, and take it as the center to fully show the care of human resources management for employees. When the enterprise can trust, rely on and affirm the positive value of employees to the development of the enterprise, human resource management has gradually changed from institutionalized management to humanized management. Therefore, it is also very necessary to implement independent management.

Besides, independent management means that employees can independently plan the corresponding steps of enterprise management according to the actual needs of their own work. As a consequence, we need to improve and innovate the mode of human resource management. In short, we need to gradually transform the traditional top-down management into democratic management. The original intention of democratic management is to believe that employees have a sense of self-development and can conduct independent management. Also, democratic management can be carried out from the following two aspects. Firstly, in formulating rules and regulations of human resources management, employees are invited to put forward suggestions on the existing rules and regulations, or fully investigate the development needs of employees, then modify human resources management rules and regulations, together with publicizing the modified specifications and soliciting employees' feedback. On top of that, they ought to organize employees to uniformly learn norms of human resource management, and emphasize that employees should work according to the rules. Secondly, in terms of employee performance management and incentive, encourage employees to supervise and manage each other, set a normative example in each post, emphasize the service value of the work example, guide employees to learn from the example, and be able to actively think about the handling methods and attitudes of the work example when they encounter problems at work, so as to adjust their work attitude.

2.2 Enterprise project management under the guidance of people-oriented management thought

Project management is an important part of enterprise management. Also, many contents of enterprise operation are presented in the form of projects, and the progress of projects directly affects the implementation of enterprise business strategy. Then, project management seems to have become a micro enterprise management, including internal personnel mobilization and principle, application and management of financial funds, external customer maintenance Communication with partners, etc. And according to the characteristics of project objectives and processes, the traditional management is managed by the enterprises. Under the guidance of humanistic management thought, project management has gradually changed to developing the potential of project members, that is, which is required to take the management of project team and project member management as the core in the process of project management, which is the basis for realizing the project. Firstly, it discusses whether the organizational structure of the project team can really stimulate the ability of team members, endow the project team with a more flexible organizational structure construction method, divide the project into small goals, and require the responsibility of team members in the project with the achievement of each small goal, so as to stimulate the personal ability of team members. Secondly, pay attention to the cultivation of personal ability of project team members. The core employees of the project team directly affect the development of the project. The enterprise should deeply understand the personal development needs of each member of the project team, pay attention to cultivating those members who may become core employees, and promote the effectiveness of communication and cooperation among employees. Through the implementation of one or two projects, more employees suitable for core positions can be cultivated. This can not only directly improve the competitiveness of enterprises, but also make the business projects of enterprises carry out more smoothly in the future.

2.3 Corporate culture management under the guidance of people-oriented management

Enterprise culture management is an important part of modern enterprise management. The so-called enterprise culture is the enterprise core values formed in the long-term business process. The core values are not only reflected in the internal operation of the enterprise, but also in the external construction of image of the enterprise. It can be said that cultural management is both internal management and external management. The traditional management of corporate culture takes the work values and business objectives jointly recognized by the core employees of the enterprise as the main line, determines and spreads the corporate culture to the whole enterprise through publicity and learning, and spreads the corporate culture to the external market environment by means of publicity of corporate image after the confirmation and core culture of the enterprise. Also, humanistic management thought regards respecting people as the highest purpose of enterprise management. And the idea makes the enterprise culture management form a new path, that is, the enterprise culture is carried out in the form of multicore and diversification.

All cultures related to enterprise operation and conducive to enterprise development can be incorporated into the enterprise culture system, while all positive and positive states shown by enterprise employees in their actual work can be regarded as an integral part of enterprise culture, and the needs of all enterprise partners, customers and consumer groups for enterprise development, enterprise products and services. What's more, at the cognitive level of enterprise culture management, respect people as the core, also accept all cultural definitions and ideas conducive to enterprise development, as well as optimizing and incorporating them into enterprise culture, and form a multicore culture. The definitions of enterprise employee culture, enterprise technology culture, enterprise market culture and enterprise service culture can be different, but they do not conflict with each other. Last but not least, at the implementation level of corporate culture management, the main method is to respect people, and pay attention to practicing and displaying corporate culture and realizing diversified management through practical management work.

3. Problems needing attention in the application of humanistic management thought

The key point of the application of humanistic management mode is that the management ability of managers is consistent with the actual work of humanistic management, that is, enterprise managers need to fully understand the thoughts and needs of employees and be able to reasonably combine the needs of employees with the needs of enterprise operation. Only in this way can the value of humanistic management be truly brought into play. This requires enterprise managers to strengthen communication and exchange with employees, observe the ideas expressed by employees in the work process, and fully understand the needs and development wishes of employees, so as to combine enterprise operation with employee development and realize real humanistic management. In addition, the implementation of people-oriented management can not be completed overnight. Then enterprise managers need to combine the implementation of people-oriented management mode with the improvement of management thought, care for employees, love employees and trust them. At the same time, enterprise managers also need to pay attention as humanistic management is not a management of "inaction", but a management that can deeply integrate enterprise operation with employee development and enterprise development. Therefore, when implementing humanistic management, they should pay attention to the optimization of enterprise system to ensure the effective implementation of humanistic management.

4. Conclusion

To sum up, humanistic management thought plays a very important role in guiding and helping enterprise management. The actual needs of each enterprise management work are different, and the application mode of humanistic management thought is also different. Last but not least, humanistic

management can be applied to all aspects of enterprise management, and its specific management effectiveness should also be based on the actual situation of enterprise management. And it is worthy of in-depth practice and discussion by enterprise managers.

Reference

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