

Research on Strategies to Strengthen the Education of Ideal and Belief for Young Employees in Enterprises

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Abstract

In the new era, the proportion of young employees in enterprises is increasing year by year, and young employees are also the reserve and main force for development. Therefore, education on the ideals and beliefs of young employees is particularly important. This article comprehensively discusses the connotation of ideal and belief education for young employees, reveals the problems in ideal and belief education for young employees in the new era, and finally proposes the "three in one" ideal and belief education strategy, aiming to strengthen the ideal and belief education for young employees in contemporary enterprises and assist in high-quality development of enterprises.

Keywords

New Era; Young Employees; Ideal Beliefs.

1. The Connotation of Ideal and Belief Education for Young Employees

Ideal is a future expectation based on reality and combined with one's own goals. It is a concentrated reflection of personal aspirations and hopes, and ideals can guide us in the direction we move forward. Belief is a person's inner tendency and concept, which is a spiritual state established on the basis of a certain understanding, where people firmly believe in a certain idea or thing and practice it. Ideals and beliefs are an indivisible organic whole. Only when people have determined their ideals can they develop persistent beliefs to achieve their ideals. At the same time, beliefs will guide the direction of their ideals. Correct beliefs play an important role in achieving life's ideals.

The formation of correct ideals and beliefs cannot rely solely on individual subjective will, but also requires the correct guidance of external education. Ideal and belief education is not only a shaping of personal spirit, but also a transfer of personal will. Through ideal and belief education, we can guide the establishment of a spiritual system centered on patriotism, enhance the "four consciousnesses", strengthen the "four confidences", and achieve the "two safeguards". The report of the 19th National Congress of the Communist Party of China pointed out that "the Chinese Dream of the great rejuvenation of the Chinese nation will eventually become a reality through the relay struggle of generations of young people." [1] The realization of the Chinese Dream requires the unremitting efforts of young people, and young employees are the backbone of enterprise development, generally possessing high professional knowledge and skills. Further deepening the education of ideals and beliefs, and cultivating a group of talents with correct thinking and firm ideals and beliefs to achieve the Chinese Dream, It is also a manifestation of corporate social responsibility.

2. The Problems in the Education of Ideals and Beliefs for Young Employees

2.1. The Level of Ideological and Political Education for Enterprise Employees Needs to be Improved

Education on the ideals and beliefs of young employees in enterprises can effectively improve their ideological and political level, strengthen their mission and responsibility. However, there are still some shortcomings that need to be improved in specific work, including the following points: firstly, enterprise leaders attach relatively low importance to the ideological and political education work of young employees, and attach more importance to business operations, Therefore, the standardization and durability of ideal and belief education need to be improved. Secondly, there is an imbalance between educational guidance and external guarantees, and there is no specific institutional norm for ideal and belief education, which makes it difficult for young employees to intuitively recognize its importance. Thirdly, the innovation of work methods needs to be strengthened.

The education methods for young employees in enterprises are traditional and participatory, neglecting the subjectivity of employees. Fourthly, the strength of political workers in enterprises is relatively weak, and high-quality political workers are in short supply. The education, assessment, and incentive mechanisms for young employees are not sound. The practicality and self-discipline of young employees need to be improved. With the continuous development of the information society, the social sphere and communication methods of young people have been expanded. The virtual world has created a diverse value orientation for young employees, and further efforts need to be made to help them establish firm ideals and beliefs.

2.2. Young Employees Love the Enterprise, Strengthen the Enterprise, Take Root, and Weaken the Spirit of Enterprise Struggle

The development of understanding of things is a dialectical process from perceptual understanding to rational understanding, and then from rational understanding to practice. If young employees have deviations in their rational understanding of struggle beliefs, they do not have the prerequisite for sublimation to practice. Rational understanding with deviations is essentially no different from rootless trees and passive water. Contemporary young employees are not yet well versed in the world, have a comprehensive understanding of many things, and often have cognitive biases towards the spirit of struggle. Their belief in struggle is not firm, and some employees hold a pessimistic view, believing that struggle is fruitless. Throughout history and modern times, there is no overnight success, nor is there a sitting and enjoying experience that falls from the sky. Every success is a development process of firm ideals, beliefs, and unremitting struggle.

Honestly speaking, although today's society is developing rapidly, the rewards are indeed relatively slow. Some people also spread inappropriate ideas such as "struggle is useless" and "lying flat hedonism" on the internet. Young employees are not firm enough in their beliefs and are easily influenced by these ideas, which has led to a large number of young employees who claim to be "Buddhist and lying flat". They have no desires or desires, only focus on current enjoyment, and lack the desire to win or lose, Hold a negative attitude towards anything that requires effort. In addition, with the rapid development of the Internet, some young employees create a positive and upward striving illusion by using social media such as "showing off their struggles", "showing off their clocking in", and "showing off their overtime" in their social media. This is a false marketing method to win praise and praise from others. These seem to be very hardworking, but in reality, they do not have much practical significance. They are more of a form of self comfort and satisfaction.

3. "Three Integration" Ideal and Belief Education Strategies

3.1. Integrating the Spirit of Struggle into the Entire Process of Educating and Cultivating Young Employees

Marx pointed out that "everything people strive for is related to their interests." Struggle is indeed related to interests, but as young employees in the new era, interests cannot be narrowly defined as individual small interests. Instead, the pursuit of personal value should be combined with national development, social progress, and enterprise reform. Only the organic combination of individuals and enterprises can better realize personal value. Struggle is the embodiment of life's value, and struggle is also a noble ideal and belief, which is an important spiritual force supporting the continuous progress of Chinese children.

Throughout history, many people have been struggling for their entire lives. Perhaps their struggles have not achieved their predetermined goals, but they still use their lives to realize the value of life and write the chapter of regretless youth with their struggles. Adhering to the spirit of struggle in the new era means that one cannot achieve personal value without struggle. Struggle is the fundamental prerequisite for achieving one's own values and goals. In the new journey of Chinese path to modernization, young employees in the new era are both witnesses and strivers. As the backbone of Chinese youth, young employees of enterprises should also actively forge ahead, combine the ego with the big ego, formulate scientific and ambitious goals, master the correct methods of struggle, maintain the perseverance of struggle, be down-to-earth, and gradually achieve their goals through continuous efforts, Simultaneously realizing one's own life value.

3.2. Play a Hidden Educational Role in Corporate Culture

Corporate culture is a collection of values, behavioral norms, and shared beliefs within an organization. It is necessary to strengthen the construction of this spiritual environment and fully utilize the implicit educational role of the soft environment. A good corporate culture can help young employees establish correct values and develop positive behavioral norms in their career development. Guided by corporate culture, young employees are equipped with core values such as respect for others, integrity, teamwork, innovation and progress. These values will form the internal foundation for their growth and enable them to maintain a good entrepreneurial spirit in their career development. Excellent corporate culture can also provide broad learning opportunities for young employees, promoting their personal and professional abilities. Enterprises can provide young employees with learning platforms and opportunities through internal training, external learning and communication, and mentoring systems. This not only satisfies the thirst for knowledge of young employees, but also helps them continuously learn, grow, improve work abilities, and lay a solid foundation for future career development.

3.3. Play the Main Role of Young Employees as Individuals

"The process of the CPC leading the people to make unremitting efforts to achieve the great rejuvenation of the Chinese nation has always been guided by Marxist scientific theory." [3] Young employees should give full play to their subjective initiative and creativity, conduct education and learning of ideals and beliefs, based on and relying on Marxist theory, strengthen the timeliness and progressiveness, and learn Marxism skills, Consciously guiding all work with the ideology of socialism with Chinese characteristics in the new era. We must deeply understand the Party's original aspiration and mission, continue to uphold it, prioritize the interests of the people, and make unremitting efforts for the progress of society and the happiness of the people. At the same time, it is necessary to closely combine the ideals and beliefs of the Party with the vision and mission of the enterprise, and transform scientific theories into ideological weapons to solve practical problems.

4. Conclusion

The normalization and institutionalization of ideal and belief education is a permanent proposition with profound significance. Young employees should establish the lofty ideal of communism, which is a lofty ideal with transcendence, practicality, and modernity. The education of ideals and beliefs for young employees requires joint efforts from multiple parties. By drawing on cultural strength, playing a role model, and providing ideological guidance, we can help young employees establish correct ideals and beliefs in their growth and success, improve professional skills, and make positive contributions to the high-quality development of the enterprise. We can achieve our youth dreams on the long march of realizing the great rejuvenation of the Chinese nation.

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