

Exploration on the Change and Development Trend of Corporate Culture Management in the New Era

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Abstract

The management reform of modern companies shares both common and unique characteristics. Changes in corporate culture management are closely tied to broader trends, with the unique changes characterized by diversification. Corporate culture management reforms in Japan, the United States, Europe, China, and other countries are influenced by their unique cultural heritage and changes. The reform of corporate culture management in various countries and regions in the world today has the following common characteristics: First, they have moved beyond emotional management and entered a stage of rational system management, gradually improving over time. Second, corporate culture management has been elevated to the highest level of corporate management, making it central to business activities. From the perspective that can be seen at present, in the global scope, corporate culture management in various countries and regions shows three development trends: firstly, the increasingly strong modern market concept; The second is to introduce values assessment and deeply embed it into corporate culture; And third, the introduction of artificial intelligence into modern corporate culture management.

Keywords

New Era; Corporate Culture; Management Change; Development Trend.

1. Introduction

Corporate culture, as a core content of business activities, has various characteristics such as continuity, innovativeness and comprehensiveness, and is increasingly receiving attention from major companies. However, on the whole, many companies in China have put the company's culture construction in the first place, and the process of organizational implementation has been further improved. Enterprises should fully understand and appreciate the positive impact of corporate culture in business operations, guided by the problem, systematic thinking, not only to strengthen the research and study of the enterprise, but also to further improve the construction of corporate culture, but also in the construction of scientific, perfect, systematic operation mechanism of corporate culture to increase the work, and strive to make the corporate culture to promote enterprise management to the vertical and deeper to carry out to achieve greater breakthroughs.

2. The Positive Role of Corporate Culture on Enterprise Management

2.1. Connotation of Corporate Culture

The culture of a company is in terms of the company's business philosophy, rules and regulations, the company's human spirit and the company's reputation. In essence, corporate culture is a long-standing value, therefore, it is not only an important aspect of the company's business activities, but also a very important factor.

2.2. Role of Corporate Culture

2.2.1. Enhance the Level of Enterprise Management

As we all know, culture is the most significant feature of the company's culture, which can combine a group of cultural elements organically so as to become the core values of the company. Combining the company's culture with business operations can make the company's management level get greater improvement, especially in promoting the company's business activities in-depth, to achieve new breakthroughs, but also so [1]. For example: in the "double creation" activities, can enhance the company's guidance function, not only to meet the psychological needs of employees, but also to optimize and improve the company's operating system, thus promoting the company's business reform, some companies to integrate the company culture into the "double creation", and take the initiative to guide the workers to independent entrepreneurship, independent innovation. Some companies have integrated the company culture into the "double creation", actively guiding the employees to start their own business and innovation, providing a favorable environment for the development of the company [2].

2.2.2. Promote the Change of Enterprise Management

The content of enterprise management is all-encompassing, and enterprise management must be constantly reformed, innovated and developed. The company's culture is a long-standing concept, which is a set of systems followed in the operation and management of the company. Organic integration of corporate culture and business activities is a powerful support to promote business reform, especially in optimizing and perfecting the company's business system and improving the company's business level, which plays a good role in promoting [3]. For example, some companies organically combine the culture and ideological and political work of the enterprise to strengthen the education, guidance and service of employees, thus making the company's employee relations more harmonious.

2.2.3. Create Enterprise Management Synergy

In the modern company system is constantly sound today, how to make full use of various advantages in business activities play an important role in promoting and facilitating. The culture of the enterprise is a very strong cohesion, combine it with the enterprise management, can make its business activities in-depth to all aspects, every aspect, so as to produce a strong synergy in the company's operations. For example: some companies in the corporate governance, will pay more attention to the company's cultural construction, and in the company to establish a more complete set of company culture, so that all people are thinking of one, to think together, can be actively involved in the management of the enterprise, especially on the process of enterprise management and development of a lot of valuable suggestions for the further optimization and improvement of the management of the enterprise to create a favorable environment. The environment is favorable for the further optimization and improvement of the enterprise management.

3. The Road to Corporate Culture Change in Europe and China

3.1. Europe's Corporate Culture Management Change

Europe is the most productive continent in the world today, the most suitable for human existence, is the birthplace of the first industrial revolution and the second industrial revolution. Europe before the turmoil in Eastern Europe was divided into two major factions: Eastern Europe and Western Europe; Europe after the turmoil in Eastern Europe into a Europe. Unlike Asia, Africa, North America and South America, Europe has a single political and economic organization, the European Union, and a single currency, the Euro. Most of the countries in Europe have joined the EU, and although the UK has withdrawn from the EU, several other large

European countries remain united in the union. The EU is the largest political and economic integration organization in the world and plays an irreplaceable role in world development, achieving peace and promoting human progress. European enterprises occupy a pivotal position in the global economy, European corporate culture and European culture has a close connection, European corporate culture because of the cultural impact and cultural common characteristics, and the United States corporate culture and Japanese corporate culture has a great deal of difference, so the development of the European corporate culture also presents the same regional characteristics.

As the international management of corporate culture began to appear, Europe began to emphasize rational management. Therefore, under the management of this culture, European companies are usually able to realize the staffing of the company, the strict training of the company, the rigorous training of the company's staff and the development of talents. In addition, there is a clear division of responsibilities between the various parts of the company, focusing on the effectiveness of the work. In terms of business, the company's personnel can basically comply with the law, abide by the integrity and meticulous. As European companies practiced a high degree of company culture, they tended to focus on technological research and innovation in business management, on product quality and expanding international markets, and on training personnel and hiring them to participate in the company's operations [4].

However, at the end of the 20th century and the beginning of the 21st century, a kind of social thought known as the "three paths" has emerged in European society, which emphasizes the need for Europe to strike a balance between government intervention and market freedom, between inputs and outputs, between production and distribution, and between responsibility and power, and in this way to transform society and human beings. human thought. The emergence of this social thinking has led to an increasing impact on the culture of companies, and the cultural operations of European companies have gradually changed on the following levels.

Firstly, it focuses on the realization of the relationship between power and responsibility between employees, managers and general employees within the company under the new cultural governance of the company, thus reversing the imbalance between power and responsibility within the company. This paper argues that the rights of shareholders and the importance of employees' rights should be taken into account in the operation of the company, and accordingly, the internal structure of the company has been restructured and reformed so that the job duties of all employees can be effectively carried out. Such changes show that without addressing the imbalance between the rights and duties of the employees, the productivity and profit growth of the company is bound to be jeopardized. As a result, many European companies are trying to upgrade their equity and roles by implementing modular management, assigning new job responsibilities to some employees, and transforming their company into a company consisting of a variety of divisions that can be coordinated in different environments, as well as activities in different areas. In this way, European companies can significantly downsize their internal management, restructure their workforce and make practical adjustments to their operations.

Secondly, the concept of democracy will be injected into the culture of the company, which will motivate more workers to join the company, and will increase the social influence, and will improve the asset structure of the company by absorbing foreign capital, thus enabling the company's production capacity to be constantly increased. Many European companies, which were the source of the industrial revolution, believed that the employees of the company were hired workers who had to be loyal to the company's funds and did not have any autonomy. Therefore, under the guidance of the "Three Paths", European companies rethought the management of the company from the perspective of the company, from emphasizing the concept of employment of employees, to improve the democratic atmosphere of the company,

and through the motivation of more workers to participate in the operation of the company, so that they have a greater voice in the operation of the company. As a result, the shareholding structure of the company has changed, the cultural structure of the company has changed, and the culture of the company has become democratic in its management, thus reducing the employees' sense of employment, which in turn is more favorable to the development of the company. It is on this basis that European companies increasingly publicize their shares, attracting more social capital into the company, and greatly promoting the reproduction of the company.

Thirdly, they consciously initiate the cultural management of the company, advocate a balance between control and encouragement, and vigorously explore the potential of employees to achieve a kind of management beyond cognition. Europe has an excellent tradition and technology, and in recent years it has been felt that, in today's age of economic development, a company's culture should not only control its employees, but also guide and encourage them. Especially in some of the top management of the company with certain management responsibilities, such as the manager of the company or the manager of the department, they should be more from a single point of view to implement the management and control of the company. For example, the rapid development of Europe's telephone and telecommunication enterprises, due to the progress of information technology, enterprises will use a variety of means, new technological inventions as an investment, and provide a generous remuneration, while the profits generated by the technical innovation of the staff will be shared by the entrepreneurs, so as to stimulate the work of the employees of the enterprise's enthusiasm and creativity, which is conducive to the short-term operation of the enterprise, but also contributes to the long-term development of the enterprise. This kind of enterprise culture reform emphasizing the "transcendence of knowledge" has provided immediate economic benefits and better development impetus for the development of many European companies.

Fourthly, by integrating the enterprise and the customer in an all-round way, it realizes the all-round management of the customer. In the past company culture, European companies pay more attention to how to deal with all kinds of relationships between the company, solve the internal problems of the company, and maintain the harmonious atmosphere of the company. However, in the connection with the outside world, the company's cultural management is obviously lack of vitality. Because if the coordination between the company and the outside world is neglected, it will affect the overall development of the company, especially in improving the economic efficiency of the company. Therefore, when European companies reformed their cultural management, they elevated it as an important element of their management in order to maintain customer satisfaction and the goal of expansion. This is due to the fact that European companies realize that the future of the company depends on the customers and customer satisfaction will directly affect the profitability of the company. Therefore, after experiencing this change in corporate culture, European companies do not take maintaining the company's image as the core of the company's operation, but take customer satisfaction as the core of the company's operation.

Fifthly, the business strategy of European companies changed from defeating competitors to establishing alliances with other companies, which became a major change in company culture. European companies share the belief that to link markets and cooperation closely together and to be successful, it is necessary to realize the common interest of partners, employees, the public, governments and investors. Therefore, the reform of corporate culture and management of enterprises is essentially to see the enterprise as a member of a complex market competition system, the enterprise in order to obtain greater profits, it is necessary to establish an economic organization, including enterprises, customers, suppliers, banks, relevant government agencies, trade associations, scientific research institutions, etc., in order to make

better use of all kinds of resources. The new concept of corporate culture in Europe is that a closer relationship with the economy and society enhances the company's competitiveness [5].

3.2. Changes in Corporate Culture Management in China

After the reform and opening up, Chinese companies can be roughly divided into two major parts: private and state-owned. On December 18, 2018, Xi Jinping said in his important speech at the celebration of the 40th anniversary of the reform of the National Democratic Party, "We should unswervingly adhere to and develop the public system, unswervingly encourage, support and guide the development of the non-public economy, and give full play to the role of the market in the decisive role of the market in the allocation of resources, give better play to the role of the government, and stimulate the vitality of all kinds of market players." With the support of the government's two firm policies, state-owned and private companies have made great strides in their operations, and some changes have occurred in the course of their development.

China's existing state-owned companies (in fact, there are still some state-owned companies that have not yet been restructured) include those managed by the central government and those controlled by provincial governments. In recent years, China's private enterprises have been continuously reforming and developing their economic systems, while also continuously building their corporate culture. One is to move from a single perspective of caring for employees to a holistic one. China's state-owned companies have traditionally emphasized that employees are the owners of the company, and in the cultural construction of the company after the reform and opening up, they have insisted on the protection of the rights and interests of the employees, thus forming the cultural characteristics of the state-owned companies. However, with the deepening of China's business operators, from the planned economy to the market economy, the survival of the enterprise depends on the overall well-being of its workforce. Therefore, cultural management must recognize not only the rights and interests of workers but also their role as key contributors. Only when the labor subject is combined with the labor object can a labor entity with production capacity be formed. The survival of the enterprise must rely on the survival of the labor entity. [6]. So, it cannot simply focus only on maintaining the interests of the labor subject, that is, it cannot simply maintain the interests of the employees, the cultural management of the enterprise must be rational to maintain the interests of the enterprise labor as a whole; and the rights and interests of the employees are also included in the rights and interests of the company, which is also the welfare of each company's welfare issues. First of all, to ensure that the company's rights and interests, and secondly, in order to protect the rights and interests of the employees, otherwise, the company's welfare cannot be satisfied. Thence with the changes in the way of operation of Chinese companies, the concept of operation of state-owned companies has changed from the original focus on the interests of the employees to the focus on the overall benefits of the company.

Secondly, it is changing from learning and borrowing from the cultural management of foreign companies to the cultural management of companies with modernized Chinese characteristics. With China's reforms, many foreign technologies and business methods kept coming to China, and the cultural management methods of foreign companies also gradually came to China. Before this, corporate culture was a foreign concept in China, leading Chinese state-owned companies to initially adopt cultural management practices from abroad. After learning, Chinese state-owned companies realize that technology can be introduced, but culture cannot be absorbed, no matter what, the most important thing, is to use Chinese culture. Therefore, the ultimate goal of Chinese state-owned companies is to make an in-depth study of the company culture with Chinese characteristics, and to use the company culture with Chinese characteristics as the basis of their business reform [7].

4. Common Development Trend of Corporate Culture Management in the New Era

In today's era, the development of corporate culture is based on the development of the company's culture, which is based on the social culture of people. The development of human labor plays a vital role in the development of the whole society. With the contemporary human production and social development, we can see that today's world countries and regions, within this predictable range, there will be three different development trends: first, the modern market concept is increasingly strong, the second is the introduction of the values assessment deeply rooted in the corporate culture, and the third is the introduction of artificial intelligence into the modernization of corporate culture management.

4.1. Modern Market Concept is Increasingly Strong

In today's world, human development has stepped into the modernization of the market economy development period. No country or region is exempt from the path towards a modernized market economy that is vibrant and dynamic. Therefore, no matter in which country or region, under the development of modern market economy, an increasingly strong concept of modernized market economy will be formed [8].

Compared with the traditional market economy, the modern market economy also belongs to the market economy. The market economy is not contradictory to the planned economy, it is not a social form of economy, but a planned operation of the national economy, and the market economy is an economic form of society. The three stages of natural economy, commodity economy and market economy are the social and economic forms of human beings. Market economy is a new form of economy that has emerged after commodity economy and natural economy.

4.2. Introducing Values Assessment Deeply Embedded in the Corporate Culture

Example is that Alibaba has been conducting values assessment for the past few years. Alibaba believes that values are not innate but cultivated. Alibaba has integrated values into its employee evaluations and ensured the transmission of values through systematic assessment. Based on its core values and according to the nature of work, Alibaba has refined abstract concepts such as "Six Veins of the Divine Sword" and "Nine Suns of the True Sutra" into behavioral norms for employees and managers, rather than mere slogans. Alibaba's values assessment is a very effective method, which measures whether employees' attitudes and behaviors at work are consistent with the six values, and the evaluation process is to make all people identify with and respect their own values, so that all people's behaviors can be matched with the core values of the enterprise at work [9].

4.3. Introducing Artificial Intelligence into Modernized Enterprise Culture Management

Artificial Intelligence, or AI for short, is the study and development of a new technology to simulate, extend and expand human intelligence. Artificial Intelligence is a research field that involves robotics, language recognition, image recognition, language processing, expert systems and so on. Theoretically, Artificial Intelligence is an interdisciplinary discipline consisting of philosophy, cognitive science, mathematics, neurophysiology, psychology, information theory, cybernetics, and indeterminism. Since the discipline arose, the theory and technology of artificial intelligence have been developing rapidly, and its application scope is also expanding. In the future, it will be an intelligent tool that can simulate human consciousness, thinking and other information, so as to achieve similar thinking ability with human beings, or even surpass human intelligence. Therefore, in the future, artificial

intelligence will inevitably be used in enterprise management and as a basic technology to promote the development of enterprise culture [10].

Through research and visits to enterprise representatives of the Small and Medium Enterprise Culture Association in Huadu District, Guangzhou, it is found that enterprise culture is gradually integrated into Chinese-style modernization by SMEs under the guidance of digitalization and AI trends, small and medium-sized enterprises are gradually integrating the concept of Chinese modernization and applying digital and intelligent tools., these enterprises realize that they can more effectively improve operational efficiency, optimize resource allocation, and take an advantageous position in the market competition. Integrating traditional cultural heritage and modern technological elements, SMEs realize that corporate culture not only needs to focus on innovation and the forefront of technological development, but also needs to adhere to the core values of pragmatism and honesty, people-oriented, and win-win cooperation, so as to truly realize the harmonious symbiosis of corporate cultural innovation and technological development.

5. Conclusion

Enterprise culture is an extremely educational and oriented enterprise culture, which is integrated with enterprise management, can promote the healthy development of enterprise management, especially the improvement of the level of enterprise management, promote enterprise management change, and form the synergy of enterprise management [11]. From the perspective of the overall operation of the current corporate culture, although the vast majority of enterprises have paid more attention to the management of the enterprise and achieved better development momentum, but the implementation of the organization of the enterprise is not perfect, especially some enterprises have not been from the enterprise culture management reform, innovation, development of the strategic level of scientific modernization of the planning and landing, so as to make the overall quality of enterprise management Not high. Corporate culture should be built upon clear ideas, with an integrated mechanism that promotes modernization and innovation in management. Especially for China's small and medium-sized enterprises in the new era, it is necessary to enhance the strength and depth of the Chinese-style modern small and medium-sized enterprise cultural operation system, strive to achieve innovation and modern development in corporate culture construction, and create good conditions for enterprises, especially small and medium-sized enterprises, to keep pace with the times and flourish and effectively carry out corporate culture management.

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