

On the Importance of Enterprise Culture in the Development of High-tech Enterprises



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Abstract

Enterprise culture is the soul of enterprise management and a kind of "soft power" formed in the long-term development of enterprises. A good enterprise culture can create a comfortable working environment, improve the mental outlook and cultural accomplishment of employees. A enterprise culture that conforms to its own characteristics can help managers confirm the goals of enterprise development, help enterprises to carry out accurate strategic positioning, thus promoting the healthy and long-term development of enterprises, and promote the dual improvement of economic and social benefits of enterprises. enterprise culture is the soul of an enterprise, the key factor to determine the success or failure of an enterprise, and the important foundation to form the core competitiveness of an enterprise. By analyzing the factors that affect the development of high-tech enterprise culture, this paper expounds the important role of enterprise culture in the development of high-tech enterprises.

Keywords

High-tech enterprise culture, employee sense of belonging

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1. Introduction

The high-tech enterprise is a new type of enterprise that takes technology as the core, product innovation as the guide, and high-quality and comprehensive professional and technical talents and senior managers as the team leaders. enterprise culture is the highest level of humanistic management theory, is a cultural value that enterprises rely on, and is the general name of common ideals, work habits, living habits and behavior norms formed in the medium and long term. In the process of operation and management, high-tech enterprises create spiritual wealth with their own characteristics and form a unique enterprise culture, which plays an important role in the development of their enterprises (Jukka Vesalainen, Anni Rajala, & Joakim Wincent, 2020).

2. Connotation of enterprise culture

Enterprise culture is an invisible force, which can enhance the cohesion of enterprises and improve the effectiveness of internal control. Enterprise culture is the central nerve of an enterprise, which dominates people's way of thinking and behavior. Only when every employee in the enterprise has clear goals and similar ideas, can internal control be more effective. In the history of the development of IBM, there have been many crises that are on the verge of extinction. Each time, it has survived and finally became one of the top 500 companies in the world. What it relies on is that all employees of the company highly recognize the enterprise culture, and on this basis, strengthen internal control, optimize various resources, and make its foundation evergreen and vibrant. Therefore, enterprise culture is not only conducive to the scientific and rational formulation and implementation of rules and regulations, but also can make the rules and regulations of the enterprise always in an effective state.

3. Main factors affecting the development of enterprise culture

3.1 Entrepreneurship

To some extent, enterprise culture is a kind of entrepreneurial culture. Enterprise leaders should have a deep understanding of the theory, significance, role of enterprise culture and how to create enterprise culture. He is the core force and leader of enterprise culture construction, the initiator and designer of the enterprise culture, and the organizer and promoter of enterprise culture practice. High tech enterprises can give play to their innovative spirit and put forward unique cultural connotation suitable for enterprises. For example, the martial arts culture of Taobao is a kind of chivalrous spirit proposed by Ma Yun. It is a kind of value that appears only in the world of martial arts, but is more precious in reality because of scarcity. In Taobao's enterprise culture, from form to content, there is an obvious martial arts culture. Taobao's customers come from all over the world. Ma Yun hopes to use Jinyong culture as a starting point to create the most beautiful order, which is chivalrous, fair, reasonable and mutually beneficial.

3.2 Enterprise staff quality

The quality of enterprise staff, including age composition, educational background composition, skill level, personnel structure ratio, will affect the construction of enterprise culture. Therefore, without good staff quality, first-class enterprise culture will not be formed. Employees are not only creators and practitioners of enterprise culture, but also receivers and disseminators of enterprise culture.

3.3 All employees' sense of identity

Whether the enterprise culture planners come from within or outside the enterprise, their goals should not be too ambitious, lacking operability, and not just for construction. Employees of enterprises should also conduct appropriate education and publicity on the connotation and significance of enterprise culture construction (Danny P. Claro, & Carla Ramos, 2020). If they do not agree with the connotation and essence of enterprise culture management, the internal management of enterprises will not change.

4. The important role of enterprise culture in high-tech enterprises

4.1 Establish enterprise image externally.

A good enterprise culture is condensed according to the development history, operation characteristics and spiritual outlook of the enterprise. A good enterprise culture can enhance the external image and realize the spread of enterprise brand, that is, the enterprise culture is refined to form a brand image and show the core values, vision and spiritual outlook of the enterprise. High and new technology enterprises should adhere to the people-oriented management concept, introduce humanistic management to employees, implement the business philosophy of honesty and trustworthiness, always adhere to the supremacy of customer interests and enterprise reputation, improve the visibility and credibility of enterprises, establish the business philosophy of being good at competition, establish the spirit of unity and cooperation, dedication to duty, dedication to hard work, and innovation spirit of striving for the best. Microsoft and Google, the world famous IT enterprises, interpret their unique enterprise culture with unique concepts. The unique enterprise culture gives birth to unique management methods, thus creating great enterprises. Every successful enterprise has its unique temperament.

4.2 Strengthening staff cohesion internally

Enterprise culture can closely bond and unite employees. The foundation of employee cohesion is the fundamental goal of the enterprise. If the fundamental goal of an enterprise is selected correctly, the interests of the enterprise and the interests of most employees can be unified, and on this basis, a strong cohesion can be formed. For example, the enterprise culture of Motorola is to respect the personal dignity of each employee as an individual, be open and frank, and let each employee directly participate in the dialogue, so that they can have the opportunity to work together with the company and give full play to their potential; Let every employee have the opportunity to be trained and developed, and ensure that the company has the most capable and efficient labor force; Respect the labor of senior employees; Pay back employees' labor with salary, welfare and material incentives; Based on ability; Implement the universally recognized policy of providing employees with equal development opportunities.

4.3 Strengthening team spirit and play an incentive role

The values and ethics of people are both normative and binding on the behavior of employees and can play a role for a long time (VikrantSihag, & Serge A. Rijsdijk, 2019). Because enterprise culture is a set of value systems jointly recognized by employees, and employees have participated in the construction process, guiding the enterprise and employees to conduct self-control, playing a role of spiritual inspiration, mobilizing and stimulating the enthusiasm, initiative and creativity of employees, and inducing people's potential wisdom, It enables employees to give full play to their abilities, so that employees can subconsciously feel that the interests of the enterprise are the interests of employees, and the interests of the enterprise are above everything else, so as to realize the mutual development of the enterprise and employees' career.

4.4 Legal Code of enterprise Talent Competition

The essence of the competition of high-tech enterprises is the competition for talents. Talents are human capital that can promote the appreciation of enterprises. If the standard is purely monetary remuneration, it will only cause employees to have no sense of belonging. enterprises dare not invest in training employees. In the long run, a vicious circle will be formed, which will have a negative impact on talent growth and enterprise development. And a good enterprise culture can enable employees to have a better stage to play to realize their own values, so that they have a strong sense of belonging, and enterprise culture is where employees have such a sense of belonging.

4.5 Promoting long-term and stable development of enterprises

enterprise culture is endless, and it will become the pillar supporting the sustainable growth of enterprises. The world famous longevity companies all have a common feature, that is, they all have a set of persistent core values and a unique enterprise culture. In recent years, the goal of the second venture advocated by many enterprises is actually sustainable growth. enterprise culture is like the soul of an enterprise (Sharon K. Parker, Ying Wang, & Jenny Liao, 2019). Therefore, if an enterprise wants to develop in the long run, it must build an excellent enterprise culture. Apple's enterprise culture provides a strong "soft support" for Apple's great success: first, the enterprise culture effectively controls the behavior of employees, and consistently runs in the direction of the enterprise's unwritten assumptions; Secondly, enterprise culture is a powerful adhesive, which enables employees to unite, recognize the artificial products of the enterprise, and take the initiative to internalize the value and unwritten assumptions of the enterprise into their own character and behavior, reducing the cost of communication, discussion and decision-making (Elizabeth McClean, & Christopher J. 2019), Thirdly, through artificial products, such as media communication, book publishing, large-scale activities, etc., the enterprise image is strengthened, so as to attract new employees with personality consistent with the enterprise image, and consumers who prefer the enterprise image of Apple.

5. Conclusion

Enterprise culture is an invisible productivity, a potential asset and wealth, which will greatly promote the development of high-tech enterprises, coordinate and promote the enterprise vision and enterprise culture, and build a set of characteristic enterprise culture suitable for the development of the enterprise. It will certainly play a positive and immeasurable role in the long-term development of high-tech enterprises.

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