

# Analysis on the Functions of Enterprise Culture in Enterprise Management

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**Abstract:** With the rapid development of economy, enterprise management mode is gradually changing. Enterprises should combine the construction of enterprise culture with enterprise management, giving full play to the role of enterprise culture and stimulating the enthusiasm and initiative of employees to work. So that we can improve the cohesion and centripetal force of the enterprise and enable the enterprise to achieve longer-term development. To this end, this paper takes enterprise culture and enterprise management as the starting point to explore the relationship and function of the two, so as to better play the guiding role of enterprise culture on enterprises.

**Keywords:** Enterprise Culture; Enterprise Management; Role

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## Introduction

In enterprise management, enterprise culture is a very important content. Enterprises should actively carry out enterprise culture construction and combine this work with enterprise management, giving full play to the role of culture and creating a sound enterprise culture system in order to improve enterprise management levels and improve enterprise competitiveness.

### 1. An overview of enterprise culture and enterprise management

#### 1.1 Definition of enterprise culture

Enterprise culture is intuitive and important for enterprise development, but there is a big gap between different enterprise cultures, and the cultural connotations between companies are also different. For different companies, the scope and content of their cultures are different. The specific analysis is as follows. First of all, in terms of material culture, material culture is mainly about enterprise products and product packaging; in terms of institutional culture, enterprises combine their own development and advantages in business development and formulate rules, regulations and management systems to match them, including reward and punishment mechanisms, attendance mechanism, personnel management system, etc.; in terms of spiritual culture, the spiritual culture of an enterprise can reflect the cultural connotation of an enterprise, the spiritual outlook of employees, and the social responsibility of the enterprise. enterprise culture contains many aspects, its formation is derived from long-term accumulation, it can reflect the growth state of an enterprise. At the same time it can affect the working state and ideology of employees. guidelines.

#### 1.2 The concept of business management

Enterprise management is a dynamic and complex process, including production and operation management, activity planning, organization management, coordinated supervision and control. In the process of modern enterprise development, the internal and external environments are complex and changeable. From a macro perspective, enterprises must formulate scientific Development planning. In the process of implementing the plan, they must carry out various tasks through standardized enterprise management. In the process of implementing the detailed rules of enterprise management, it directly determines whether the strategic goal can be efficiently achieved, which is related to the future development direction of the enterprise. At the same time, from a microscopic point of view, enterprise management is a dynamic process, which needs to be implemented in every link of enterprise development.

Based on rules and regulations, enterprise can improve the work efficiency and quality of employees. The key to the power transmission of an enterprise, and even enterprise management, will also affect the operation of the enterprise. Therefore, enterprise management needs to be paid attention to by enterprise leaders, so that it can lay a good foundation for the subsequent development of the enterprise.

### **1.3 The relationship between enterprise culture and enterprise management**

Through management, various mechanisms can be effectively implemented, so as to better achieve development goals. enterprise culture is an important manifestation of enterprise management. There is a close relationship between the two. First of all, through the accumulation and role of culture, it can help enterprises to achieve efficient management. Excellent enterprise culture can create a healthy soil and atmosphere for the development of enterprises, guiding all employees to form a unified value concept, and highlighting the development characteristics of enterprises, so that enterprises can be rooted in a fierce market environment. Secondly, enterprise culture is an important way of enterprise management. In the process of implementing the management mechanism, enterprise culture needs to be used as a guide and constraint, which can improve everyone's enthusiasm and strengthen employees' sense of responsibility, so as to devote themselves to the production and construction of the enterprise. Finally, enterprise culture and enterprise management should be integrated and coordinated with each other, but it should be noted that enterprise culture and management systems should be adjusted and optimized according to market changes. enterprise culture should not only serve enterprise management, but also restrict the implementation of enterprise management. Therefore, when enterprises make major changes, they must comprehensively consider the basic nature and status relationship of the enterprise.

## **2. The role of enterprise culture in enterprise management**

### **2.1 Promote the healthy development of enterprise management**

Enterprise culture includes enterprise spirit, core values and brand value. Through enterprise culture, enterprise management can not only be rationally guided, but also point out the direction for enterprise management. Enterprises actively carry out the construction of enterprise culture and create a unique culture, which can form a subtle influence and nurture on employees, so that employees have strong spiritual motivation, consciously abiding by various rules and regulations, highly recognizing the enterprise, and combining personal development with enterprise development. Secondly, the unique enterprise culture will effectively guide the thoughts and behaviors of the employees, stimulating the enthusiasm and initiative of the employees, and enabling the employees to exert their greater potential. Thirdly, there is a people-oriented concept in the enterprise culture. Combining this concept with enterprise management can ensure that employees can feel the care and respect of the company, so that they can be more positive at work.

### **2.2 Improve the cohesion and centripetal force of the enterprise**

The purpose of enterprise management is to promote the sustainable development of the enterprise and create greater benefits for the enterprise. In this respect, enterprise management is aligned with the goals of enterprise culture. In recent years, enterprises are facing the challenges one after another, and the thoughts of employees are also affected in many ways. Therefore, it is necessary to actively carry out the construction of enterprise culture, providing more support for enterprise management, changing employees' misconceptions, and enabling employees to have the right thinking and wholeheartedly into the work. On the one hand, it is necessary to build a sound enterprise culture, clarify the behavioral norms and standards of employees, make employees have correct values, and correct wrong behaviors in a timely manner, so as to play a cohesive role. On the other hand, if an enterprise wants to improve its own competitiveness, it must play the role of its employees. Combining enterprise culture with enterprise management can ensure that employees are aware of their own shortcomings in management and make improvements to improve work quality and efficiency.

## **3. Optimizing countermeasures of enterprise culture in enterprise management**

### **3.1 Clarify the idea of enterprise culture construction**

When enterprises carry out cultural construction, in order to ensure that the work and management are more closely integrated, they need to fully integrate the current situation and innovate the ideas of cultural construction. Enterprises should combine cultural construction with enterprise development strategies to create a sound enterprise culture system so that they can play an important role in production, management and operation. It is necessary to form reasonable guidance and education for employees through enterprise culture, so that employees can realize their position in the enterprise and stimulate their enthusiasm and initiative for work. In addition, it is necessary to continuously improve the operating system of enterprise culture, giving play to the guiding

function of culture, and demonstrating the core values of the company through culture.

### **3.2 Build a sound enterprise culture integration mechanism**

It is necessary to further improve the enterprise culture integration mechanism, combining enterprise culture with management, and ensuring that the two fully interact and penetrate each other. First, we should combine enterprise culture with human resource management, giving full play to the guiding and motivating functions of enterprise culture, and improving employees' cultural awareness and cultural literacy. Secondly, combining enterprise culture with ideological and political education, improving employees' ideological awareness through effective education of employees, so that employees can actively participate in the management and business activities of the enterprise. Thirdly, combining enterprise construction with the innovation and development of the enterprise, for example, cultivating the innovation ability of employees, encouraging employees to innovate continuously at work, strengthening the research and innovation of products, services, management and technology, so that the development of enterprises has powerful driving force.

### **3.3 Innovative enterprise culture management mode**

The integration of enterprise culture and enterprise management is a systematic and long-term work. In the process of continuous development, enterprises must integrate dynamic management and innovative ideas, actively innovating enterprise culture management models, creating advanced management systems, enriching management carriers, and ensuring the enterprise culture plays an effective role and improves the management level. In the specific implementation, enterprises should do the following points. (1) Plan the development of enterprise culture, and clarify the work content and work methods of enterprise culture construction. (2) Strengthen the construction of enterprise culture, and strengthen management and assessment. For example, the content of enterprise culture construction should be included in the performance appraisal, and the appraisal indicators should be clarified, so that managers and employees will place this work in an important position. (3) It is necessary to integrate the people-oriented management concept, respecting the personality of the employees, stimulating the subjective initiative of the employees, so that the employees can actively participate in the work, contributing to the development of the enterprise, and creating a healthy and harmonious enterprise atmosphere.

## **Conclusion**

The construction of enterprise culture is a long-term task. Combining it organically with enterprise management can further optimize the enterprise management system, improving management efficiency and management quality, unifying employees' ideological understanding, strengthening their sense of responsibility and mission. The system has been put into practice. At present, many enterprises pay more and more attention to the construction of enterprise culture. On this basis, they need to fully penetrate advanced enterprise management concepts, optimizing the traditional management system, and continuously adjusting and improving the management mechanism according to market changes and requirements, so as to truly play a role of enterprise culture.

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