

Research on the Influence of Small and Micro Enterprise Culture Construction on the Sense of Belonging of Generation Z Employees——Take Guiyang as an Example

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Abstract: A strong talent makes the country prosperous, and a strong talent makes the country strong. The global competition in the future is the competition of comprehensive national strength, but also the competition of the efficiency of talent innovation and the role of talents. Since the reform and opening up, the private economy of small and micro enterprises in China has developed rapidly. The rise of the trend of "mass entrepreneurship and innovation" has driven more and more people with lofty ideals to take small and micro enterprises as the basis for innovation and entrepreneurship. Small and micro enterprises have gradually become the main force of China's economic market. With the continuous entry of Gen Z group into the workplace, Gen Z employees have brought new challenges and qualitative changes to the human resource management of most traditional enterprises, and therefore, it will also bring a revolutionary impact on corporate governance. In the future, the focus of market competition is no longer only capital, price, varieties, etc., but excellent talents. Those who have a strong human resource team will have the market share and the potential for development.

Keywords: Small and Micro Enterprises; Gen Z; Corporate Culture; Organizational Sense of Belonging

1. Background

General Secretary Xi Jinping stressed: "The competition of comprehensive national strength is, in the final analysis, the competition for talents. Talent is an important indicator to measure a country's comprehensive national strength. National development depends on talents, and national rejuvenation depends on talents." Visible talent competition has been promoted to the height of the national strategy, also is an important part of society: enterprise put forward new management direction, in order to make the enterprise achieve long-term development, must establish to adapt to the market changes, suitable for enterprise growth of talent system, to attract talent in the fierce competition, retain talent. As an indispensable part of the national economy, small and micro enterprises are an important force in the growth of the national economy. Their survival state is directly related to whether the national economy can develop well and quickly. If the small and micro enterprises want not to be eliminated in the competition, they must effectively manage their enterprises and improve their competitiveness, so as to bring considerable economic benefits to the enterprises. However, many Gen Z employees have left because of a lack of organizational belonging, leaving entrepreneurs worried about the lack of talent.

2. Research objectives

Analyze the economic impact of the current corporate culture construction of small and micro enterprises on the sense of belonging of Gen Z employees.

Explore the mechanism of influence among several groups of factors and their significance.

Combine relevant research theories and field research to understand the impact of small and micro enterprise culture on the sense of belonging of Gen Z employees, so as to provide relevant reference and guidance for small and micro enterprises to improve the corporate culture construction system and enhance the sense of belonging of Gen Z employees.

3. Study scope

3.1 Theoretical significance and value

In terms of theory. This study on the basis of classic literature at home and abroad, from the perspective of enterprise culture, analysis of small micro enterprise Z generation employees belonging factors, build a can fully reveal the internal mechanism of enterprise culture and sense of belonging interaction model, help small micro enterprise culture construction of Z generation employees sense of belonging influence related literature, enrich and enrich the existing theory.

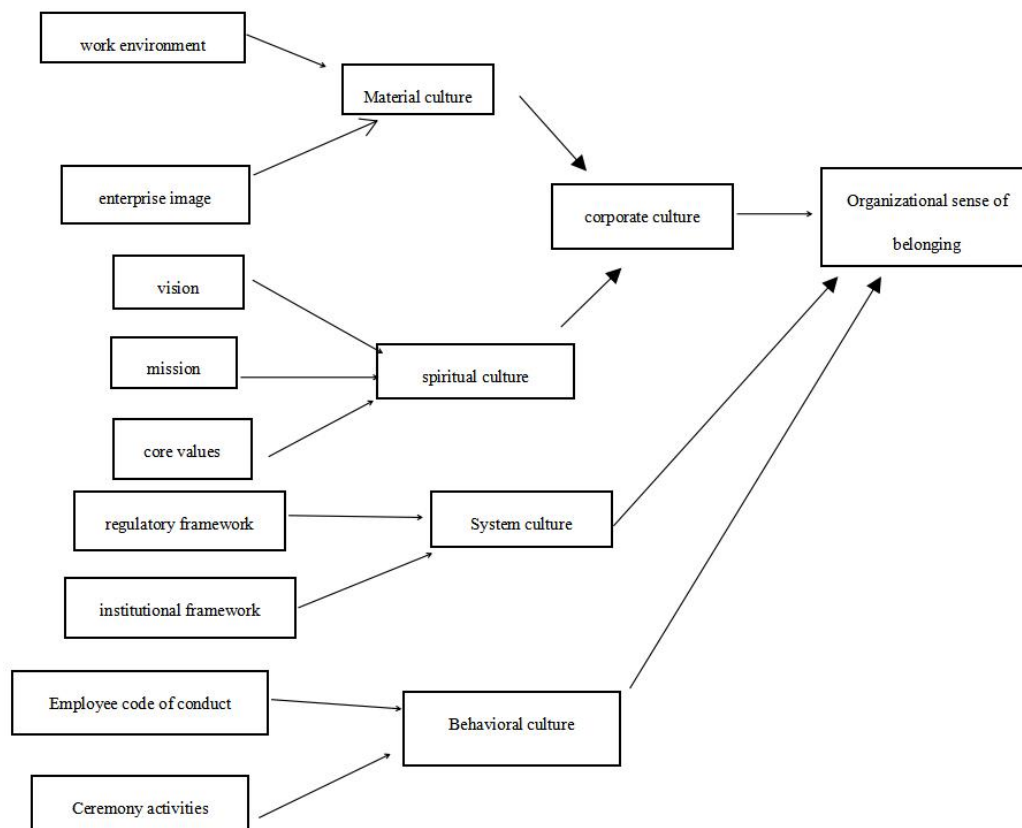
3.2 Practical meaning and value

In practical terms. This study clarified the factors influencing the construction of small and micro enterprise culture and the sense of belonging of generation Z employees, so that the existing enterprise operators can better build the corporate culture system, and provide theoretical support for enterprises to improve the sense of belonging of employees. This will help small and micro business operators to better understand the generation Z employees, and establish a talent system that ADAPTS to the development of The Times, the market changes and the growth of enterprises, so as to attract and retain talents in the fierce competition.

3.3 Regional demographic characteristics of the study

Based on the area limited by the research topic, the researchers strictly defined the scope of the study and distributed the sample area. Researchers have limited the scope of sample collection to Guiyang area, Guizhou province, according to the perspective of their own research capabilities and available social resources.

4. The conceptual framework of the study:



5. Theoretical basis

In the study of the relationship between private enterprise culture and the sense of belonging of employees' organization, Bai Yaofeng (2011) proposed to realize a deep cultural identity by forming a psychological contract, which can truly enhance the sense of belonging of employees, and then establish and maintain the long-term loyalty of employees. Zang Yannan (2021) proposed in the

research on the optimization of the corporate culture construction of L Group that the corporate culture can be used to maintain the value system of an enterprise, the relationship between employees, the working attitude of employees, and also play the leading role of the core values of the enterprise. Liu Xin (2021) put forward that material culture is the foundation of an enterprise, which generally refers to the various hardware facilities of an enterprise, which are composed of tangible material, including the physical environment, production equipment, final product and packaging design. Zhang Haifeng (2014) also mentioned that the spiritual culture has a distinct corporate personality in the research on the structure of corporate culture. Liu Xin (2021) put forward that institutional culture is the corresponding rules and regulations with enterprises as the carrier of culture. Sun Yajing (2020) mentioned that the behavior culture has a unified code of conduct for employees, mainly in order to guide employees to consciously participate in the development of the enterprise, contribute their own strength to the better and faster development of the enterprise, and constantly improve the competitiveness of the enterprise.

6. Correlation studies

The study of the sense of organizational belonging began in the field of enterprise management, and the development of its concept can be roughly divided into three stages: behavior, attitude and structure. They are the early stage represented by Becker (1960), the middle stage represented by Mowday (1979), and the late stage represented by Meyer, Steers and Porter (1991). Based on the theory of unilateral input, American sociologist Becker (1960) took the lead in proposing the concept of organization ownership. He believes that the reason why employees are unwilling to leave is because they invest a certain amount of time, energy and resources in the organization, and can perceive the trend and cost brought by leaving. Mowday (1979) believes that individuals identify with the core values of the organization, producing a positive attitude and psychological tendency of resources to work for the organization.

7. Conclusion

As Gen Z continues to enter the workplace, they have gradually become the main force in the enterprise from an initial new force. They are becoming "mature" professionals, and soon they will have the ability to challenge the leadership of front-line managers. And the personality characteristics of generation Z employees, in their attitude towards work and life, they often pursue self-achievement and pay great attention to the requirements of quality of life. Therefore, Gen Z employees have brought new challenges and qualitative changes to the human resource management of most traditional enterprises, and therefore, it will also bring a revolutionary impact on corporate governance. Companies need to find more ways to meet the needs of Gen Z employees to reduce employee turnover and thus retain talent. Based on the logical analysis framework of the research model in this paper, it describes the influence process between corporate culture and the sense of belonging, as well as the decisive role of material culture, spiritual culture, institutional culture and behavioral culture in corporate culture, and also plays an important influencing factor for enterprises to improve the sense of belonging of Generation Z in practice.

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