The Influence of Group A's Corporate Culture on the Development of Personalized Training for Employees in the Internet Era

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Abstract: This paper takes A Group as the research object, analyzes its training, corporate culture, and values from different angles, introduces the uniqueness of A Group's corporate culture and what impact it has on training, finds out what needs to be improved, and puts forward suggestions. This paper conducts research through four survey methods: telephone interview, questionnaire survey, extensive reading of relevant literature, summary and case analysis. By combining motivation theory and adult learning theory, the corporate culture and training mode of A Group are analyzed in detail, and the possible problems of A Group are proposed based on the results of questionnaire research and personal interviews. Finally, what is the uniqueness of A Group's corporate culture, why its corporate culture affects the training model, how A Group motivates employees, and how to effectively use the Internet for thinking training.

Keywords: Internet; Corporate Culture; Innovation; Personalized Training

1. Research background

Since 2013, Internet finance has shown an accelerated development trend in China, and under the impetus of Internet +, the Internet has opened a new financial field for China and provided a large number of financial services. Among these Internet financial enterprises, the most representative is A Group, which is the earliest, most extensive layout and most complete business, with its mature big data and cloud computing technology and gradually improved credit rating system, it has become the leader in the field of Internet finance in China. Most of the research on the Internet is to study a certain model of Internet finance, or the risk of Internet finance, the laws and regulations of supervision and regulation, this article starts from the perspective of Internet corporate culture and training, and takes A Group, a representative Internet financial enterprise, as the research object, to make suggestions for the future development of Internet training and corporate culture Analyze the influence and connection of corporate culture and values on training in the Internet era.

2. The importance of corporate culture for the development and innovation of Internet enterprises

If an enterprise wants to be in the leading position in the industry for a long time and long-term development, it must integrate a set of human resource management systems suitable for the enterprise, and pay attention to the common development and progress of corporate culture and human resource management. A study analyzing the top 100 companies in the United States found that basically all powerful companies can achieve basic unity in cultural values and management methods. At the same time, all the staff within the enterprise have basically generated high-quality ethics and behavior management, which has a promoting effect on the development of enterprise programmatic management, directly affecting the management development and business performance of the enterprise, and forming significant advantages. The concept of "full life cycle corporate culture" proposed by Manchester, a famous British management scientist, is the most typical, fully considering the different cycles, different operating stages, and different characteristics of the enterprise, to carry out appropriate development and change of corporate culture. Since it is to change according to the life cycle,

innovation is indispensable, especially in the Internet industry. In today's society, Internet companies are in a strong market pattern change, in the rapidly changing living environment continues to advance and develop, training innovative thinking and having innovative ability has become the basic requirements of Internet companies for employees. Peng Lei, former chairman of Group A, said, "Innovation is the soul of Group A and the most important DNA in its blood, and creating value is the bottom line that Group A must guard. Group A should be unswerving and bold to innovate, to face the future, to face customers, to face the changes in the world, to bravely innovate". [1]

3. Research methods

3.1 Questionnaire method

After a brief understanding of A Group's training and development model and corporate culture, conduct a questionnaire survey. Through online collection of questionnaires, including 20 questions, the survey mainly focuses on whether employees understand and recognize corporate culture and values, as well as whether employees is satisfied with training and assessment. Because this paper studies Internet companies, it selects the advertising big data marketing department, which is very popular recently and has relatively high relevance, as the target object, and narrows the scope for more specific investigation. According to the preliminary survey, Group A's advertising big data marketing department has about 200 employees. To ensure the credibility of the data, 100 employees were selected for the questionnaire survey. Among them, there are 80 males and 20 females, with 90% of employees holding master's degrees and 40% working for less than three years.

3.2 Telephone interview method

After organizing and analyzing the results of the survey questionnaire, conduct a approximately 30 minute telephone interview with an employee in the advertising and marketing department based on their results. Further in-depth research and research on the reasons for the questionnaire results and any opinions from employees. The interview content is based on a questionnaire, and during the interview process, questions are added and reduced based on the phased results of the interview. The interviewees introduced the unique training mode of the department based on their own understanding of the enterprise, due to the impact of the corporate culture and the evaluation of enterprise innovation. After organizing the first interview, additional questions were identified and the interviewees were asked a second time through information.

4. The current status of Group A's corporate culture and the realization of training

4.1 Attach importance to the construction of corporate culture

According to the questionnaire survey, A Group attaches great importance to the construction of corporate culture, and employees are familiar with and satisfied with the construction of the company's corporate culture. In the survey questionnaire, when asked if they are clear about the company's corporate culture and values, all employees are relatively clear or even very clear. In addition, based on the selection results of the question of 'what does the company value the most', the degree to which Group A cultivates values and skills can be compared. As an internet company, corporate culture is even more important. Maintaining the same mindset among every employee can reduce many conflicts and troubles, and improve work efficiency. Compared to other companies, the corporate culture is not closely tied to actual actions. A Group has implemented every aspect of the corporate culture in practice. In other enterprises, there is actually not much synergy and constraint of values, while Group A requires employees to have very consistent values. For example, when collaborating, it is difficult to communicate when everyone has different ways of dealing with the world or understanding. And A requires a simple and direct way of communication, in this case, it is not recognized to talk about some roundabout things. Group A's corporate culture requires that when employees are not used to something, they should say it directly. This can reduce the time cost, but increases psychological stress.

When employees of A Group were asked what is the uniqueness of corporate culture, he mentioned that the most representative one is A Group's 'Six Veins Divine Sword'. In addition, Group A encourages embracing change and also encourages creating change, so A's employees have very high demands for themselves, which is also in order to receive generous rewards. Although most people do

not like the occurrence of changes in their lives and prefer to make steady progress, there are great changes at any time in the Internet Age. For example, the recent emergence of Chat GPT has caused a drastic change in the work mode and requirements of employees in the advertising and marketing department. Employees who rely on copywriting may soon be out of work and must constantly innovate in order to 'survive'.

4.2 Values uniqueness & training model for Internet thinking

Due to the influence of values, A Group's training model also has unique characteristics. According to the results of the questionnaire interview, regarding the question of "whether the company's training has innovation and uniqueness", 80% of employees believe that they are relatively innovative and 80% believe that they are innovative, while the remaining 20% choose not very innovative and not very innovative. Most employees recognize the uniqueness of training. One of the values of Group A: 'Embrace change, embrace change, and be brave in innovation' can also be seen that innovation is one of the core values of Group A's corporate culture.

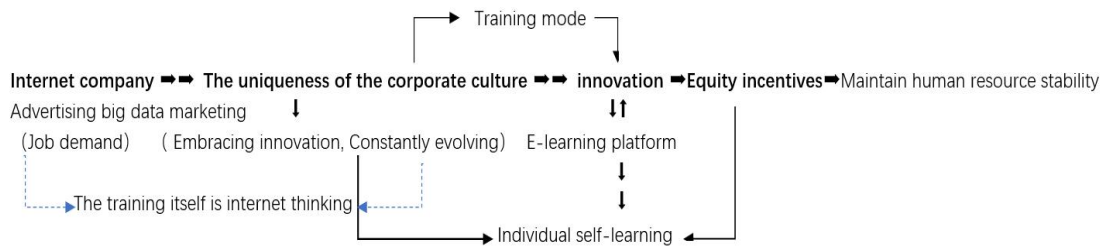## 4.3 Motivate employees to personalize training and learning

Of course, Group A encourages employees to participate in training and continuously provides new things to stimulate their thirst for knowledge and development. From the definition of incentive theory, an appropriate reward system can create healthy competition among employees, promote them to acquire higher skills and work abilities, and thus stimulate their work potential and efficiency. Group A requires a culture of independent innovation, resulting in a diverse training system. A Group believes that training is also a typical internet mindset, and A Group provides an independent training platform where all employees can post their own ideas and videos, and all employees can share their knowledge as instructors. Whether and how to learn on the platform depends on the employees themselves. However, research shows that educational learning is becoming more and more Internet based, and most online platform learners are difficult to adhere to and self-motivate compared with offline learning because of the lack of supervision and participation of others in E-learning. And A Group has just utilized the self-motivation of its employees, where all employees can give lectures and post videos. During the training process, employees can unleash their talents and contribute to the development of the enterprise, which is a way for them to realize their self-worth. The main purpose is to stimulate and guide employees' work motivation correctly, so that they can realize their own value while training, fully mobilize their enthusiasm and creativity, and increase their satisfaction with themselves.

4.4 Possible problems

The first is corporate culture and values. Although employees are familiar with the corporate culture of Group A, they do not fully recognize it. Although A Group attaches great importance to corporate culture, the main aspects of recruitment are the job ability and job suitability of applicants. This will lead to a low level of recognition and loyalty of some talents towards corporate culture, making it difficult to ensure that talents stay in the company for a long time and focus on working for the company. In addition, although the training provided by Group A can be said to be very innovative and effective, a questionnaire survey found that some employees were not satisfied with performance evaluation. Personal interviews also mentioned that because they voluntarily participated in the training online, the results of the training can only be reflected in their work. Secondly, employees who choose courses for learning are likely to lose their motivation due to quality or lack of firm goals. Blind and free course attempts can lead to a lack of purposefulness in learning and the inability to fully utilize the platform's learning resources.

5. Conclusions and recommendations

Based on the study comparing the first and secondary data, the following conclusions were drawn from the study 'The impact of Ant Group's corporate culture on the development of personalized training for employees in the Internet area'.

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                                    ┌──→ Training mode ─┐
                                    │                   ↓
Internet company ⇒⇒ The uniqueness of the corporate culture ⇒⇒ innovation ⇒Equity incentives⇒Maintain human resource stability
Advertising big data marketing        ↓                          ↓↑
(Job demand)    ( Embracing innovation, Constantly evolving)   E-learning platform
                                                                  ↓
    ┌┄┄┄→The training itself is internet thinking←┄┄┄┄┘            ↓
                                     └──────────────→ Individual self-learning ◄──────────┘
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(Impact diagram)

Firstly, as an internet company, A Group must constantly update in order to develop rapidly. Innovation is also the value pursuit of Group A, which is well reflected in cultural and product innovation. In addition, A Group's unique management philosophy of 'Six Schools of Divine Sword' has developed a unique corporate culture that is unique to other enterprises. The corporate culture of Group A is unique, emphasizing innovation and change, encouraging all employees to embrace change, and all employees must constantly update themselves. Only by constantly learning new knowledge and developing themselves can they face continuous change. So, A Group provides an online self-learning platform that facilitates employees to participate in training anytime and anywhere, while encouraging employees to share lectures. This also indicates that training itself should be an internet mindset. A Group does not require employees to participate in training most of the time, and A Group has its own approach to this. For example, offering equity incentives to employees and utilizing the self-motivation and motivation of Group A employees to encourage them to actively participate in training.

For several issues that exist in Group A, there are the following suggestions.

Firstly, increase the promotion of the corporate culture of Group A, so that candidates can have an impression of the corporate culture from the time of recruitment. In addition, when recruiting, ask some questions about corporate culture and screen out talents that are not suitable for the corporate culture of Group A. Corporate culture is not illusory, but should be a value culture that can be implemented and implemented in training and performance evaluation. Through the guiding force of corporate culture, the efficiency of human resource management can be achieved, and the improvement of enterprise management level can be promoted, promoting the long-term healthy development of the enterprise. [3] Secondly, managers should avoid excessive incentives that overlook the limited effectiveness of material incentives, resulting in ineffective incentives. Moreover, excessive motivation may also trigger obvious interest driven and eager for quick success among employees, leading to the loss of long-term goals. Values should be about motivating employees, but not just about demanding high standards from them. Therefore, Group A should reduce the use of values to kidnap employees, thereby reducing their resistance to values. Thirdly, regarding the effectiveness of post training evaluations and assessments, it can be seen from the questionnaire result that the evaluation and assessment of Group A are not very good. So for this issue, department managers can regularly investigate the training needs of employees, or add areas within the platform where employees can provide specialized training suggestions, such as whether to add which training needs and how to improve training efficiency, rather than blindly increasing the number of online training.

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