Study on the Existing Problems and Countermeasures of the Construction of Chinese SME Culture in the New Era

Hong Ji\textsuperscript{1,a}, Shuyuan Zou\textsuperscript{2,b}

\textsuperscript{1}Jiangxi Normal University Science and Technology College, China
\textsuperscript{2}Jiangxi Normal University Business College, China

Hong Ji, Professor, jxsdjh@vip.sina.com,

Keywords: Small and medium-sized enterprise; Enterprise culture construction; Existing problem; Suggestion

Abstract. The enterprise culture is the common value, belief and behavior mode of the enterprise. The cultural values of the successful enterprises is lively and vivid, guide employee behavior. Besides, employee behavior reflects the value idea truthfully and form a circulation of closed type, spiral and Continuous improvement. The ultimately goal is to run each employee and let the staff dedication sincerely by using the corporate culture. On the basis of defining the cultural connotation of the small and medium-sized enterprises, this paper analyses the existing problems of the cultural construction of China's small and medium enterprises in the new era, and puts forward suggestions to strengthen the cultural construction of small and medium-sized enterprises.

1 Introduction

Corporate culture is an invisible productivity, a potential productivity, intangible assets and wealth. Enterprise culture will greatly promote the development of enterprises, enterprises and corporate culture of mutual coordination, mutual complement and promote each other, the two synchronous operation will play a positive and immeasurable role in the long-term development of enterprises.

2 The meaning of small and medium sized enterprise culture

Definition of small and medium sized enterprises. Theoretically speaking, small and medium-sized enterprises generally refers to the small scale or in the entrepreneurial stage and growth stage of the enterprise, including the scale of corporate enterprises and natural persons under the provisions of the standard. In the practice of social identity and policy support, people from all walks of life have two kinds of understanding of the small and medium enterprises in the broad sense and narrow sense. Generally refers to the small and medium-sized enterprises, in general, in addition to the state recognized as large enterprises outside of all enterprises, including medium-sized enterprises, small businesses, and micro enterprises. Small and medium enterprises in the narrow sense does not include micro enterprises. It is generally considered that the micro enterprise refers to the individual and the family economic organization of the enterprise with the legal person status and the enterprise and the business registration of 8 persons.

The meaning of corporate culture. Enterprise culture is a kind of management thought and method, which is to improve the enterprise management level, to achieve the short-term and long-term goal. If a more precise definition is: corporate culture is the common values, beliefs and behavior of the enterprise. First of all, the values of corporate culture is a relatively stable factor, such as enterprise advocating "integrity, teamwork, cooperation and innovation", is a kind of enterprise values, enterprise development is the highest guiding principle, long-term should remain unchanged, unless the company experienced a transformation, restructuring and other big change; secondly that belief is to support the enterprise values of various beliefs, ideas, many enterprises just stay in the two a level, but ignored the most important part of corporate culture, behavior, behavior culture is the most real, the most direct and the most important part of corporate culture, a true enterprise culture is actually the behavior of employees, enterprises can promote "innovation", and the real culture is likely to be "conservative", visible if we neglect the consistency of the ideas and behavior, corporate culture became the "decoration".
3 The main problems existing in the cultural construction of Chinese small and medium sized enterprises in the new era

3.1 Managers lack the correct understanding of corporate culture

Corporate culture is equivalent to the external image of the enterprise design. The leaders of many small and medium enterprises in our country have the misunderstanding of the enterprise culture understanding in this respect. They believe that the so-called corporate culture is the external performance of the enterprise image, so put more focus on the corporate slogan of the company logo design, corporate logo design. But they only simply will culture of enterprise is equivalent to the image design, and did not take effective measures to the enterprise culture is the core of enterprise spirit reflected in business activities, nor the enterprise spirit penetrate into the enterprise staff's mode of thinking, working, behavior habit.

Corporate culture is equivalent to political and ideological work. Some enterprises to confuse enterprise culture construction, and China's traditional ideological and political work, that the building of enterprise culture is a kind of thought indoctrination, persuasion and education, propaganda department and the trade union of the thing is, this view in small and medium-sized state-owned enterprises especially common. Also due to the small and medium-sized enterprises small scale, less institutions, often the ideological and political work and culture construction of belonging to the same department management, but due to many managers to understand the connotations of enterprise culture is not deep, often confuse the two, this to the enterprise culture built design is very unfavorable.

The corporate culture is equivalent to the rules and regulations. Some small and medium-sized enterprise management that enterprise culture is the enterprise rules and regulations, as long as the work out the rules and regulations of the enterprise, organizational learning, understanding and strictly implement, enterprise culture construction can be accomplished, spirit of enterprise can be nurtured the, enterprise culture will also gradually formed. Although the formulation of the rules and regulations of enterprises is an important aspect of the building of enterprise culture, it is the system guarantee of the construction of corporate culture, but the formulation of rules and regulations is not the cultural construction of all, must not be equal.

3.2 The enterprise culture construction is not closely connected with the enterprise management activities.

The construction of enterprise culture and the enterprise management activities are not closely related, and the enterprise culture cannot penetrate into the production, management and management of the enterprise. However, the current leaders of China's enterprises in the cultural construction and economic benefits of enterprises are often handled properly. Some enterprises for the cultural construction and cultural construction, do not pay attention to economic benefits, do not pay attention to the economic and cultural construction practice. Finally, the formation of the cultural construction, economic benefits "two pieces of skin", lost the fundamental significance of cultural construction.

3.3 Lack of personality and innovation in the construction of enterprise culture

Enterprise culture construction lack of personality, lack of innovative spirit, similar to the more serious. After 20 years of rapid development, our country small and medium-sized enterprise made great achievements, in under the influence of new management ideas and new management model, many enterprises also pay attention to the construction of enterprise culture, but blindly imitate, completely copy of more, rather than through selection, digestion, the absorbed in foreign advanced culture, organic integration, foster the cultural characteristics of the enterprises themselves. Corporate culture construction is generally lack of personality or even the same, which is a feature of the cultural construction of small and medium enterprises in our country at present.
3.4 Lack of strategic thinking in the construction of enterprise culture

No strategic thinking and decision-making of cultural construction in the majority of small and medium enterprises, due to the small and medium-sized enterprises produce only one or a few products, generally small scale enterprises and their organization is relatively simple, management mode is single, the quality of the staff is relatively high, at a disadvantage in the fierce competition in the market, in this case. The enterprise is busy working, not to be eliminated by the brutal market, only more consider the position and status of the enterprise at present, engaged in the pursuit of short-term interests and long-term interests of their own, the strategy to attend to, and they generally believe that cultural strategy is the large enterprises and groups of things, there is no need for strategy considering the small and medium sized enterprises.

4 Strategies for the cultural construction of small and medium sized enterprises in our country in the new period

**Improve the management of enterprise culture.** The leader of the majority of medium and small enterprises in our country are "rags to riches", built up from small workshops to develop and rely on the accumulation of experience to manage the enterprise, leader's quality is generally not high, and business leader is corporate culture of designers, advocates, and builders, and plays an important role in construction of enterprise culture, and enterprise culture and more or less reflects the enterprise leader values, management philosophy and leadership style. Therefore, the leaders of enterprises must through continuous learning, improve their quality, improve their abilities of scientific management and deepen the understanding of the importance of enterprise culture, comprehensive and profound understanding enterprise culture connotation and the enterprise culture the content, so as to make enterprise's cultural construction into the path of benign development.

**Pay attention to the innovation and individuality of the enterprise culture.** Enterprise management should be aware of a business different characteristics from other enterprises not just in their own products, the enterprise's external image, and more should is in the cultural characteristics of their own business, culture can reflect the essential characteristics of an enterprise and other external image is the cultural performance, so small and medium enterprises in the construction of their own enterprise culture should combine the characteristics of the enterprises themselves, to create a certain characteristics, rich personality of the corporate culture. Enterprise culture is a dynamic process of development, it should be according to the actual situation changes and constant innovation, we for the building of enterprise culture injected fresh blood, so that we can enhance the vitality of the corporate culture, the maximum play a role in promoting enterprise culture.

**Formulate the strategy of enterprise culture development.** The construction of enterprise culture is not a short duration of time to complete, it is a process of cultivating sustainable development. Small and medium enterprises in the development of its own business development strategy, be sure to include cultural development strategy, to the spirit of enterprise as the core content of culture construction and the development of corporate culture should be the overall design, it can make the enterprise culture and the development of an uninterrupted, continuous development process, so as to culture accumulation, avoid enterprises because of the leader to change with the constantly changing their spirit of enterprise culture. Another enterprise in every stage of development need to have the support and promotion of the culture for this stage. Be able to provide this support for every stage of their business development, so we must pay attention to the long-term planning of enterprise culture construction.

**Pay attention to the work of corporate culture communication.** Many small and medium enterprises do not attach importance to the dissemination of corporate culture, that this is a big business needs to do. In fact, regardless of the size of enterprises should pay attention to the spread of corporate culture. Enterprise culture should not only be understood and accepted by the employees of the enterprise, but also should be understood and accepted and recognized by the public, which is very important to the development of the enterprise. Enterprise in advertising must
not only pay attention to the external image of the enterprise's own product or business propaganda, and should integrate the corporate culture and contain the spirit of enterprise to advertising, and the effective form of advertising their own corporate culture spread out. Of course, there are many ways to spread corporate culture, each enterprise should be based on the conditions of their own businesses to choose.

5 Conclusions

Corporate culture is the guiding ideology of employee behavior, so that employees realize that the enterprise is their own business, this is a good corporate culture has a positive effect. Enterprise culture is the core value of all staff recognition and common enterprise, it plans the basic mode of thinking and behavior of employees, and gradually evolved into a habit of rules. And this mode of thinking and behavior patterns can also be in the new and old executives, the new and old employees in the process of alternating continuity and maintenance, so that the corporate culture can make the enterprise truly invincible.

References