Integrated Development of Corporate Culture Construction and Ideological and Political Education

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Abstract. In recent years, the continuous improvement and improvement of corporate systems has made more and more modern enterprises pay more attention to the construction of corporate culture. Corporate culture not only affects the centripetal force and cohesion of the enterprise, but also has a profound impact on the long-term development of the enterprise. In the tide of modern enterprise reform, the level of corporate culture construction has gradually increased, with a clearer core idea, organically integrating ideological and political education and corporate culture construction, incorporating the spirit of the times, creatively carrying out work, and fully mobilizing employees. Work enthusiastically, establish a good brand image for the enterprise, enhance core competitiveness, and help promote the harmonious development of the enterprise.

Introduction

With the development of the integration of the world economy, China's economy has rapidly taken off, and most companies have achieved considerable results in the broad market competition, while also facing more intense challenges. How to improve the company's strengths and avoid weaknesses, highlight its individual advantages, and be invincible, and how to solve the contradictions and problems in the development of the enterprise from the inside of the company are worth pondering. In the construction of corporate culture, ideological and political work as the core content is a political guarantee for the long-term healthy development of enterprises. The corporate culture is the carrier, and the special functions of ideological and political work must be better reflected through the construction of corporate culture. Therefore, enterprises should closely integrate their own cultural construction with the ideological and political education of their employees, give full play to the role of cultural incentives and educative functions of ideological and political education, adhere to the "people-oriented" development concept, and continuously promote the sustainable and healthy development of enterprises. The support and guarantee of strong spiritual and cultural power will further enhance the core competitiveness of enterprises.

Dialectical Relationship between Corporate Culture Construction and Ideological and Political Education

Corporate culture is a value concept and behavior choice shared by employees in the development process of an enterprise. The main constituent elements are the cultural forms and behavior patterns reflected in cultural concepts related to corporate characteristics, corporate development concepts, and corporate purposes. Is the soul of the enterprise, Ideological and political education is through education, guidance, demonstration, motivation, criticism and other forms, using scientific and correct ideological content to lead creative work methods, to overcome the corrosion of wrong ideas, so as to fully mobilize people's work enthusiasm, for the enterprise to achieve goals, solid development, an activity that injects a strong spiritual power. They are closely linked and have internal consistency.

Firstly, the research objects are consistent. The construction of corporate culture and ideological and political education are based on the research of corporate employees. They all follow the
"people-oriented" concept, respecting people, understanding people, caring for people, and motivating people as a common starting point. The improvement of people's ideological and moral qualities is the priority, and they cultivate the ownership spirit of enterprise employees. Starting from the exploration of people's common value orientation, the construction of corporate culture focuses on rejuvenating people's spiritual pursuit. Similarly, ideological and political education is mainly based on people's ideological understanding, viewpoints, and positions as the starting point for cultivating "four possessors" new talents for enterprises. Secondly, the basic principles are consistent. Regardless of corporate culture construction and ideological and political education work, we insist on "people-oriented." The construction of corporate culture advocates self-motivation and self-discipline of employees, focusing on shaping the soul to achieve humanized management of the enterprise. The ideological and political education work of the company focuses on educating people, giving full play to the role of people, cultivating employees to establish the correct world outlook, outlook on life and values, and unifying the personal interests of employees with the interests of the company. It can be seen that both emphasize how to realize human social value. Finally, work goals are consistent. Both aim at the healthy and sustainable development of the company. The purpose of corporate culture construction is to foster a noble spirit of enterprise, to establish a united and progressive group values, ethical codes of conduct and spiritual style, in order to enhance the cohesion of employees, stimulate work enthusiasm, and thereby improve the economic efficiency of the enterprise.

The Practical Significance of the Integration of Corporate Culture Construction and Ideological and Political Education

(1) Ideological and political education provides a harmonious environment for the construction of corporate culture. Ideological and political education covers all departments of the enterprise, from ordinary employees to managers in charge of each department. The quality possessed by ordinary employees reflects the level of comprehensive quality of enterprise employees. Because the development of an enterprise is inseparable from the work of its employees, the improvement of the company's labor productivity and the manifestation of the results of corporate culture construction depend on the comprehensive quality and ability of each employee and their specific work performance. Ideological and political education is to guide employees with scientific and correct thinking, to enable employees to treat work with a positive attitude, handle problems, live in harmony with others, and build a positive Energy harmonious work environment.

(2) Open up new paths for ideological and political education models. Corporate culture not only emphasizes rational factors in the management process, but also emphasizes the influence of perceptual factors in the management process. Through the establishment of management systems, rules and other means to cooperate with the perceptual environment, it promotes all employees in the company to form a high degree of identification with corporate goals, makes employees' values more consistent, effectively motivates employees to work enthusiastically and creatively, and makes employees' sense of belonging and accomplishment is gradually improved, so that each employee can consciously work hard for the realization of the company's common goals. At the same time, through the construction of corporate culture, ideological and political education is infiltrated into the management process, which is closely integrated with economic work, and integrates the enterprise's own wishes with actual needs, thereby enhancing the importance of ideological and political education.

(3) Corporate culture construction and ideological and political education support each other. Corporate culture, as a new concept of corporate management, adheres to the "people-oriented" principle. It mainly studies human behavior and how to improve the comprehensive quality of employees, which coincides with the essence of ideological and political education. The reason why corporate culture is called the new corporate management concept is that the corporate culture focuses on people as the center, and enhances the comprehensive literacy of employees as a whole to greatly enhance corporate management capabilities. Not only the construction of a high degree of corporate identity, but also the training of employees' comprehensive literacy or the portrayal of corporate model employees are all closely related to ideological and political education.
Integration of Corporate Culture and Ideological and Political Education

(1) Accelerate the pace of adapting to the era of knowledge economy and improve the comprehensive quality of the workforce. In today's society, companies should strive to build a learning organization, so that they can achieve the best performance, the strongest vitality, the strongest competitiveness, and the most dynamic characteristics. More importantly, through learning, employees can gradually subtly and sublimate their lives in the mind. Meaning. With the advent of the knowledge economy, the organizational form of enterprises has evolved into a flat and flexible direction, realizing the transformation from linear thinking to systemic thinking and creative thinking. Both the enterprise and the individual have put forward higher levels of knowledge ability requirements. The construction of a learning organization is of great significance to the sustainable development of an enterprise, and the construction of corporate culture will receive more attention. Only through learning can it continue to maintain its competitive advantage. In addition, scientific research on people has entered a new era, which shows that human thoughts and needs are becoming more complicated. Ideological and political educators must advance to higher levels and higher levels in a timely manner, improve their comprehensive literacy, develop in a pluralistic direction, absorb all scientific and theoretical knowledge related to education, and understand science, technology, and engineering. That is, strive to become a compound management talent who has both ideological and professional skills.

(2) Accelerate the construction of corporate core values. Values are at the core of corporate culture. Enterprises should work hard to cultivate the values of “same life and common death” among employees, enhance the ownership consciousness of all employees, be able to breathe and share fate with the enterprise, personalize the spirit and values of the enterprise, and achieve “Unity of people and enterprises.” During work, continuous encouragement is given to employees to enhance their freshness of working, which will also enhance the sense of mission and responsibility of employees. The famous scholar Zhenning Yang said: "Competitiveness of enterprises in the 21st century is the competition between talents and technology, and it is the main battlefield for China to surpass developed countries." The construction of corporate culture is by no means a simple excavation of employees' physical strength. It is more important to discover the wisdom of employees and pay more attention to the human initiative. Moreover, the essential characteristic of corporate culture construction is to advocate a people-oriented humanistic management philosophy, oppose the management idea of "seeing things but not seeing people." and promote the construction of advanced corporate culture and the role of people as the core content of enterprise management. Therefore, enterprises should break through the restrictions of commercialization and focus on the construction of "people" in the construction of corporate culture.

(3) Strengthen the evaluation system for the integrated development of corporate culture, ideological and political education. Combining the outline of the two evaluation index systems of corporate culture construction and the ideological and political education work of state-owned enterprises and their detailed implementation rules with the evaluation indicators of the socialist core value system to establish a scientific unity, easy operation, and effective results Work implementation plan to accelerate the integration and development of corporate culture and corporate ideological and political education.

References

