

Analysis of Enterprise Culture and Business Management Mode

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Abstract: This paper analyzes the problems of the enterprise management mode and the modernization of the enterprise management. First of all, the paper analyzes from institutionalized management mode, emotional management mode and kinship relation management mode. Then this paper analyzes the problems of the management mode of the enterprise and the modernization of the management mode of the enterprise. At last, this paper explores the development tendency of the management modernization of enterprises from the perspective of the management mode, and summarizes the significance of modern management in terms of the transfer of competition nodes and the transformation of business management concepts.

1. Introduction

Enterprises are one of the basic components in the national economy and can also be regarded as the cells of the national economy. China has been carrying out the socialist market economy reform for over 30 years and the enterprises have also developed their own mode of development. However, due to the long-term development of China under the planned economic system, there are some problems in the docking between the enterprise development and the modern model in China. China joined the World Trade Organization in the early 21st century and, through various efforts, gradually integrated itself into the world market. The background of this era is both an opportunity and a challenge for Chinese enterprises. In the new era, Chinese enterprises are facing the transformation of their industrial restructuring and profit growth. In particular, they can not just stay focused solely on profits for their own development. Instead, they should conform to the development trend of the society and innovate their own management mode. Let the management of enterprises step into the modern track. In order to truly realize the modernization of the enterprises, we must make breakthroughs from the management models of the enterprises. In particular, it is necessary to use modern management thinking to guide the development of enterprises, to use modern enterprise organization methods and to have modernized management methods, all of which are to promote Business management more modern characteristics of the business management trends. Therefore, to realize the modernization of enterprise management, Chinese enterprises should start from the mode of enterprise management and promote the innovation of the management mode of enterprises [1].

2. Corporate culture on the impact of business management

Nowadays, the organizational structure has changed from "conical" to "flattened" in the past. I believe that this evolution is not a form of alternative to another form, but different organizational structure for different business needs specific application. The advantage of "flattening" is that information is delivered quickly and at a low cost; however, its management personnel are vague about their own functions due to excessive management and this shortcoming is also the "taper" advantage. How does the corporate culture as a soft constraint affect the organization? In the traditional large-scale enterprises, the management efficiency of the "cone" structure is more obvious. It must be based on a highly disciplined and highly compliant culture. Emerging high-tech SMEs, the role of flattening more prominent, the establishment of an open and flexible enterprise system must have a highly adaptable and innovative culture. Therefore, the organizational structure not only with the size and nature of the business, but also must be built on the basis of the corporate

culture to adapt [2].

In the western management, the quality of personnel is not one of the factors of enterprise management, but as a work force own responsibility and obligation. However, due to the low level of education in our country, the cultivation and improvement of the quality of employees has become one of the functions of enterprises. In the process of training, many employees do not understand why it is not enough to just do their own job. Too complicated and abstract training problems make them confused and even resist the emotions. Through the exertion of learning function in the corporate culture, the employees are made aware of the impact of environmental changes and their own career planning, motivated their learning, formed an internal competition mechanism, and actively assumed the responsibility of enterprise development.

The introduction of corporate culture, breaking the past, the traditional management of the self-management --- managers to establish a modern "full participation" management model. Enterprises actively encourage employees to strengthen their management capabilities, from the past "managed" to "active management" change, in different positions to encourage innovation, so as to enhance the overall competitiveness of enterprises.

Technological improvements and innovations depend primarily on people and the environment. Corporate culture precisely for these two elements provides a platform. Through personnel training for the improvement of enterprise technology has created a good cultural foundation; the same time, the formation of internal competition mechanism for enterprise technology innovation provides the impetus [3]. More importantly, due to the integration of corporate culture, the company's proprietary technology has been linked to other related technologies, resulting in a strong range economy (the so-called range economy refers to the combined production of multiple varieties of lower production costs) For the diversification of enterprises laid the foundation.

3. The pros and cons of three common management models of modern enterprises

The management mode of enterprises is very much because of the different economic development status and trends in different countries and regions and on the other hand, it is also closely related to the historical and cultural traditions of various countries and regions. Therefore, the enterprises Management model to the present stage, they have produced a variety of different types, and thus the development of enterprises is also closely related to this, for the modernization of enterprise management, especially the management of Chinese enterprises is an important reference value.

The first way of managing an enterprise is institutionalized management. Institutionalization actually originated in the United States. After a series of organizational behavioral experiments in the United States, especially in the latter part of the Second Industrial Revolution, the modern management of enterprises has institutionalized ways of exploring human nature and the demand for industrialization. The focus of this enterprise management model is to achieve the norms of enterprises, so that employees can be based on the management of enterprises to avoid the phenomenon of chaos in management, can promote the steady development of enterprises to continue [4]. Enterprise management systems are often not developed by one person, but by the various departments of the enterprise for reference, so as to achieve a management consensus. Although this management is relatively scientific, but to institutionalize the management of enterprise management, is actually based on the "economic man" point of view of a management approach, although this management with a clear modern However, there are still some opposing views, especially the essence of bourgeois exploitation in the West. Therefore, the institutionalized management model often has unequal rights and obligations. There are enterprises that require employees to obey the rules. However, some regulations have no restriction on the senior managers of the enterprise, which will eventually lead to the loss of employees' confidence in the managers. Moreover, it may also lead to the slothiness of the work mentality, lose basic confidence in the requirement of monotonous repetition, and eventually hinder the overall modernization of the enterprise.

Affective management mode is relative to the institutionalized management mode in terms of a

modern enterprise management mode. Emotional enterprise management model is actually focused on the use of humane management approach to the management of enterprise employees. Because through the Western organizational behavior experiments and related management experiments show that people in addition to the general needs of the work, there are many other needs, such as some of the emotional needs of enterprises in the Western management scholar Herzberg's In the study, there are health care factors and motivation factors in the management of the enterprise, especially the motivation factors, and many of them reflect that the employees in the enterprise still have certain needs for various related emotional concerns. Although China used to inherit the Soviet model in the past, China has long focused on caring individuals and helping individuals among enterprises and viewing such mutual help as the virtue of a business relationship. Joined in the management of enterprises, emotional factors, indeed for the operation of enterprises can play a supporting role, but overemphasis on the emotional development of enterprises will have a serious negative impact, in particular, the standardization of the enterprise is very important A big constraint. Therefore, enterprises in the process of emotional management of the expansion process, it should be corresponding to the establishment of a certain set of rules and regulations to guide enterprises to prevent the development of excessive emotional, subjective sense of emotion will eventually bring about the development of large enterprises Burden, but also may bring decline to the development of enterprises [5].

Blood relationship management model is actually also called a family-run business. In fact, the family-run enterprises inherited from the era of feudalism. They mainly rely on the kinship of the family as an important link, and then take the members of the family as the important part of the important posts and the backbone of the enterprises. Such a family-style Are not only prevalent in East Asia, but widespread in the world as well. Blood-based family-owned enterprises actually have some modernity because blood-related family-owned enterprises can better condense the power of high-level cadres among enterprises and use natural blood ties to maintain the links between enterprises and enterprises and promote enterprises So as to better enable enterprises to run more naturally in the early days and facilitate the unification of policy decisions and implementation. Such a management approach also has relatively large drawbacks. With the continuous development of enterprises, clan kinship no matter how to emphasize its own rationality, but still appear in the middle of non-blood related business cadres resentment. Decision-making power in blood-based family business among family members is still an important resource control, and can not be better implemented in democratic decision-making among them, and in many family-owned enterprises, in order to suppress different opinions, some means of oppression will also be taken. Therefore, such a kinship management system, although to some extent for the business start-up period has some aids, but to the late open-ended development of enterprises is relatively large [6].

However, this kinship management model and the friendship management model in fact, kinship family business management model is still to be more solid, because now the family-owned enterprises are often through the holding of shares and various contracts Agreed to carry out a clear definition, and Friendship type of business through a friendship to maintain, often a lack of reason, in the early days of business because there is no clear division of equity, easily lead to the emergence of enterprise senior cadres in the business development period Partitioning situation, relative to the family-owned enterprises, its maintenance time is relatively shorter[7].

4. Conclusions

Enterprises should make good use of the development achievements of information technology and promote their business development in the space of information so as to better promote the centralized processing of information of enterprises and avoid the situation of scattered information disposal of enterprises and enhance the comprehensive operation ability of enterprises. The modern management of an enterprise requires the enterprises to pay more attention to the management mode of the enterprise so as to better promote the integration of different resources within the enterprise and provide an important resource platform for the efficient management and organizational effectiveness of the enterprise and further enable the enterprise to Liberate the

productive forces and develop the productive forces and promote the sustainable development of the enterprises in the new era.

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