

A Study on Political Cultural Identity for The State-owned Enterprise Employees in China

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Abstract

The purpose of this paper is to explore the relationship between the construction of political culture and the cultural identity of state-owned enterprises, to sort out the current situation, main problems and causes of the political cultural identity of state-owned enterprises, to put forward innovative ideas and paths to strengthen the political cultural identity, and to provide useful reference for the cultural identity of employees in state-owned enterprises and the loyalty and devotion of employees.

Keywords: State-owned enterprises, political cultural identity, ideological and political work in enterprises

1. Introduction

In the context of globalization, cultural nationality and cultural cosmopolitanism are surging in the rapid development of the times, and the collision and confrontation between different cultures have accelerated the formation of multiculturalism. Under the background of the new era, strengthening the political construction of state-owned enterprises has gradually become an inevitable condition for economic and social development, a basic work for the reform and development of state-owned enterprises, a very important significance for the healthy and sustainable development of state-owned enterprises, and an important matter related to the future development and destiny choice of the ruling party and the country.

With the development of economic globalization and the acceleration of reform and opening up, great changes have taken place in the operation and development of enterprises, the reform of employment system has been deepened, and the value orientation and cultural identity of employees have been diversified. Enterprise culture should also be constantly reformed and developed to meet

the needs of enterprise development, social environment and climate, and personal development needs. Strengthening the construction of corporate political culture is conducive to ensuring the development of corporate culture in the right direction and giving full play to the maximum function of corporate culture. However, in the process of integrating the political culture of state-owned enterprises into corporate culture, some enterprises are satisfied with the task-oriented attitude, dealing with the superior leaders, ignoring the core value of political culture, and not integrating the real connotation of corporate culture. Too much formalism will have a huge impact on corporate cultural identity and political culture construction, wasting a lot of manpower, material and financial resources.

At present, there are still some problems in the construction of political culture in state-owned enterprises. On the one hand, some state-owned enterprises do not attach importance to the construction of corporate culture. The construction of enterprise culture is not regarded as a strategy to improve the competitiveness of enterprises, the construction of enterprise culture is separated from the central work of enterprises, the planning of enterprise culture construction is not unified, and the construction of enterprise political culture is not included. On the other hand, some state-owned enterprises do not know how to carry out the construction of corporate political culture. Some enterprises are not clear enough about the goal and guiding ideology of enterprise culture construction, one-sided pursuit of surface and form, neglect the refinement of the connotation of enterprise spirit and the improvement of relevant systems, and there is a disconnection between enterprise culture construction and enterprise development strategy and management. In addition, the cultural construction in the reform of state-owned enterprises has a negative impact on the core values of enterprises, the negative impact of multi-cultural convergence on the construction of enterprise culture, and the impact of utilitarian enterprise culture construction on ideological and political work, all of which have a negative impact on the construction of enterprise culture identity and political culture.

2. The development of political culture in Chinese and Western

2.1 The concept of political culture of state-owned enterprises

The construction of enterprise culture is to use the unique values, beliefs and ideals to guide, edify and motivate all members, so that all employees, under the guidance of enterprise spirit and common values, can combine their personal pursuit with organizational goals to form a "resultant force" to condense into the common goals of the enterprise and promote the development of the enterprise. On the one hand, corporate culture management uses spiritual and cultural factors such as enterprise spirit and enterprise morality to edify and shape the values of employees, influence and standardize their ideological and moral behaviour, which has obvious manageability and economy, and essentially belongs to the economic category. On the other hand, corporate culture management uses patriotism, collectivism and socialist education to guide employees to establish a correct world outlook and outlook on life, and is committed to solving the ideological problems of employees in the process of production and operation. Therefore, in view of the latter aspect, it belongs to the construction of enterprise political culture, mainly the political work carried out by enterprises

around the consolidation and development of socialist political economic system, which has distinct party spirit and ideological content, and essentially belongs to the political category.

Therefore, the construction of enterprise political culture refers to the social practice in which a certain class, political party and social masses exert purposeful, planned and organized influence on their members with certain ideological concepts, political viewpoints and moral norms, so that they can form ideological and moral qualities that meet the needs of a certain society and a certain class. The main content is to arm the minds of the staff with the latest theoretical achievements of the Sinicization of Marxism, which combines the universal truth of Marxism with the concrete practice of China's revolution and construction, and to educate them to establish correct standpoints and viewpoints and master correct ways of thinking and working. So as to improve the ability of employees to understand and transform the world. Mobilize and mobilize employees to strive for the current and long-term goals of the enterprise. The construction of enterprise political culture is related to the process of enterprise reform and the overall situation of development, to the improvement of enterprise efficiency, and to the stability of the national economic foundation. It is an important part of ideological work in state-owned enterprises, and also an important part of the management of state-owned enterprises (Li Huali, 2010).

2.2 Political culture is studied in the West

Political culture first came from the ideas of Plato and Aristotle. American political scientist G. A., 1956. Almond used the term "political culture" for the first time, which started the upsurge of modern research on "political culture". In the 1960s, political culture became one of the important research objects of Western political scholars, especially American political scholars, and Chinese political scholars began to study it in the early 1980s.

A. The study of political culture initiated by Almon has led to L. W. The political development theory and political culture theory of Pye and other scholars. According to Almond, political culture is a set of political attitudes, political beliefs and feelings prevailing in a specific period of time, which is caused by the historical and contemporary social, economic and political activities of the nation. Weber's explanation is a typical one, that is, political culture is "a system composed of beliefs, ideographic symbols and values derived from experience, which stipulates the subjective environment in which political behaviour takes place". Almond and S. Weber also summed up the content of political culture as follows: Attitude towards the political system as a whole; Attitude towards the various components of the political system; Attitude toward one's role in the political system.

Political culture has continuity, which can be spread and inherited through political socialization. The continuity of political culture makes it possible for a country's culture to be handed down from generation to generation, and also makes the political culture between countries, regions and nationalities show long-term differences. According to the viewpoint of Marxism, it is relatively independent and dynamic: on the one hand, it is formed in real life, retains the real political life through the way of concept, and changes with the change of political life and political system; On the other hand, it has great psychological and spiritual domination over social and political life and

political behaviour. Furthermore, political culture plays a role in maintaining and continuing the existing political system, and at the same time, the change of political culture may eventually bring about changes in the real political system and political life.

The content of political culture mainly includes three basic components: the cognitive component of political culture, the emotional component of political culture, and the evaluative component of the political culture. First, the cognitive component of political culture refers to the people's understanding of political organizations, political processes, political roles, and political products. It constitutes the basis for people to judge the political system and choose the goal and way of behaviour. Second, the emotional component of political culture refers to the feelings for the political system and political activities. Political emotion is an intuitive evaluation of political system, political system activities or political practice in people's political life; the third is the evaluative component of political culture, which refers to people's value judgment of the political system explicitly or implicitly according to a set of criteria and beliefs that they think are correct and reasonable, including two parts of the psychological process of political values and political evaluation.

2.3 Political culture is developing in China

Entering the 21st century, China attaches great importance to the construction of political cultural identity of state-owned enterprises. In 2005, China issued the Guiding Opinions on Strengthening the Cultural Construction of Central Enterprises, emphasizing that the construction of enterprise culture should be organically combined with ideological and political work, and that the construction of enterprise culture has become a major issue in the economic operation and development of modern market. In 2011, China issued the Opinions on Strengthening and Improving the Ideological and Political Work of State-owned and State-controlled Enterprises under the New Situation, pointing out the importance of ideological and political work and enterprise culture in enterprises, and emphasizing a number of opinions on improving the ideological and political work and enterprise culture construction in enterprises, which is an important guide for the ideological and political education of enterprises and the construction of enterprise culture. It is an important manifestation of the integration of political culture into the construction of enterprise culture. In October 2016, General Secretary Xi Jinping systematically expounded a series of major contradictions in state-owned enterprises at the National Conference on Party Building in State-owned Enterprises, emphasizing that political cultural construction should be regarded as the normal and basic work of Party organizations in state-owned enterprises.

3. The important role of political culture construction of state-owned enterprises in cultural identity

Good political culture is the basis for improving the competitiveness of state-owned enterprises. Since the concept of corporate culture was born in the 1980s, corporate culture has become the theory and method of contemporary enterprise management, and has been paid more and more attention and promoted by domestic and foreign enterprises. Speeding up the construction of state-owned enterprise culture has become an inevitable choice for state-owned enterprises to absorb advanced management theory and knowledge and constantly adapt to the development of modern

market. It is also an urgent need for enterprises to deepen reform, accelerate development and become stronger and bigger. At the same time, to continuously cultivate the advanced culture of state-owned enterprises and maintain the correct development direction of state-owned enterprises, it is necessary to effectively integrate political culture into them, and make political culture the spiritual pillar and power source of sustainable development of enterprises, as an important part of the core competitiveness of enterprises. It is also an inevitable choice to give full play to the political advantages of the country, build a high-quality workforce and promote the all-round development of human beings.

Political cultural identity of state-owned enterprises can provide a correct political development orientation for the prosperity and progress of state-owned enterprises. On the one hand, under the historical conditions of the new era, strengthening the research on the political cultural construction of state-owned enterprises, exploring feasible solutions and putting forward constructive suggestions will help state-owned enterprises to follow political principles and promote the healthy development of political, material and spiritual construction of state-owned enterprises. On the other hand, the research on the construction of political culture in state-owned enterprises is of great practical significance to strengthen the leading position of the Communist Party of China in state-owned enterprises and consolidate the ruling foundation of the ruling party and the state in the economic society.

Political cultural identity of state-owned enterprises can unite people's minds and serve the development goals of common enterprises. On the one hand, helping state-owned enterprises solve a number of contradictions arising from a series of work such as the construction of enterprise culture and the ideological construction of employees, and to speeding up the pace of reform and development of state-owned enterprises. On the other hand, in terms of the scope of application, it plays a very important role in solving the problem of the positioning position of state-owned enterprises from the starting point level, promoting the sound and rapid development and growth of state-owned enterprises in the operation process level, and consolidating the status of state-owned enterprises in the result level.

The construction of enterprise culture in state-owned enterprises should adhere to the construction of political culture as the guide, take advanced political culture as the guide, ensure that the direction of enterprise culture construction does not deviate, and make state-owned enterprises an important pillar and relying force for the Party to govern and rejuvenate the country. Only by closely combining the construction of political culture with the construction of state-owned enterprise culture, can the core competitiveness of state-owned enterprises in the market be greatly improved and the rapid development of state-owned enterprises be continuously promoted. How to further innovate and improve the construction of political culture in state-owned enterprises is an important issue of how to further strengthen leadership and ensure direction. To enhance the leading role of political culture in the cultural construction of state-owned enterprises, we can start from four aspects: cognition, emotion, behaviour and socialization. Explore the important measures of political culture construction to the cultural identity of state-owned enterprises, and improve the effectiveness of cultural identity of state-owned enterprises.

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