

# **Analysis of the relationship between Enterprise Management Innovation and Enterprise Culture Innovation**

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**Abstract:** Enterprise innovation has a vital impact on the development of national economy, and with the rapid development of China's economy, enterprises also have a more rich level of pursuit of innovation. Therefore, this paper will discuss management innovation and cultural innovation separately, concretely summarized into two aspects: the shaping of decision-making culture and the transformation of organizational culture, and put forward relevant proposals. Innovation strategy.

## **1. Overview of enterprise management innovation and enterprise culture innovation**

### **1.1 overview of enterprise management innovation**

In the process of enterprise operation, it is very important to carry out continuous innovation regardless of the scale and development stage of the enterprise. One of the most important influencing factors in enterprise management is enterprise management. Therefore, innovation in management will have a great impact on enterprise development. When the enterprise management innovates in the right direction, the employees in the enterprise will have greater enthusiasm for work. Therefore, the current enterprise management innovation is mainly based on the core concept of people-oriented, constantly striving to build a complete system. Such management innovation concept is the most in line with the current trend of The Times, but also the necessary factor of enterprise development<sup>[1]</sup>.

### **1.2 overview of corporate culture innovation**

As a profit-oriented group, an enterprise is also composed of independent personnel, so it needs to be endowed with certain personality in the implementation of business behaviors. In this transformation process, culture-related factors will naturally appear, and through the form of culture, all levels of employees in the enterprise will have a certain impact. Such a unified belief can be regarded as the corporate culture. Corporate culture and management are the same, with the development of enterprises also need to continue to innovate. Meanwhile, the innovation of corporate culture is also a way for enterprises to adapt to the changing market environment and implement other innovations into practice in the form of belief<sup>[2]</sup>.

## **2. Shaping corporate decision-making culture**

### **2.1 The concept of decision-making culture**

The concept of decision culture consists of four types of ideas: the starting point idea, the comparison idea, the opportunity idea and the compromise idea. The starting point idea starts from an unproven illusion, while the comparison idea means that only when there is an opinion interaction can the correct decision be made, and the final decision cannot be determined when there is no different opinions in the decision. The essence of the timing concept is that you can make decisions when the benefits far outweigh the costs and risks, but you must not be caught in a dilemma because things are moving slowly. Finally, the concept of compromise is also indispensable in the cultural concept of corporate decision-making, because decision-making requires opportunity as the cost, and when opportunity is the cost, people of different classes have

different degrees of sacrifice. In order to reach the balance to the greatest extent, necessary compromise is required<sup>[3]</sup>.

## **2.2 Cultural factors of decision-making errors**

The root factors of decision-making errors mainly come from the excessive independence of decision-making or the lack of necessary restrictions of decision-makers, which makes the content of decision-making relatively lack of certain rationality. Concrete can be embodied in the blind for excessive expansion of speculative and exaggerated, therefore can be summed up its roots mainly from cultural environment and the entrepreneur's role in society, thus lead to policy mistakes its cultural factors can be summarized to enterprise management the lack of sufficient corporate culture, enterprise culture connotation of scientific mechanism at the same time also slightly obviously insufficient. This is also an important reference factor to coordinate enterprise management innovation and enterprise culture innovation in the future, and can be regarded as an objective law to reduce decision-making errors<sup>[4]</sup>.

## **2.3 Modernization development of decision-making culture**

Finally, the shaping of corporate culture should keep pace with The Times, so as to ensure that it is in the same position as enterprise management. For this reason, knowledge-based decision-making institutions are indispensable, and it is a very common form to correct the decision-making management of enterprises through professional knowledge. Secondly, the accountability system can be implemented to ensure that the decision-making is absolutely fair. Finally, the decision-making system should be programmed so as to enhance the ability to restrain decision-making.

## **3. Organizational culture reform**

### **3.1 Understanding of organizational culture**

Enterprise organizational culture change requires thorough understanding as the foundation, the organization can understand staff due to a common purpose for the enterprise to form a unified whole, cooperation and organization culture is the organization of all the staff to have a kind of spirit and the values of the current study of many regard it as an invisible power, therefore can from the atmosphere on the study of organizational culture, operational mechanism and psychological research. From the perspective of atmosphere, it is considered that organizational culture and research classified into the same category can represent specific organizational phenomena. Secondly, in terms of the research on operating mechanism, organizational culture can be regarded as the life system with human characteristics for organic analysis. Finally, the psychological research is embodied in the comparative management research, in which organizational culture is only considered as the background factor.

### **3.2 Reform trend and focal point**

General trend of the current enterprise culture changes can be divided into three different orientation, q value orientation, humanistic orientation and innovation orientation respectively from three aspects, the change of enterprise culture in terms of value orientation gradually converge and social value, humanistic orientation emphasizes play staff creativity, innovation is the pursuit of better personalized orientation. In the aspect of enterprise organizational culture reform, the focus should be on the establishment of system management consciousness and the confirmation of the concept of checks and balances. In the establishment of management awareness to ensure that all staff in the enterprise to follow the rules and regulations, while addressing inequality. The concept of checks and balances requires the establishment of a relevant decision-making system to constantly debug its system<sup>[5]</sup>.

## 4. Chinese enterprise management innovation and cultural innovation strategies

### 4.1 Innovate overall idea

When our country enterprise carries on the enterprise management and the culture innovation, first must decide the related general idea. The general idea can be summed up as inheriting the essence of cultural tradition and resolutely discarding the wrong contents. On this basis, it is supplemented by the reference of western management science, and constantly calibrates the relationship between the two so as to form the decision-making culture and organizational culture of the enterprise. Finally, it should also include the content of enterprise leadership culture, so as to make the enterprise managers rich in entrepreneurial spirit and carry out new changes to the enterprise leadership culture. Therefore, this paper will reflect it in the form of a model, as shown in the following figure for details<sup>[6]</sup>.

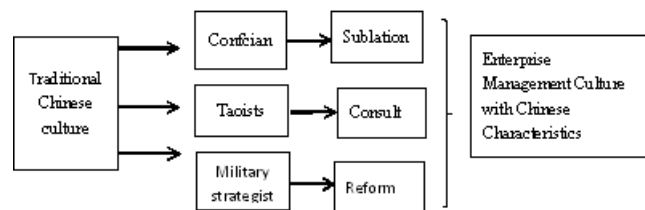


Fig.1 Model Map of Enterprise Management Innovation and Cultural Innovation in China

### 4.2 Face Cultural Transition

With the above general ideas as the basis, the innovation of profit transmission and cultural innovation of Chinese enterprises also need to face the transformation of culture. Firstly, we need to improve the ethical relationship between people and patriarchal business management style to a certain extent. Secondly, the industrial tendency of Chinese enterprises is also developing towards diversification. Therefore, we need to make relevant changes in management experience and innovation consciousness, so as to avoid mistakes caused by excessive emphasis on the role played by experience. Finally, in the process of facing the cultural transformation, we need to pay attention to the transformation of low-level enterprising ideas and break the situation of complacency with the status quo.

### 4.3 Enterprise External Environment Optimization

Internal management and cultural innovation play an important role, but the external environment is also important. To this end, first of all, we should standardize the government's behavior and create a more relaxed policy environment as the basis for the development of enterprises. At the same time, it needs a complete legal environment of market economy, which includes mature intermediary system, labor and capital market system. Finally, in terms of social and cultural atmosphere, it can be regarded as a complete multi-level system. Modern economic activities, as an open system, have more influence than economic areas. Therefore, its other social and cultural related parts are also the key parts of enterprise management and cultural innovation.

### 4.4 Achieve Cross-cultural Management

As mentioned above, business management and cultural innovation need to draw lessons from foreign cultures. Therefore, in the process of management and cultural innovation, cultural identity should be cultivated first. Especially for enterprises operating transnational projects, cultural identity is very important. Secondly, we should follow the concept of people-oriented, carry out cross-cultural training, and train a group of high-quality managers through cross-cultural training. In terms of values, domestic enterprises need to establish values that can transcend cultural differences, while overseas enterprises need to absorb and draw lessons from the excellent connotations of our traditional culture.

## 5. Conclusion

Through the discussion in this paper, it not only summarizes the innovation of enterprise management and culture to a certain extent, but also makes a specific discussion from two aspects of decision-making and organization. Only in this way can we finally get the relevant innovation strategies. I hope that the content of this paper can provide relevant help for the future development of enterprise management innovation and cultural innovation, and gradually improve the relationship between them.

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