

# Study on sociological mechanism of core competence of enterprise cluster under new business mode

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**Abstract:** With the development of modern social economy and culture, market competition is becoming more and more fierce, and enterprises are facing many challenges while obtaining profits. In the constantly improving market competition environment, each enterprise is also facing greater pressure. In enterprise management, the awareness of enterprise concept is relatively weak.<sup>[1]</sup> With the development of the information age, many new business forms have appeared in the production mode, personnel management and operation management mode of enterprises. Enterprises actively respond to the new business forms in the information age, update the traditional enterprise management mode, and constantly improve their core competitiveness. However, most small and medium-sized enterprises in our country still have many shortcomings in their own development. Therefore, in order to survive and develop under the fierce competition situation of modern society, we must pay attention to the idea of core competitiveness of enterprise clusters, improve their core values and promote the development of their enterprises<sup>[2]</sup>. Enterprise cluster refers to the industrial organization established by a large number of independent and interrelated enterprises which gather together in a certain geographic space according to the specialization and cooperation relationship. From the perspective of sociology, on the basis of roles, culture and system of clusters, this article discusses the sociological mechanism of core competitiveness of enterprise clusters, and proposes the relevant countermeasures in view of the existing problems in enhancing core competitiveness of Chinese enterprises and the development prospects of enterprises in the future.

## 1. The sociological mechanism type of enterprise cluster core competitiveness

### 1.1. Role of enterprise cluster

Enterprise member role. The relationship between the members in the enterprise organization is a formal relationship which is clearly defined and precedes the role relationship of action. Their actions are in line with the role division of their position in the enterprise, and their actions are arranged according to the role positioning.<sup>[3]</sup> In the process of enterprise management, communication and exchange play an important role in improving the core competitiveness of enterprises. From the point of view of sociology, communication is the link between people to communicate and transmit information and emotion. Communication and communication are divided into horizontal communication and vertical communication. Vertical communication is divided into upward communication and downward communication. In modern business management, it is often easier to communicate down than up. Especially in some enterprises with many administrative departments, there are more and more misunderstandings and mistakes in the process of information transmission, and it is difficult to give upward feedback. Slow information transmission speed and long time are the factors affecting communication and exchange, which may produce formalism and affect the core competitiveness of enterprises.

### 1.2. Enterprise cluster culture

Enterprise cluster culture refers to the value concept gradually formed through long-term production and management practice under certain social and historical background, and is believed and followed by all members of enterprise cluster. Enterprise cluster culture is between individual

culture, national culture and social culture, belonging to the subculture of social culture. In the exchange and communication of corporate culture, the development of traditional corporate cluster culture is embedded.<sup>[4]</sup> Therefore, the development of enterprise cluster culture is closely related to the traditional culture of the country and the traditional culture of the nation. The corporate culture within the cluster interacts with the corporate culture of the cluster. If the internal culture of the enterprise can absorb the excellent enterprise cluster culture well, then the enterprise and its members in the cluster will also form a good competition and cooperation relationship. At the same time, when the internal culture of an enterprise spreads to the cluster culture, it will also affect the corporate culture of other enterprises.

### **1.3. Enterprise cluster system**

It has a strict intra-cluster system. From the perspective of sociology, institutions are divided into formal institutions and informal institutions. The internal rules and regulations of the enterprise clearly stipulate the enterprise's objectives, management mode, the position of the internal members of the enterprise, and the rights and obligations of the members of the organization. The government has an important influence on the development process of enterprise cluster, which is manifested in that the government makes enterprises form the formal system of cluster through service and supervision. Therefore, the internal members of the enterprise organization cooperate and coordinate with each other to enhance the competitiveness of the enterprise. Secondly, informal system is the most basic system formed spontaneously by human beings, including customs, conventions, morals and so on. The informal institutional factors in enterprise clusters are manifested in social capital and regional culture. In the process of enterprise cluster development, social resources should be used to improve the core competitiveness of enterprises.

## **2. Opportunities brought by new business forms**

### **2.1. Supportive policies of the government**

In recent years, governments at all levels have put forward many incentive measures for the development of small and medium-sized enterprises. For example, in the recruitment of staff, talent introduction. Secondly, the government tries to improve the development environment of enterprise cluster development, and enhance the concentration degree of cluster through correct guidance. We will establish and improve a socialized service system.

### **2.2. The development of Internet technology**

Not only do consumers pursue the quality of products, the market has higher requirements for product quality. Therefore, the use of advanced science and technology, increase the precision of technical equipment, equipped with excellent production operation management personnel, increase product research and development investment in order to develop at a high level in the competitive market. With the development of new economic forms of business, the vigorous dissemination of the Internet also brings opportunities for the core competitiveness of enterprises. Many enterprises use the Internet recruitment, online marketing to further expand the visibility of the enterprise. Therefore, in the future, enterprises should focus on relying on Internet resources in their future development, and promote the "Internet Plus" model into the overall development plan of small and medium-sized enterprises.

## **3. Challenges faced by enterprises under new business forms**

### **3.1. Product innovation ability is insufficient**

For consumers who pursue brands, high-end products are indeed favored by consumers. However, due to the high price, more consumers would rather choose cost-effective and reasonable price of skin care brands. Therefore, the innovation efforts of enterprises in the low-end market are obviously insufficient, and the types of low-end products are lacking. To adapt to the new business

forms of traditional industries in the intelligent era, the renewal of management mode requires enterprises to have the ability of independent innovation in management philosophy, mode and mode. [5]After all, modern market competition for enterprises is a full range of competition, not only the production level of competition. Simply applying some intelligent equipment, process or system in the links of production, logistics or sales, without synchronous innovation and improvement in the mode of operation and management, it is difficult to fully transform the intelligent advantage into the core competitiveness of enterprises.

### **3.2. Great pressure of competition in the same industry**

With the continuous improvement of the market economy, the industry has been continuously refined, in the process of production, operation and management, enterprises are facing more and more competitive pressure in the same industry. Therefore, under the background of more and more perfect market, the new economy and new business forms will bring more and more pressure on enterprises to compete in the same industry. It is believed that with the continuous refinement of the market and the continuous application of Internet technology in the future, the competition between enterprises will be more fierce. How to correctly deal with the pressure of competition in the same industry has become an important topic in front of the managers of small and medium-sized enterprises.

### **3.3. Lack of innovative talents and insufficient market competitiveness**

In the face of fierce competition, it is not so much market competition as talent competition. People are the core strength of an enterprise and the most critical factor for its development. Some enterprises do not attach importance to staff training and education, do not combine talent training with employees' love and dedication, innovative spirit, brand innovation concept and value concept, do not regard talent training as an important content in the process of enterprise development, but simply emphasize the brand, as long as the brand awareness is ahead of other brands, it can be favored by the public. This sense of strategy is deeply flawed. Even if the enterprise carries out personnel training, the training content is too simple, so there is no great change in the quality cultivation of employees, and the specific requirements and incentive mechanism are lack of diversity. Some enterprises do not train talents with different abilities according to different brands, which is not targeted, unable to mobilize the enthusiasm of employees, lack of innovation motivation, and even cause brain drain. Therefore, the development of brand strategy is inseparable from people with innovative ability. A strong enterprise cannot lack to cultivate outstanding talents, otherwise it will affect the improvement of enterprise competitiveness.

## **4. Countermeasures for enterprises to enhance their core competitiveness under the new economy and new business forms**

### **4.1. Strengthen the management of enterprises and improve their core competitiveness**

Enterprises must have strong management ability to build strong brand and enhance the core competitiveness of enterprises. Strengthening the brand management ability requires professional organizations and talents for management, which can differentiate itself from its competitors, make the product design beautiful, superior quality, reasonable price, and weaken the strength of competitors. Therefore, a successful enterprise should have a stronger ability to resist risks, in order to establish its reputation, stimulate consumers' purchase behavior, and create competitive advantages for the enterprise.

### **4.2. Make full use of various preferential policies to improve the core competitiveness of enterprises**

Under the new economy and new forms of business, Chinese enterprises should make full use of the existing preferential policies, actively make good use of talents, capital, sites and other resources, and accelerate the innovation and development of small and medium-sized enterprises. In the use of various preferential policies, small and medium-sized enterprises should combine their

own product positioning, strive for more technical help, highlight the technical advantages. At the same time, through the platform set up by the government, we should recruit and select a number of outstanding talents to provide strong human support for the long-term development of small and medium-sized enterprises and accelerate the development and innovation of core products.

#### **4.3. Promote innovation in enterprise management models by combining Internet technology**

In the future, Chinese enterprises should fully adapt to the challenges brought by new economic and new forms of business, make full use of the advantages of Internet resources in product research, sales, publicity and other work, and constantly apply "Internet +" mode.<sup>[6]</sup> To actively carry out online marketing and online publicity, through online and offline sales, establish a diversified marketing network pattern, and constantly broaden the visibility of the enterprise. In addition, WeChat public account and microblog can be used to conduct online publicity, gradually enrich and improve the existing traditional offline publicity mode, use Internet resources to realize personalized and customized services, and implement the sales model of online reservation, online ordering and home delivery, so as to further improve the core competitiveness of small and medium-sized enterprises' products.

#### **4.4. Promote the healthy development of trade associations and accelerate the pace of industrial clustering**

In the future development of enterprises, relevant government departments and enterprises should attach great importance to the construction of industry associations, rely on the association's resource integration role, and constantly promote the pace of industrial clustering. It is necessary to fully stimulate the importance of trade associations in promoting the core competitiveness of small and medium-sized enterprises and guide trade associations to play a key role in the development of industrial clusters.

#### **4.5. Improving the organizational structure of enterprise operation and management**

While promoting the application and promotion of intelligent technology and technology in production and distribution, China should also adjust the traditional management organization structure of enterprises. Specifically, for some operating and management departments that are close to idle under the trend of intellectualization, timely cuts should be made, while for some departments that can still play a certain role in operating and management, personnel should be streamlined and integrated according to actual needs.<sup>[7]</sup> At the same time, for some new business forms appearing in the intelligent development of enterprises are difficult to cover in the existing management department, it is necessary to establish a corresponding management department in time. On the whole, in the face of intelligent development, enterprises should be simple and powerful in the construction of organizational structure of operation and management, improve the overall system, integration and structure in coordination, and constantly realize the optimization of organizational structure of enterprise operation and management to adapt to intelligent development.

### **5. Conclusion**

The major challenges faced by enterprises in the new economy and new business forms are higher requirements on the characteristics of their products, urgent innovation in the mode of product research and development, sales and publicity, and greater competition pressure in the same industry. From the perspective of opportunities, the new economy and new forms of business bring more technical support to small and medium-sized enterprises and the supportive policies provided by the government, which are important resources for the long-term development of enterprises in the future.<sup>[8]</sup> Therefore, if enterprises want to further enhance their core competitiveness, they need to make full use of existing policies and combine Internet technology to improve their core competitiveness, vigorously promote the reform of management mode on the basis of technological innovation, and further promote the development of industrial clusters by relying on the leading role

of industry associations. To ensure that small and medium-sized enterprises in the new economy and new forms of business under the steady improvement of economic benefits.

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