

Analysis of the Coupling Model between the Influencing Factors of Cultural Enterprise Management

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Abstract: Cultural innovation and the cultural development is complementary relationship. Cultural innovation performs interactive innovation of improvement from the physical mechanism system, knowledge foundation, and the management mechanism system and culture value on the four aspects. And only when cultural innovation and the cultural development in three different kinds of high, medium and low coupled mode, and how to realize the cultural innovation and the cultural development of the optimization, this also need according to the different enterprise to be treated differently. But the enterprise culture has important effect on sustainable development of the enterprises; it is also the effective way of enterprise enlargement popularity and influence. And, at the same time, also only on the basis of cultural innovation can realize the sustainable development and progress of the enterprises. It also can increase staff cohesion and solidarity to realize the goal of enterprise unified direction, for enterprise to create more value and efficiency.

1. Introduction

Enterprise culture as enterprise's image is paid more and more attention by social from all walks of life and business. The establishment of the enterprise culture is a long-term process of accumulation, and it can not achieve overnight, but it is the common and recognition of the employees. If an enterprise has no culture, it cannot make employees form a cohesive force and can't make employees feel enterprise care and warm, and cannot reflect the unity of the enterprise, harmonious, so, no enterprise culture of the enterprise will not live. Because there is no culture of the enterprise, the employee has not belonging, trust doesn't exist, but no cultural innovation, enterprise cannot evergreen. Along with the social level enhancement, the physical and the mental level of enjoy are also on the increase, how to meet the needs of employees deeper, how to make staff unite together, work together to maintain and create interest and value for the enterprise, this needs enterprise culture innovation to get more together, and make it more stable. Academic circles make lots of research of enterprise culture, but based on the study of relationship between cultural innovation and the cultural development are not so many. So this paper from the perspective of the coupling relationship between cultural innovation and the cultural development and combined with an investigation into a quantitative analysis, and make the right enterprises have practical significance, finally, effectively direct enterprise for the construction of enterprise culture and the innovation, the development.

2. Research on culture development and cultural innovation mechanism

Enterprise cultures in the modern enterprise management occupy the important position, which not only reflect the enterprise image and status, but also shows that the enterprise staff's cohesive force and belonging and loyalty. Enterprise culture has the following several important significance:

(1) Be benefit to the enterprise radiation expanded. Enterprise is not an independent individuals in the society, and social needs of all aspects of overlap and contact occurred, and excellent enterprise culture can not only show the enterprise staff good quality and professional ethics, and reflect the superb skills, high quality sincere service, but also therefore can gain the customer's trust and support, at the same time the enterprise will get the customer's praise from in the effect to

create more intangible resources, and also enlarged the enterprise reputation and promote enterprise's progress.

(2) Help strengthen the staff's cohesive force. Excellent enterprise culture can not only promote the enterprise development and progress, it is the source of sustainable development, at the same time, the excellent enterprise culture can make most employees of the enterprise form the consensus in the enterprise culture, and help them to form the value orientation of unity, which prompted and motivate their collective responsibility.

(3) Be benefit to changing the enterprise management mode. Excellent enterprise culture is not only stay in a system level, but internalizes voluntarily comply with the staff of the standards. When the enterprise culture is approved by the staff, it can become their own behavior standard, namely, the staff is managed unconsciously, and also achieve the enterprise people-oriented humanized management mode.

(4) Help to improve the core competitiveness of the enterprise. In order to evergreen, enterprise must walk the road of the brand, and the enterprise culture is the important path to build a brand. Excellent enterprise culture itself is a business card, a brand; it also will make enterprise be in an impregnable position. Only establish excellent enterprise culture to increase the core competitiveness of the enterprise, can enterprise win more customers and create more value.

(5) Be benefit to the development of the enterprise. Establishing the enterprise culture is not only can make the employees get material satisfaction , but also realize the spiritual wealth of the harvest, also enhance their confidence and perseverance to grow up together with enterprise, finally, to reach the company and its own a win-win situation[5].

From the interactive innovation and the coupling concept to analyze cultural development and cultural innovation related mechanism, interactive innovation system include physical mechanism system, knowledge foundation, the management mechanism system and cultural value and so on four aspects: content.

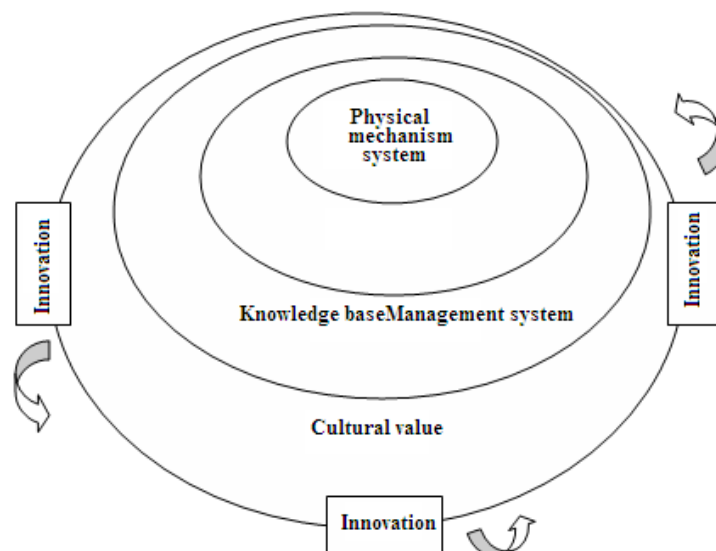


Fig.1 The function analysis diagram interactive innovation system

3. Coupling model analysis on culture development and cultural innovation

According to the theory of mechanics principle: The role of objects force is mutual, and object is the basic cause of motion state, to the enterprise culture and cultural innovation for development-innovation coupling model analysis. Due to building cultural development and culture in the coupling mechanism innovation process, the two existing directly promote each other interdependent relationship. At the same time, both of them influence each other and interact each other, and this full comply with the theory of mechanics relevant principles. So using the mechanical principle and model to analyze the cultural development and cultural innovation of each force between the interaction relationships.

Because enterprise facing intensive social competition and enterprise's management and the influence of development of obstruction factors speed up the development of the enterprise culture building and cultural innovation.

According to the cultural development and cultural innovation of the coupling model for the development of culture and innovation to provide a theoretical foundation, at the same time, it can be divided into three different mode coupling.

In order to perform development of culture and cultural innovation of the coupling model an empirical analysis of the relationship, we collect the data statistics by means of questionnaire to enterprise. This questionnaire have 300 copies, recycling 254, effective questionnaires 245. The available questionnaire statistics are shown in Table 1.

Table 1 The questionnaire samples statistics

observation variables	N	maximum	minimum	standard deviation	average	Factor load	Related correction coefficient
to cultural development objectives	243	6	3	0.72	3.2	0.85	0.72
within the time required to implement cultural development	243	6	3	0.75	3.5	0.77	0.67
implement cultural innovation	243	6	2	0.70	3.4	0.82	0.70
be satisfied with the cultural development and innovation	243	6	2	0.70	3.6	0.84	0.68
attach importance to the cultural development and innovation	243	6	3	0.70	3.1	0.87	0.64

It is seen that in the load factor, the largest is to the importance of the culture development and innovation reaching 0.87, second reach cultural development goals, and the youngest is within the time required to implement cultural development, it is 0.77. But the observations of the highest average is 3.6, namely, cultural development and innovation are satisfied with it. Second within the time required to implement cultural development is 3.5, the minimum is to attach importance to the cultural development and innovation, but they are not significant. This also reflects that it is very necessary to pay a great attention to the cultural development and innovation. But this attention is not enough for the enterprise and needs to be strengthened. Other index's attentions also have some differences.

4. Conclusion

Culture is an important factor for sustainable development of the enterprise, paid wide attention by the academic and corporate, at the same time, there are also many for enterprise culture research, which is mainly aimed at a particular analysis of the enterprise culture construction. With the development of society and the development, the social reform and innovation are going on

unceasingly, Enterprise culture as enterprise adapt to the society and the demand of people also need unceasingly innovation and development, and cultural innovation and the cultural development is complementary relationship. Namely, cultural innovation is the foundation of the development of culture and cultural innovation promotes the cultural development, and cultural development and cultural innovation, make the cycle is progress. This paper is mainly based on cultural development and cultural innovation mechanism analysis, from mechanical angles of the culture construction and cultural innovation development of the coupling model, and through empirical analysis more strongly proves its of the coupling relationship between each other, to lead the enterprise cultural innovation and development.

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