

# *Research on Corporate Culture Building and Human Resource Management*

Qijing Chen<sup>1,\*</sup>, Zhiyuan Yang<sup>1</sup>

<sup>1</sup>Hengxing University, Qingdao, China

\*Corresponding author: 181838810@qq.com

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**Abstract:** In the new stage of social development, the construction of corporate culture is crucial, the influence of culture on employees is subtle and the greatest, especially in the context of the era of fierce competition and rapid development, the creation of corporate culture can play a positive inculcating effect on employees. Among them, human resources management has become an important grasp and footing point for enterprises to improve the comprehensive strength of the unit, talent is one of the soft power of enterprises, corporate culture is the soul of the enterprise to survive, the two complement each other, complement each other, one is indispensable, so it is necessary to stand in the perspective of cultural construction, strengthen the study of human resources management issues. This paper focuses on the construction of enterprise culture and human resources management, hoping to provide some reference and suggestions for the workers concerned.

## **1. Introduction**

In recent years, China's market economy in the continuous development, the pressure of competition in all walks of life tends to white-hot, if the enterprise to stand firm must improve the core competitiveness, and if you want to achieve this goal, you must do a good job of human resources control work, promote human resources management, strengthen the construction of cultural atmosphere. Human resource management based on the construction of corporate culture can help enterprises build a perfect corporate culture, and can also further improve the overall management level and market competitiveness of enterprises. However, there are many problems with human resources management in the construction of corporate culture, and enterprises need to understand the relationship between corporate culture construction and human resources management, as well as the role of human resources management in the construction of corporate culture. At the same time, they need to recognise the role of human resources management in the construction of corporate culture, and use effective measures to solve the problems, so that human resources management can make a corresponding contribution to the construction of corporate culture. A good corporate culture can bring positive cohesion and centripetal force to employees, and can also provide a smooth guarantee and implementation conditions for the development of human resources management work.

## **2. Research on the relationship between corporate culture building and human resource management**

### **2.1 Corporate culture as a theoretical basis**

Although creating a good corporate culture is part of the soft power, it cannot directly bring economic profit and value to the enterprise, but it is indispensable, cannot be without. If a company does not have a good culture as an inculcation, it is likely that the staff will not be united, the force is not in one place, then in the fierce competition in the industry the company is likely to be eliminated[1]. On the contrary, a good corporate culture is not, it can create a good working environment for employees, improve the management efficiency of enterprises, but also to reduce the problem of infighting or spiritual internal conflict among employees. The construction of corporate culture must be people-oriented to staff-oriented, respect for talent, understanding of talent, in order to be able to lay the foundation for employees to play their personal value, lay the premise. There is no doubt that corporate culture is the theoretical basis for human resource management. The core of enterprise culture construction is the refinement of the spirit of enterprise and the formation of values, and the core of enterprise culture construction is determined when the values and spirit of the enterprise are clearly defined. The work behaviour of employees is the externalisation of the enterprise spirit and enterprise culture, and is the embodiment of the enterprise value concept and ideological beliefs. Therefore, in enterprise human resources management, the requirements of corporate culture should be incorporated to cultivate the corporate spirit of employees and inject the content of corporate values. The values of the enterprise should be interpreted and refined through various codes of conduct, gradually forming a harmonious, dynamic and energetic organisational goal, forming a community of interests, culture and spirit consistent with the realisation of the employees' self-worth, and achieving consistency in the thoughts, behaviours and interests of all employees.

### **2.2 Human resource management as a systemic support**

When creating a corporate culture, enterprises must follow the core values of socialism, while reflecting the characteristics of socialist enterprises themselves, and use this as the basis for developing human resource management. In this process it is necessary to focus on the value of the employees, listen to their opinions and ideas, let them participate in the management process and work together to build a cultural atmosphere that satisfies everyone. Human resource management can help companies to bring into play the personal values of their employees, so that their personal pursuits and the development goals of the company are consistent with each other, so that the company can form a good environment of respect for talent and cultivation of talent, and employees can also feel confident that their future and career plans are bound to the company, increasing their sense of identity with the corporate culture. Good HR management initiatives can also make employees feel more at ease and secure in their work in terms of systems and hardware protection. This is reflected in improved welfare benefits and salaries, which give employees more motivation and incentive.

### **2.3 The two reinforce each other**

In essence, the construction of corporate culture and human resource management are inseparable and interact with each other. Human resource management and corporate culture are mutually exclusive, with the two being the essence and surface of each other. But the culture construction is not, it is concerned with the spiritual level of motivation, its purpose and role is to be

able to stimulate the work enthusiasm and potential of employees, although the focus and level between the two is different, work carried out in different ways, but between the two must be mutually promoting, interlinked inseparable whole[2]. As a company, in the process of human resources management, it is necessary to take corporate culture as a guide, and when implementing specific human resources initiatives, it is also necessary to focus on the embodiment of core values and build a cultural atmosphere, which must be framed by a rigid human resources system, in order to allow corporate culture and the actual situation of the company to go hand in hand and promote the further development of the company.

### **3. Corporate Culture Building and Human Resource Management Recommendations and Strategies**

#### **3.1 Highlighting people-centred values**

In the process of culture creation needs to fit the sense of mission of the times, so that employees continue to move in a positive direction, in line with the needs of society and also in line with the requirements of the enterprise [3]. In the construction of culture must highlight the people-oriented thinking, which is the cornerstone of the value of the enterprise culture, must be the human-oriented thinking and corporate values to integrate each other, to promote the reform of the enterprise talent management system. Specifically, enterprises need to create a global strategic vision and thinking in the process of operation, analyse the external environment and internal risk situation, develop good internal control initiatives, optimise the internal competitive environment of the enterprise, from the outside also need to do a good job of recruiting human resources, find the road of cultural development in line with the actual characteristics of the enterprise, and transform people-oriented from the level of slogans to the level of reality. People-oriented thinking is not just a slogan, but has to be implemented in the dual aspects of human resources management work and cultural construction, and to be felt and deeply experienced by employees. For example, the authority of management and leadership needs to be appropriately decentralised, from compulsory and administrative management to coaching and advice-based management. As management, they need to identify the difficulties and dilemmas encountered by employees in their daily work, understand their inconveniences and concerns, and help them solve problems as far as possible. As a result of the long-term common behaviour of all employees in an enterprise, corporate culture is an organic part of the culture of the whole society, an integration and sublimation of human resource management concepts, and determines the development direction of the enterprise's human resource management system. As an advanced and humane new management culture, corporate culture is gradually becoming a new choice for modern enterprise managers.

#### **3.2 Good integration of corporate culture and human resource tools**

In order to solve the lack of centripetal force of the enterprise staff and the phenomenon of distrust of the enterprise, in the cultural construction of the time workers need to stand in the actual perspective of human resources management to strengthen and build the spiritual culture, in the human resources management need to guide the collective consciousness of the staff outbreak, let them learn to help each other in the team and group, the construction of the enterprise as a home culture, once into the company and unit to make the staff Feel a more harmonious atmosphere, spontaneous and consciously for the enterprise work, for the enterprise dedication value, really take the enterprise as their home, only then can fully mobilize the enthusiasm and potential of work[4]. At the same time, through the shaping of the enterprise's spiritual culture to make the work of the staff to gain lasting confidence, solidarity and cooperation, to create a more lasting enthusiasm for

work, in the behavioural guidance of the enterprise management also need to set an example, because they are the best propagators of culture, imagine if the management of the enterprise are not in accordance with the rules of culture to act, the grassroots staff will be more likely not to think. Therefore, in order to better integrate corporate culture and HR management, the management needs to communicate with the grassroots, strengthen the cultivation of talents, actively practise and promote HR management systems and methods, and promote corporate culture by example. In addition, as an enterprise, it needs to recruit talents, the human resources management department needs to continuously absorb and manage outstanding talents, and do a good job in commending them, to create a learning enterprise and a lifelong entrepreneurial enterprise, to maintain an empty cup mentality, the enterprise management and grassroots employees need to discuss together, to start self-examination, to upload and share information in a timely manner, so that employees can voluntarily participate in the work The company's management and staff need to discuss and review themselves and share information in a timely manner, so that employees can participate in their work voluntarily and share their voices and ideas with the leadership[5].

Society is always evolving, and companies must change themselves in line with the changing environment. In this change, the enterprise culture and the enterprise human resource management mode of supporting adjustment must also be synchronized, either side of the stagnation will make the enterprise suffer heavy losses. Only in the interaction between human resources management and corporate culture can the development of the enterprise be promoted.

#### 4. Conclusion

To sum up, in the process of enterprise culture construction and human resources management need to discover the relationship between the two, and to strengthen the combination of enterprise culture and human resources means with people-oriented thinking as the core, to create a good cultural atmosphere and human resources management system. If an enterprise wants to develop steadily and rapidly, the construction of corporate culture is a very important aspect. In the process, corporate culture needs to be combined with human resource management, and human resource management needs to be carried out in a good environment, while human resources need to be optimally managed to reflect the characteristics of the company. In addition, enterprises also need to introduce high-end talents, according to the actual needs of enterprises to carry out a number of training work, but also need to do a good job of the corresponding incentive and assessment work, so that enterprises can adapt to the needs of the current social market, and then improve the overall management quality and level of enterprises.

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