

The Integration of Ideological and Political Work with Corporate Culture Construction: Issues and Paths

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Abstract

With the continuous deepening of reform and opening up and the ongoing perfection of the economic system, modern enterprises, as a major component of the market economy, carry an extremely important historical mission and social responsibility. They are a significant force in the socio-economic development of the new era, and their development level directly impacts social stability and harmony. Therefore, during their development, modern enterprises have increasingly emphasized cultural construction. However, some enterprises have certain misconceptions about cultural construction, making it difficult to achieve the desired results. The relationship between ideological and political work and cultural construction is complex. To fundamentally improve the effectiveness of these two areas, it is necessary to optimize and innovate work methods and strategies, clarify the commonalities and differences between political and ideological work and corporate culture construction, adopt timely measures to integrate them, and deepen research on the integration strategies of enterprise ideological and political work with cultural construction to meet the needs of future sustainable development.

Keywords

Ideological and political work, Corporate culture, Innovative paths.

1. Characteristics of Enterprise Ideological and Political Work under New Circumstances

1.1. Diversity

In the contemporary landscape, the ideological and political work within enterprises is marked by significant diversity. This diversity stems from the rapid advancement of modern information technology, which has drastically sped up information exchange while simultaneously introducing variability in the quality of information available[1-2]. This shift has led to the prevalence of both beneficial and detrimental ideologies in the digital space. For example, ideas such as "profit above all" and "entertainment above all" have gained traction online, which could lead employees to prioritize personal or immediate gratification over long-term and collective goals of the enterprise. This adoption can undermine organizational objectives and affect future growth negatively. To counteract these trends, it is imperative that enterprises in the new era formulate and implement a range of ideological policies tailored to address and mitigate these diverse influences, ensuring that they align with the organization's core values and long-term strategic goals.

1.2. Complexity

The current phase of the market economy is characterized by rapid growth and evolution, presenting both opportunities and complex economic challenges to businesses. These challenges can significantly influence employees' ideological and value orientations, potentially

leading to deviations that affect their engagement and commitment. Employees might develop apathy towards the enterprise's goals, lack ownership, or be driven by personal gains at the expense of collective interests. Such complexities make the task of managing ideological and political work within enterprises highly intricate and demanding. Addressing these issues requires a targeted approach to ideological work, ensuring that it is relevant and responsive to the specific needs of employees and the strategic objectives of the enterprise. By doing so, enterprises can foster a more committed and aligned workforce, crucial for navigating the complexities of the modern market and ensuring sustainable development[3-4].

1.3. Difficulty

Implementing ideological and political work in enterprises under new circumstances is fraught with difficulties, primarily due to a lack of prioritization at the leadership level. Many leaders continue to focus predominantly on economic metrics and efficiencies, relegating ideological and political work to a secondary status. This prioritization often leads to the marginalization of such work in the broader scope of management and strategic development, which in turn impedes the effective guidance and alignment of employees towards the enterprise's ideological goals. The underemphasis on ideological work not only hinders its development but also poses significant challenges in its implementation, impacting the overall coherence and unity within the organization. Enhancing the visibility and importance of this work within the strategic framework of the enterprise is crucial for overcoming these challenges and for the effective propagation of desired ideological and political values throughout the workforce.

2. Significance of Integrating Ideological and Political Work with Cultural Construction

2.1. Innovating Forms of Ideological Work

In the current competitive society, most enterprises focus on production and management as their core activities. They aim to bring more economic benefits to the enterprise by improving production efficiency and technology levels and optimizing management models, often neglecting ideological work. This directly affects the effectiveness of ideological and political work, leading to outdated methods and content[5]. To integrate corporate culture construction with ideological work, it is necessary to embed corporate culture into political and ideological work, fully utilizing its characteristics in line with current market developments and actively innovating the forms of ideological work to lead the enterprise in a better direction(Figure 1).

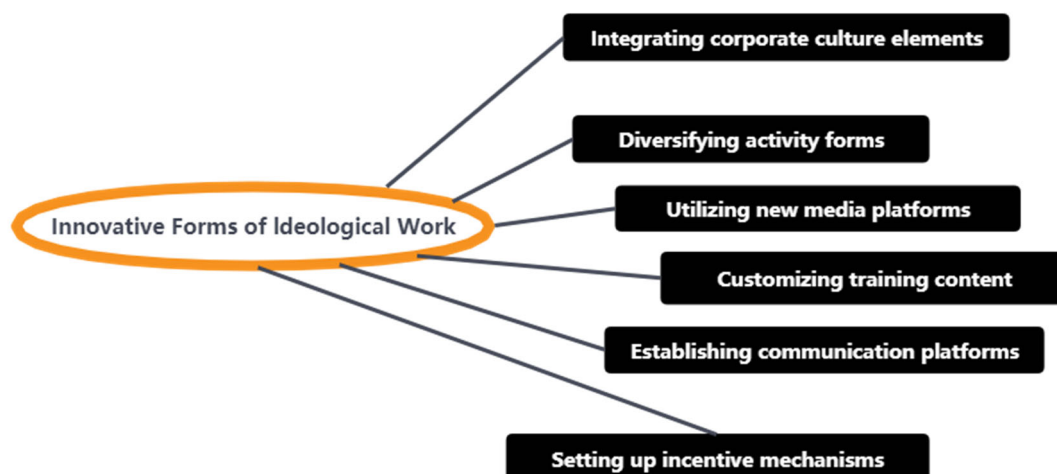


Figure 1. Innovative Forms of Ideological Work

2.2. Coordinated Development of Both Aspects

In the course of modern enterprise development, both the work of cultural construction and ideological and political work play crucial practical roles for the future sustainable development of enterprises. By integrating actual development conditions to strengthen corporate culture construction and comprehensively enhancing the quality of ideological and political work, the synergistic development of these tasks can fully leverage their mutual promotion, meeting the needs for stable future growth. Achieving the integration of ideological and political work with corporate culture construction is a key component of their coordinated development. After long-term operational growth, an enterprise gradually forms a distinct corporate culture, which gains recognition and high acceptance among the majority of internal employees and possesses distinct characteristics of the era. Integrating this with ideological and political work can enrich the content of ideological work. With the support of diverse forms of ideological and political work, it can enhance employees' professional ethics and political ideological literacy, while also providing support for optimizing corporate culture.

3. Relationship Between Enterprise Ideological and Political Work and Cultural Construction

3.1. Mutual Promotion

In the evolving landscape of modern enterprises, the convergence of ideological and political work with corporate culture construction is becoming increasingly apparent, revealing significant commonalities that serve as a solid foundation for collaborative advancement. Through synchronized efforts, these elements not only coexist but also mutually enhance each other, significantly boosting the efficacy of both domains[6]. For instance, when ideological and political directives are aligned with corporate culture initiatives, it reinforces corporate values and ethics, driving a stronger and more cohesive organizational identity. This synergy facilitates a seamless infusion of principles into the daily operations and strategic outlook of the company, thereby enhancing compliance and adherence to both corporate and ideological goals. The mutual promotion is instrumental in forging a workforce that is ideologically aligned and culturally attuned, which is crucial for navigating the complexities of modern market environments and ensuring long-term sustainability.

3.2. Independence

Despite the synergies, it is crucial to recognize that ideological and political work and corporate culture construction, while overlapping, also maintain distinct characteristics that necessitate their independence in certain respects. They operate in synchronization and are implemented in tandem, but they do not merge entirely, preserving their unique identities within the corporate structure. This distinction is crucial for ensuring that each can function within its scope without diluting the core objectives of the other. For example, political and ideological work primarily focuses on satisfying the political requirements within the enterprise, aiming to enhance the ideological and behavioral standards of employees in alignment with socialist spiritual civilization goals. In contrast, corporate culture work focuses more broadly on creating an inclusive, engaging, and supportive environment that reflects the company's values and market brand. This independence is vital as it allows for specialized strategies that cater to the political ethos and cultural ambiance of the enterprise, ensuring that both streams contribute effectively to the overall stability and growth of the company without compromising their fundamental principles or operational integrity.

4. Issues in the Integration of Ideological and Political Work with Cultural Construction

4.1. Lack of Effective Integration Mechanisms

Under new circumstances, enterprises face competition within their industry and challenges in production and operation due to the complex and variable social environment. The leadership position of enterprise management and macro-control are impacted by the laws of market economy development. However, some enterprises habitually use production efficiency and economic indicators as the sole criteria for evaluation, leading to a lack of emphasis on the integration of ideological work with cultural construction[7-8]. The varying quality of enterprise personnel, different attitudes towards this work, and even a lack of professional ethics lead to a profit-oriented and short-term benefit mentality, adversely affecting the healthy development of the enterprise and its future sustainable development needs.

4.2. Lack of Proper Conceptual Guidance

In the course of modern enterprise development, it is essential to give high importance to ideological work. Smoothly conducting this work can create a positive work atmosphere, helping employees establish correct ideological awareness, thereby integrating enterprise resources and decision-making strategies. This lays a foundation for the sustainable development of the enterprise. While corporate culture construction further refines the concepts and outlines of ideological work, enriching its content and enhancing its connotation, it effectively promotes the integration process of state-owned enterprise ideological work with corporate culture construction. However, influenced by various factors, some enterprises have not yet formed a complete corporate culture and an effective system for integrating state-owned enterprise ideological work with cultural construction. The indifferent attitude towards the integration of these two lines of work directly affects the integration of ideological work with cultural construction, posing significant potential risks.

5. Strategies for the Integration of Ideological and Political Work with Cultural Construction

5.1. Enhancing Internal Innovation Awareness

Table 1. Key Points to Enhance Internal Innovation Awareness

Strategy	Specific content
Identify internal relationships	Make clear the internal relationship between enterprise culture innovation and enterprise political and ideological work, and understand their mutual influence and promotion relationship
Expand talent selection channels	Expand talent selection channels to attract more talents with innovative thinking and political and ideological work experience to join the enterprise, adding new impetus to the development of the enterprise
Coordinated development	After doing all the preparation work well, the coordinated development between enterprise culture innovation and enterprise political and ideological work should be realized as soon as possible, and a good situation of mutual promotion and common development should be formed
Create a working atmosphere	By improving the internal innovation consciousness and creating a good working atmosphere, the innovation of corporate culture and the political and ideological work of enterprises can be better promoted in a more positive and open environment

To achieve the co-development of corporate culture innovation and political and ideological work, strong support from the corporate is necessary to provide the necessary conditions for smooth operation of all tasks. In the process of political and ideological work and corporate culture innovation, the core role of the enterprise should be fully utilized. First, clarify the internal connection between corporate culture innovation and political and ideological work, plan scientifically in advance, and adjust the coordination and cooperation between these two tasks to meet the needs for smooth operation. Second, expand external channels for talent selection to add new momentum to the development of the enterprise. After preparing all necessary tasks, quickly achieve coordinated development between corporate culture innovation and political and ideological work to create a positive work atmosphere.

5.2. Improving the Level of Cultural Construction

In the daily development of the enterprise, the help and support of every employee are needed[9]. Therefore, adhere to the people-oriented principle in all tasks, striving to meet the demands of every employee. When implementing political and ideological work, specific measures can be taken to fully tap into the potential of employees, placing them in optimal job positions to fully engage in their own work. Additionally, when carrying out corporate culture innovation and political and ideological work, the correct leadership of each leader is required to fully exert a role model effect, encouraging employees to actively participate in various activities. For employees with good attitudes and excellent performance, rewards should be given. Once employees receive recognition and approval from leadership, they will be more enthusiastic about participating in various activities, which is important for improving the construction level and core competitiveness of the enterprise.

5.3. Clarifying Unified Work Objectives

Given the intense market competition, modern enterprises aiming to integrate ideological and political work with cultural construction should clearly define their work objectives, combining them with the enterprise's operational development situation. During the process of carrying out ideological and political work and cultural construction, unified work objectives should be established to provide a clear direction for mutual coordination and advancement. In the specific development process, the unified objectives of ideological and political work and cultural construction should adhere to the people-oriented principle, fully respecting and maintaining the interests and demands of every employee. As both ideological and political work and cultural construction serve the development of the enterprise, related objectives should also consider the needs of enterprise operation and fully utilize the driving effect of the enterprise's core competitiveness.

5.4. Building a Professional Talent Team

Influenced by traditional work concepts and methods, the ideological and political work and corporate culture construction work lack necessary connections and even exist in completely independent states. In different enterprises, their autonomous structures and work arrangements vary, and related work tasks are handled by different departments and institutions. Although different departments can maintain good cooperative relations, the cooperation process may also be affected by related factors, hindering the integration of ideological and political work with cultural construction. In the course of modern enterprise development, to truly achieve integration of ideological and political work with cultural construction, a dual-use talent team should be established. Regular professional talent training should be conducted to provide necessary human resources support for the coordinated development of these two tasks. When conducting training, consider the common points of the two tasks and integrate them with the collaborative work system to carry out various tasks and

formulate complete training content to cultivate more dual-use talents for the development of the enterprise[10-11].

Table 2. Measures to Establish a Dual-use Talent Team

Strategy	Key points
Set goals	In the development process of modern enterprises, the ideological and political work and cultural construction are integrated
Carry out professional training	Carry out professional personnel training regularly and provide necessary human resources support
Develop training content	Combined with the collaborative work system, formulate the training content to ensure that the training is consistent with the actual work needs
Cultivate dual-use talents	Through training, more dual-purpose talents who understand both the ideological and political aspects of political and ideological work and cultural construction will be cultivated for the development of enterprises

5.5. Creating a Good Performance Culture

To achieve the common development goals of the enterprise and employees, it is necessary to integrate ideological and political work with corporate culture construction and conduct corresponding performance management work to create a positive work atmosphere within the enterprise and build a good performance culture. Different employees strive continuously to achieve the common interests and goals of the enterprise and themselves, gradually entering a state of healthy competition. From the perspective of corporate culture construction, building a performance culture should focus on the cultural atmosphere of the enterprise, considering the specific development situation of the enterprise at different stages, and whether the cultural atmosphere can meet the needs of enterprise development and social development. Additionally, combining it with the daily work and life of employees, employees can make improving work performance a core goal of their work. From the perspective of ideological and political work, combining it with the personal situations of employees and permeating ideological education can truly realize the importance of self-improvement.

6. Conclusion

In today's relatively intense market competition in China, new opportunities are brought to various industries. Enterprises, in order to enhance their comprehensive strength in such a social context, should change their previous work concepts and continuously innovate in line with the development of the times. Fundamentally, today's competition among enterprises is also a competition among talents and technologies. Therefore, enterprises should give high importance to ideological work in their future development process, as it is a key measure for corporate culture construction and an important direction for cultural construction, supporting the construction of distinctive corporate culture. Although ideological and political work and cultural construction are independent of each other, they also have a mutually promoting relationship. Combining specific situations to achieve their integration plays an important role. To achieve the true integration of these two tasks, it is necessary to clearly understand their complex relationship, clarify unified work objectives, build a professional talent team, and truly enhance the effectiveness of enterprise ideological and political work and cultural construction.

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