

Innovation and Thinking of Ideological and Political Work in State-owned Enterprises in the New Period

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Abstract

In the new era, with the rapid development of my country's market economy, the competition among enterprises has become increasingly fierce. The competition under market economy conditions is the competition of economic strength among enterprises on the one hand, and the competition among enterprise cultures on the other hand. In the process of development, the enterprise further adapts to the rapid changes of the market economy through continuous reforms. As the external manifestation of the ideological and political work of the enterprise, corporate culture can help improve the management level of the enterprise. In the process of daily management of the enterprise, it is particularly important to do a good job of the ideological and political work of the employees. The sense of belonging and happiness of the employees of the enterprise is strengthened, which will help the enterprise to gradually become bigger and stronger, and the competitiveness of the enterprise will also be improved. The ideological and political work of enterprises is an important topic of current research. Under the background of the development of the new period, this paper analyzes the current situation and problems of the ideological and political work of state-owned enterprises in my country, studies and analyzes the practice of ideological and political work in enterprises, and proposes to carry out ideological and political work. Only innovative relevant countermeasures can provide spiritual guarantee for the development of enterprises, in order to provide theoretical reference for the construction of ideological and political work of enterprises.

Keywords

New Era; State-owned Enterprises; Ideological and Political Work.

1. Introduction

The ideological and political work of state-owned enterprises is a magic weapon to ensure the sustainable development of enterprises, and it is one of the advantages of state-owned enterprises [1-2]. With the popularization of modern management concepts in today's society, new management models and management methods in state-owned enterprises are constantly updated and iterative, but the status and role of ideological and political work in state-owned enterprises are becoming increasingly obvious. Taking ideological and political work as a prerequisite for all work of state-owned enterprises can give full play to the economic support and political guidance functions of state-owned enterprises, and ensure the realization of economic and social functions of state-owned enterprises. General Secretary Xi Jinping clearly pointed out that "ideological and political work can only be strengthened and not weakened, it can only be advanced and not stagnant, and it can only be actively acted instead of passively responding." In today's international society, there is a development model of global integration. Various ideas are intertwined, and people's ideas are constantly updated and changed [3].

While strengthening enterprise management, the ideological and political work of state-owned enterprises should highlight the people-oriented consciousness and service consciousness. Material factors will have a certain degree of influence on the values of enterprise employees, especially highlighting the importance and irreplaceability of ideological and political work in state-owned enterprises [4]. Strengthening the ideological and political education of enterprise employees can further improve the ideological understanding of enterprise employees, establish correct values, and promote enterprise development. As an important support for the development of the market economy and competition in the new era of enterprises. The ideological and political work of an enterprise is an important core competitiveness for an enterprise to become bigger and stronger. Faced with the new phenomena and new status quo of enterprise development in the new era, enterprise managers pay great attention to this focus, give full play to the strong role of ideological and political work, and take the improvement of cultural competitiveness as an important indicator to promote enterprise development, so as to realize the goal of enterprise development. High degree of practice and innovation [5-7].

2. Problems Existing in Ideological and Political Work in State-owned Enterprises

2.1. Weak Awareness of Corporate Culture Construction

Some state-owned enterprises accepted the concept of corporate culture relatively late, and now there are still some state-owned enterprises that cannot completely change their business management ideas, do not pay enough attention to the construction of corporate culture, and cannot fully grasp the accurate working methods and methods of corporate culture construction way. Therefore, the construction of corporate culture is simply considered to be the creation of corporate cultural products, and it relies too much on third-party organizations. At present, the construction of corporate culture only simply stays on the creation of brand logos and the compilation of training materials. The corporate culture has not been internalized into the hearts of the employees of the enterprise, and the employees have not yet fully understood the corporate culture, resulting in the inability to fully integrate the ideological and political work with the corporate culture.

2.2. A Single Mode of Ideological and Political Work

At present, in some state-owned enterprises, the most important problem in the integration of ideological and political work and corporate culture is that the ideological and political work mode of the enterprise is relatively simple. In today's era, some state-owned enterprises in our country have taken economic construction as the key work content. However, some enterprises mainly focus on economic construction and enterprise development, and often ignore ideological and political work, which has a negative impact on the sustainable development of state-owned enterprises. The main mode of ideological and political work in some state-owned enterprises is still to hold meetings as the main mode, supplemented by ideological guidance, mainly by issuing documents, and supplemented by concentrated study. The formalism of ideological and political work is relatively serious, and no targeted measures have been taken. Strengthen the awareness of enterprise employees on the importance of ideological and political construction. The root cause is that enterprise managers do not pay attention to ideological and political work and fail to innovate the system and method of ideological and political work. Under the circumstance that the ideological and political work mode is too single, it is impossible to truly improve the employees' sense of identity and belonging to state-owned enterprises [8].

3. Countermeasures for the Integration of Enterprise Ideological and Political Work and Enterprise Culture Construction

3.1. Establish Common Development Goals for Employees and Enterprises

In the process of integrating the cultural construction and ideological and political work of state-owned enterprises, it is necessary to pay attention to the commonality between the two, promote the process of cultural construction through socialist core values, and use the advantages and advanced consciousness of party organizations to transform into the core competitiveness of enterprises, to promote the perfect fusion between the two. In the process of integrating the two, it is necessary for state-owned enterprises to proceed from objective reality, combine the characteristics of enterprise development and employees' thinking, and consciously combine with the theory of socialism with Chinese characteristics. Norms and values are used as criteria to evaluate the effect of the fusion of the two. In the development and construction of the integration of ideological and political work and corporate culture, adhering to the guiding ideology of Marxism and unswervingly taking the theoretical system of socialism with Chinese characteristics as the key starting point for the culture and ideology of state-owned enterprises is the core of the ideological and political work of state-owned enterprises [9]. In the process of corporate culture construction, establish the common value concept of employees, fully understand the ideological dynamics of employees, strengthen the consciousness of employees' corporate culture, and integrate the core values of socialism with Chinese characteristics in the cultural consciousness of employees, in order to realize the long-term development of state-owned enterprises development and unremitting struggle.

3.2. Establish a Correct Ideological Orientation and Establish a Communication Channel for Employees

Ideological orientation is an important focus of doing ideological and political work well. Correct political orientation and advanced ideological ideology are the beacon of enterprise development. The ideological and political work is guided by the development of the enterprise and fully promotes the development of the enterprise through its own construction. In the ideological and political work, it should be fully realized that the construction of the workforce is the foundation of the development of state-owned enterprises and the driving force for the advancement of enterprises. Based on this premise, we will carry out the construction of the ideological and political work of the enterprise, take the enterprise development strategy and policy as the core, carry out the correct outlook on life and values, grasp the correct political direction and advanced ideology, fully protect the rights and interests of customers, and promote the stability and speed of the enterprise developing.

Doing a good job in the core part of the construction of the staff team is for benign communication, so as to achieve efficient work and promote the progress and improvement of corporate thinking. In the construction of the ideological and political work of the enterprise, try to understand the reasonable demands of the employees of the enterprise in an all-round way, and establish a good and effective communication and feedback channel for their opinions and suggestions. Avoid bad ideas such as money worship and individualism that affect the development of the enterprise in some employees of the enterprise [10]. Encourage the employees of the enterprise to take the initiative to carry out innovative work in combination with the development of the enterprise. Only in this way can the construction of the ideological and political work of the enterprise be better realized.

3.3. Ideological and Political Work Should be Integrated with Enterprise Development

In recent years, the production and operation system of enterprises has been continuously innovated and developed, and the ideological and political work has not been paid enough attention and the integration effect has not been ideal in the process of grass-roots implementation. Only when the ideological and political work is fully integrated with the concept of production and operation can its intrinsic value be reflected. Ideological and political work needs to be carried out closely around production and operation activities, carry out ideological education and other work on various topics according to local conditions, give play to the guiding and motivating functions of ideological and political work, standardize the value orientation of employees, establish correct ideological concepts, and create a good working atmosphere. So as to enhance the core competitiveness of enterprises [11-12].

3.4. Give Full Play to the Advantages of Multi-level Party Organizations in Enterprises

With the rapid development of social economy and culture, many enterprise managers and party members and cadres have gradually realized the importance of ideological and political work, which is not only related to their own interests, but also can help enterprises develop in market competition. While carrying out ideological and political work, we should pay attention to the advantages of party organizations in state-owned enterprises, and further inject vitality into the long-term development of enterprises. First, managers should play a functional role, reflect the role of the party organization in their work, formulate feasible plans, and give full play to the advantages of the party organization [13-14]. The second is to integrate democratic mechanisms into all economic development activities of enterprises, to ensure the smooth development of democratic political construction, and to promote the sustainable development of state-owned enterprises.

4. Outlook

To sum up, to strengthen the ideological and political work of state-owned enterprises in the new era, we must carefully analyze the reasons and current situation according to the actual development of enterprises, and normalize the ideological and political work. We must consider more from the perspective of employees, do more practical things for employees, and put the combination of serving employees and educating employees enables employees to realize profound truths from small things related to their own interests, enhance their sense of belonging and closeness to state-owned enterprises, and contribute their own strength to the high-quality and sustainable development of enterprises. With the rapid development of the market economy and the deepening of enterprise reform, the ideological and political work of state-owned enterprises is facing a series of new problems and challenges. Only on the basis of adhering to the theory of materialism, fully absorbing advanced corporate culture at home and abroad, and using modern technology and means, can ideological and political work adapt to the changes of the times.

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