

Research on the Innovation of Ideological and Political Education in Non-public enterprises in the New Era

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Abstract: *Under the influence of the long-term mechanism of national policy, the ideological and political education in China's non-public enterprises has achieved phased results. At present, many non-public enterprises have encountered various problems in the process of development, such as internal ideological disunity, weak cohesion and slow development. However, the establishment of party organizations in non-public enterprises, the strengthening of party construction and the necessary ideological and political education for non-public enterprises and entrepreneurs can promote development and bring development opportunities for enterprises.*

Keywords: *innovation; New era; Non-public owned enterprises; Non-public sector economy; Ideological and political education*

1. Introduction

Since the 18th National Congress of the Communist Party of China, the construction of socialism with Chinese characteristics has entered a new era. Along with the great achievements made by the Party and the state in various undertakings, non-public enterprises have also flourished. At present, the reform and opening up is still deepening, and the non-public enterprises active in the economic field have become the fresh force of excellent economic organizations. As "glorious soldiers", non-public enterprises have made immortal achievements on the road of promoting socialist modernization. There is no doubt that both non-public entrepreneurs and the working class of non-public enterprises are obviously the cornerstone of expanding the national economy in the new era. They have profound historical precipitation and strong mission responsibility.

2. The importance of strengthening ideological and political education in non-public enterprises

Non-public enterprises are quite different from state-owned enterprises both in terms of enterprise structure and system management, but both of them are important components of socialist market economy with Chinese characteristics^[1]. At present, the number of employees in non-public enterprises is very large, accounting for about 80% of urban jobs. However, due to the complexity of regions and industries, the ideological and moral, educational level and quality of employees in non-public enterprises vary. In addition, due to the different recruitment standards of non-public enterprises, relatively large mobility, the social composition of employees is also good and bad. Therefore, it is particularly necessary to strengthen the ideological and political education of non-public enterprises in order to build a harmonious society and boost sustainable economic development.

2.1. The inevitable requirement of developing the socialist market economy

Before the reform and opening up, the economic development model of New China was relatively single, and the development of commodity economy was extremely slow. The party and state leaders, combined with the actual national conditions, clearly pointed out that there was no future for conservative and rigid thinking, slow action and indecision. Only innovation and reform could solve the development problem, only opening up. The only effective measure to realize the prosperity of the country is to fully apply the advanced international new methods, new technologies and new achievements to China. At the same time, the Party and the state have made great efforts to establish a fair, law-based, competitive and orderly business environment for the socialist market economy. Non-public enterprises have also seized the opportunities of the capital market and made full use of the

strategic measures of "going global" and "bringing in". After a long period of hard work, Today's non-public economy has become an important force in developing the socialist market economy with Chinese characteristics^[2]. Therefore, for non-public enterprises, it is particularly important to get standardized guidance and substantive help, while strengthening ideological and political education in non-public enterprises is the most direct and effective method, which can also ensure that non-public enterprises move forward along the right road.

2.2. The need of building a harmonious society and realizing lasting peace and stability of the country

Building a harmonious society is a major strategic task for which the whole Party and the people of all ethnic groups in China are striving, as well as an important goal of socialist modernization. To carry out ideological and political education in non-public enterprises is to serve the construction of socialist harmonious society, and it is an important position to build socialist harmonious society^[3]. On the one hand, non-public enterprises have made great contributions to stabilizing employment. At present, a basic requirement for the construction of socialist harmonious society is stability and order. With the vigorous development of non-public economy, there is a huge demand for human resources. Therefore, non-public enterprises not only solve the employment pressure in the socialist construction transition period, but also make a significant contribution to maintaining social stability. On the other hand, non-public enterprises create a lot of wealth and promote the development of social productivity. The proportion of the non-public sector in GDP is increasing year by year, and is expected to maintain steady growth in the next decade, and this state will remain for a long time to come. Third, the non-public sector is full of vitality and driving force for innovation. The non-public sector of the economy is known as a "dynamic economy". It is characterized by flexible operation mechanism, fast pace of industrial transformation and strong innovation capacity. It can expand or reduce its scale independently according to market conditions, and can be allocated independently according to business results. Therefore, non-public enterprises can mobilize the enthusiasm of various parties, such as employees, partners, investors, consumers and so on. In non-public enterprises, in fact, the ideological and political education work, is essentially improve the party's influence on the people, especially the practitioners in the field of non-public economy closely unite around the party, for building a harmonious socialist society laid a harmonious genes, but also an important guarantee of national security are realized^[4].

3. Realistic problems faced by ideological and political education in non-public enterprises

Ideological and political education in non-public enterprises is a long-term and arduous work, which still faces various difficulties in the actual development process^[5]. Non-public enterprises understanding of ideological and political education work with certain subjective consciousness, carry out the method is not the same, once can't objective face and properly solve various practical problems, will directly or indirectly lead to fall short of ideological and political education work, based on the status quo of non-public enterprise ideological and political education work is analyzed, At present, we are facing practical problems in the main aspects of team building, educational content, methods and means, and work priorities:

3.1. The construction of professional personnel is weak

To promote ideological and political education, we must establish a professional team with reasonable structure and high professional quality. At present, the construction of ideological and political education work force in non-public enterprises can not keep up with the pace of enterprise development obviously, and the personnel allocation and work are all around the enterprise's own work, and there is a lack of professional team, which restricts the good development of ideological and political education work in non-public enterprises. Some medium-sized and large non-public enterprises have made a lot of efforts in ideological and political education, but the actual situation is that party members in enterprises to a certain extent undertake the ideological and political education work, this phenomenon is very common. It is worth noting that the number of party members in non-public enterprises is generally low and the proportion of staff is seriously insufficient, which leads to a "contradiction". It is normal for the number of party members in non-public enterprises to be lower than 10%, while in labor-intensive enterprises such as manufacturing and textile industry, it is often difficult to exceed 5%. However, in daily production and operation, Many non-public enterprises are

also faced with the increasing aging of personnel, high mobility, frequent transfer and other realities, which increases great difficulty for the continuous ideological and political education work. At the same time, there are also individual party members are not willing to reveal their identity, is to "money" to see the psychological, ideological and political education concept is very weak, think of the ideological and political education work is the business of party organization and enterprise leaders, have nothing to do with yourself, whoever pay yourself first, lead to increased difficulties of ideological and political education work team construction^[6].

3.2. The content of ideological and political education lags behind

The development of non-public economy has entered a new era. With the continuous expansion of the scale of non-public economy, its risks and challenges have increased significantly. Therefore, the ideological and political education in the field of non-public economy will also face a new situation and new tasks. The reality is that the work content lags behind, resulting in the limited high-quality development of enterprises, which is manifested in two aspects: first, the work content lacks specific pertinence. At present, the new achievements of the theory and practice of Marxism localization in China lack a new display in the ideological and political education work of non-public enterprises, and there is a situation of disconnection with the frontier situation and the development of The Times. Second, job content lags behind economic development. Ideological and political education work with systematic, persistent demand is higher, the non-public economy with each passing day, if the non-public enterprise ideological and political education work in the progress of the lagged behind its economic development level, will change people's minds, non-public enterprises to produce professionals economic interests and the blind worship of money and yearning, This is very detrimental to the sustainable development of enterprises. Therefore, keeping pace with The Times of work content is a "touchstone" to test the level of ideological and political education in non-public enterprises, which forces non-public enterprises to accelerate the establishment of scientific working mechanism and plan, so as to synchronize action with thought, serve for development, and keep up with the pace of development of socialist market economy with characteristics^[7].

3.3. The old-fashioned means and methods do not adapt to the ideological and political education of modern enterprises

Single means and methods of ideological and political education affect the output of non-public enterprises. First of all, there are great differences between the subjects of education in learning ability and acceptance ability. If the non-public enterprise ideological and political education work is given priority to with lectures, more can not be combined with the latest situation of the research results, ideological dynamic, then it will lead to ideological and political education work in interactive and lack of flexibility and openness, etc, also can't fully arouse the enthusiasm of the practitioners, a more serious situation will make it. Secondly, the use of modern technology carrier is insufficient. In the process of carrying out ideological and political education, many non-public enterprises do not make full use of modern office facilities and communication carriers, and most of them still stay in the traditional mode. However, information channels in real life, including wechat, Weibo, official accounts, short videos and other applications, are very extensive. Traditional working methods cannot meet the large demand for information of contemporary practitioners of non-public enterprises. Third, backward working methods. Indoctrination lacking novelty is not suitable for front-line practitioners in non-public enterprises, because they are not engaged in academic research after all. In some non-public enterprises, ideological and political education is mainly carried out by self-learning books and periodicals, self-watching educational videos, etc., or passively learning by means of assessment, which often results in the opposite effect.

3.4. Enterprise culture construction and ideological and political education work is not clearly defined

In order to meet the needs of sustainable development under the new situation, many non-public enterprises have accelerated the construction of corporate culture, which is very necessary. Excellent corporate culture not only enhances the identity of all staff, enhances the cohesion of the enterprise, but also greatly improves the core competitiveness of the enterprise. Strengthening the construction of corporate culture in non-public enterprises can mobilize the enthusiasm and work enthusiasm of all employees, and also play a good role in the short term for the common goal, but this is not the same as the development of ideological and political education. Ideological and political education work is

organized, in a planned way to guide member companies, through necessary propaganda, communication way to solve the non-public enterprises from personnel of course of ideology, ethics, political views and other problems and confusion, so the enterprise culture construction and ideological and political education work is not to be confused with the two^[8].

4. The implementation path of ideological and political education in non-public enterprises

For non-public enterprises, in order to open the new situation, ideological and political education work must keep up with the pace of the new era, strengthen the characteristic socialism theory study and practice, the experience and innovation to carry on the organic fusion, continued to improve and strengthen the implementation, to ensure that non-public enterprises to better cope with the real challenges facing in the process of social development in the future.

4.1. Strengthening the work force for ideological and political education in non-public enterprises

The key to the development of ideological and political education in non-public enterprises lies in the formation of ideological education team with strong professional quality, high level of ideological education and both ability and virtue. Non-public enterprises can rely on the construction of internal party organizations to promote the CPC's ideological and political education to non-public enterprises and entrepreneurs into a new stage. The party organizations of non-public enterprises play a leading role, so it is necessary to provide a good environment for ideological and political education, and let the party organizations of non-public enterprises play a positive role in guiding the construction of ideological and political education. At the same time, we should continue to innovate and enrich the thinking of non-public entrepreneurs with new methods, technologies and requirements^[9]. Therefore, the ability and quality of the ideological and political education team has become a very important factor, talent is fundamental, we must pay attention to the training of professional talents, to proceed from the reality, and constantly strengthen the construction of talent team system. Ideological and political education workers must have a strong sense of responsibility and initiative, to be able to withstand the pressure and setback, organization to the job, the education way is not the right staff to post or repel, always let the working group of ideological and political education in a good learning atmosphere and reflect a new era of positive energy.

4.2. Enrich ideological and political education in non-public enterprises

Ideological and political education in non-public enterprises should cater to the development of The Times. At present, the market competition is extremely fierce, fierce vicious competition between enterprises, competition is bound to exist pressure, such as employees for future career development planning, unemployment concerns, family life will cause greater psychological pressure. In order to help employees reduce pressure and relieve mental tension, we need non-public enterprises to make full use of humanistic care and psychological counseling to timely intervene with employees. At the same time, we should treat and think about problems from the perspective of employees to help them achieve self-control and emotional management. In non-public enterprise ideological and political education work, carried out in order to enrich methods, we can from the concept of legal system education, moral education, education and humanistic care, and 1 from different levels, different dimensions, different angles to be educators to carry out the ideological and political education and make the ideological and political education work in the form of enrichment, diversification. In addition, cultural construction as an important task of ideological and political education in non-public enterprises, the two complement each other, such as shaping enterprise internal culture, learning Excellent Traditional Chinese culture, accepting advanced foreign culture and so on. In short, we should not stick to the traditional education mode, we should boldly adopt the method of advancing with The Times, and promote the ideological and political education of non-public enterprises as an important work.

4.3. Improve the work mechanism of ideological and political education in non-public enterprises

We can improve the ideological and political education of non-public enterprises in the working mechanism through the effective combination of the three aspects of normative institutionalization, strict organization and stable systematization. To ensure that the ideological and political education work in non-public enterprises is done in a practical way, the only shortcut is to establish and improve

the working mechanism, non-public enterprises should formulate a variety of feasible standard working mechanism according to their own characteristics and development situation. First of all, we need to innovate the assessment mechanism. In the same industry, in the same region or in the same organization, different participants of non-public enterprises refer to the implementation effect of the benchmark enterprise ideological and political education and establish the ideological and political education work standard of their own enterprises, which is an important assessment mechanism. According to the scientific and effective principle to measure, can truly reflect whether the development of this work is recognized by the majority of cadres and employees of the enterprise and is conducive to the future development, is conducive to the guarantee and continuous development of ideological and political education in non-public enterprises^[10]. In practice, the assessment mechanism should be comprehensive and effective, and the contents, methods and objectives of assessment should be innovated. Those who pass the examination and acceptance should be rewarded and publicized. For those who fail to pass the examination, there should be corresponding criticism and education; Those who are seriously unqualified shall be transferred from their posts, suspended or dismissed. Secondly, we should improve the incentive system. In ideological and political education, we should not only control and restrict employees, but guide them. It is not advisable to ignore incentive measures, and it is indispensable to add incentive mechanism. Through scientific decision-making, reasonable measures, together with material conditions and spiritual encouragement, can fully mobilize the subjective initiative of all people. Third, we should improve the guarantee mechanism. It mainly includes organizational guarantee mechanism and material guarantee mechanism. Organizational guarantee means to improve the departments of organizational institutions and strengthen the construction of Party branches and trade unions. Material guarantee is the guarantee based on material conditions under certain material input. The above two guarantee mechanisms require certain financial input. Therefore, one of the most important and unavoidable tasks for non-public enterprises to strengthen ideological and political education is to set up special funds. The establishment of special funds will enhance the confidence of the ideological education team, boost morale and create miracles.

4.4. Expand the ideological and political education of non-public enterprises

Nowadays, with the continuous progress of technology, the rapid development of 5G and the maturity of national we-media, people have a variety of channels to obtain information in real life. In the rapid development of today's society, with the development of the 5G and the media spread widely, the non-public enterprise staff has a variety of ways to obtain all kinds of information, focus on what employees, what we're going to focus on, we're going to walk in front of them, to lead to innovation for the non-public enterprises the content and working methods of ideological and political education work is to keep up with the idea of employees Conforming to the upsurge of The Times, it has reached the 'oint that the form of ed'cation presents a wonderful and colorful surprise^[11]. We should make full use of advantages in the development of modern network information technology, to apply the non-public enterprise ideological and political education, the original line to carry out ideological education work shunt part try to network ideological education, looking for a new platform for the carrier of ideological education and the safeguard, and further a breach to solve the problem and the problem will find, through specification, clear guidance and help, We will make the great cause of ideological and political education in non-public enterprises bigger and stronger, build a team of ideological and educational talents in non-public enterprises with both morality and talent, and become mature and carry forward. Therefore, non-public enterprises should pay attention to the construction of internal network information technology hardware and software, seize the commanding heights of online information, make full use of the advantages of network platform, consolidate and stabilize the ideological and political education work of non-public enterprises has political and strategic significance for the development of non-public enterprises. Non-public enterprise ideological and political education and the non-public enterprises party construction into a milestone of the non-public enterprises to grow and expand, thinking mode of using the Internet to route of the party's policies, guidelines and fully applied to the ideological and political education work, at the same time, the ideological and political education will also guide the development of non-public enterprises and target positioning, Integrate the information channel into the ideological and political education, share the excellent experience of the ideological and political education of non-public enterprises to the majority of non-public enterprises through all media and all platforms, and steadily advance the ideological and political education of non-public enterprises from point to line and line to surface.

5. Conclusions

Non-public enterprises are promising in the market environment of fierce global competition. "If you give some soil, you will sprout, and if you give some sunshine, you will shine." The ideological and political education of non-public enterprises is still full of reform and exploration in the future. In the new era, strengthening and improving ideological and political education in non-public enterprises is not only to build a harmonious socialist society with Chinese characteristics, but also to promote non-public enterprises to move forward on the road of healthy and sustainable development.

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