

Research on the Relationship between Enterprise Culture and Enterprise Core Competitiveness: Taking Jinjiang Literature City as an Example

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Abstract: With the continuous improvement of China's economic transformation and the development of the market economy, more and more emerging enterprises have emerged in the market. The competition among these enterprises has become increasingly fierce, and it has become the main force to promote the development of the market economy. The development of an enterprise needs to go through a long process of growth. In this process, it is often accompanied by the emergence of new enterprises, as well as the decline and destruction of some enterprises. In this process, whether the new enterprise can maintain a sustained and stable development momentum determines whether the enterprise can obtain long-term development opportunities. In this process, some enterprises often show stronger vitality and stronger sustainability. Such enterprises are highly innovative, and can quickly adapt to market demand and obtain greater profits. Compared with other companies, these companies have gradually emerged as industry leaders in their development process, occupying a larger market share, demonstrating their unique business philosophy and management philosophy, as well as stronger market competitiveness. In the context of the current increasingly fierce competition in the Chinese market, this article aims to explore the impact of Jinjiang Literature City's corporate culture on the formation of competitiveness, and how online literature companies can build a cultural value system and shape competitiveness that is conducive to the sustainable development of enterprises. Relevant companies provide practical guidance.

Keywords: Corporate culture, Corporate competitiveness, Innovation, Case studies, Resource management, Objective effects

1. Introduction

With the proposal of the strategic goal of building a cultural power in 2035, online literature has shown a strong momentum of development. As an important part of popular culture, online literature has extensive social influence and is a powerful form that presents the style and spirit of the times. In the highly competitive market environment, it is particularly critical for enterprises to improve their core competitiveness if they want to survive and develop. By studying the existing literature, it can be concluded that the competitiveness of enterprises involves human resource management and other aspects. At the same time, as the value embodiment of enterprises-the impact of corporate culture on competitiveness of enterprises should not be underestimated. A good corporate culture can guide corporate operations, corporate planning, etc., enhance product innovation capabilities, and improve corporate competitiveness[1-3].

2. Summary of research on corporate culture and corporate competitiveness

2.1. Summary of corporate culture research

Corporate culture refers to the ideals, beliefs and behavioral standards of most members of an organization, and to a certain extent represents the value concept and value system of the company. As an intangible corporate resource, corporate culture has an objective effect on the formation of corporate competitiveness and can promote corporate development. In addition, the corporate culture is also durable. Once the corporate culture is formed, it can produce a lasting effect in the operation of the company. This cultural awareness will gradually strengthen with the development of the company.

2.2. Summary of Research on Enterprise Competitiveness

There are various definitions of the concept of competitiveness. The international competitiveness of an enterprise lies in the fact that the products or services it provides are more attractive in terms of price and quality, making it stand out in the current and future market competition. The development of an enterprise needs to go through a long process of growth. The reason why enterprises actively participate in competition is to gain a more prominent position in the fierce competition with competitors, so as to shape their own competitive advantages[4-5].

According to the research on competitiveness in this paper, we draw a conclusion: competitiveness is a more powerful ability displayed by an enterprise compared with competitors, which can better meet the needs of consumers and attract their attention; Second, the company's ability to develop and guide new technologies is where it has stronger competitiveness than its competitors. Therefore, competitiveness is a comprehensive concept, and its connotation develops continuously with the change of economic environment. In this study, we define a firm's competitiveness as a unique capability that enables it to exhibit more attractive behavior in factor and product markets relative to its competitors.

3. Case analysis of Jinjiang Literature City

3.1. Introduction to Internet Literature Industry

Internet literature is popular literature for the public, and it is an original work that uses the Internet as an important communication and display channel. After the 18th National Congress of the Communist Party of China, Internet literature has been highly valued. In particular, General Secretary delivered an important speech at the Symposium on Literature and Art Work in 2014, which pointed out the direction for the development of Internet literature.

Internet literature has become a bright business card for Chinese culture to go out. The scale of overseas dissemination of Chinese online literature continues to expand. After the 19th National Congress of the Communist Party of China, the Chinese Writers Association established the Internet Literature Center to incorporate Internet literature into the general layout of literature in the new era. healthy development track. The amount of online literature works is large and the types are rich. In the ten years of the new era, there are millions of active authors on nearly 100 key online literature websites across the country, and they have created tens of millions of works in total, and there are more than 200 types of subdivided works under major categories such as reality, fantasy, history, and science fiction. Especially in the past five years, after correct guidance, Internet literature has entered a stage of orderly development. Internet writers have consciously adhered to the people-centered creative orientation and focused on spreading positive energy. Pay more attention to the inheritance of traditional Chinese culture, and the creation of science fiction themes continues to heat up[6-8].

3.2. Development History of Jinjiang Literature City

Jinjiang Literature City was established on August 1, 2003. Its business model is based on the "fan economy" as the core of well-known original literature websites such as love-themed original online novels, and occupies an important position in the network cultural ecological chain. It is the earliest profit-making website in China One of the online literature communities. Jinjiang has experienced the evolution of multiple development models, and finally adopted a two-way interaction, multi-dimensional judgment and screening model, organically combining the data of clicks, collections and comments, and achieved comprehensive points. Jinjiang was screened for the first time, and finally from New IPs have been hatched from high-scoring works. Through such a brand-new way to cultivate writers and provide them with a platform. Jinjiang will provide new authors with a series of legal and regulatory training, including prohibited content and copyright protection. At the same time, newcomers are encouraged to join the Writers Club and membership services are provided. Jinjiang Literature City Forum is cautious about the support and cultivation of newcomers, and expects authors to grow freely in the comment area or Bishui Forum (Jinjiang Literature City Forum), so as to keep abreast of readers' opinions on their works and make suggestions for improvement. In the process of analyzing the article, the author found that in the initial stage of newcomer creation, many people will be affected by some negative factors, and these factors may come from the external environment or their own reasons, such as cyber violence, plagiarism, etc. Ignoring those malicious comments is a crucial link in the career development of new writers. At the same time, new writers need to be encouraged to publish more excellent articles to improve their writing skills. On this basis, Jinjiang launched three lists, which are the list of new authors, the seedling cultivation plan and the fastest progress award, aiming to stimulate the writing enthusiasm

of newcomers and provide strong support for their development.

3.3. Jinjiang Literature City corporate culture

Liu Xudong, president of Jinjiang Literature City, believes that good works are grown, not planted. As a platform manager, in fact, we may not be more qualified than writers. We encourage you to write what you think in your heart. Based on this concept, Jinjiang Literature City will allow you to write more freely, and strive to become the best in the literature ecology. Good breeding ground.

Jinjiang has a kind of cultural confidence in the articles on the Internet and in Chinese culture. Jinjiang has a concept, I hope friends who like Jinjiang and reading will come. In recent years, the original works of many film and television works with good dissemination effects are from Jinjiang. At the beginning of the film, there is the word "adapted from Jinjiang Literature City". Overseas may love Chinese culture more than we imagined. We must have cultural confidence and I believe that Chinese culture is indeed very beautiful. Use literature as a medium to influence more young people with traditional culture, and contribute to the promotion of traditional culture through the road of literature and the road of Jinjiang.

3.4. Competitive performance of Jinjiang Literature City

The problems faced by Jinjiang Literature City as a rising network literature enterprise can represent the problems faced by the same field in the development process of my country's cultural industry. For such enterprises, the manifestation of their competitiveness is not only to obtain their development, such as market share, growth rate, sales and customer satisfaction, etc., but also includes the social effects generated by the services they provide. Compared with the services or products provided by ordinary enterprises, Jinjiang Literature City has more social effects related to people's livelihood issues due to its industry particularity. The following are the achievements that Jinjiang Literature City has made to enterprises during its development[9].

(1) After nearly 20 years of development, the company has cultivated a group of employees who are positive, hard-working, careful and innovative. Nearly 1/4 of the company's employees have worked in Jinjiang Literature City since the establishment of the company. It is the long-term and unremitting efforts of these old workers that help the company to better cultivate new employees, inherit new values, and new ideologies. Jinjiang Literature City inherits this value and maintains the cohesion and competitiveness of the enterprise.

(2) Since the establishment of the small online literature platform, through the joint efforts of all staff in recent years, it has not only developed well in China, but about 15% of Jinjiang's overseas readers (including Hong Kong, Macao and Taiwan) have expanded Vietnam, Thailand, South Korea, Japan, Myanmar, Russia, the United States, Canada, Australia and other countries' cooperation channels, respectively promote overseas in three forms: book publishing, information network dissemination, and foreign language audio output, and adapt more than 5,000 titles, including film and television, games, animations, over 500 works including radio dramas and audiobooks. From this point of view, Jinjiang Literature City has gradually demonstrated its competitiveness over companies in the same industry during its development.

(3) The policy that Jinjiang Literature City adheres to is: the platform is a service provider for all readers and authors in the course of operation. Both readers and writers will have various voices, and Jinjiang Literature City will also try its best to find the wonderful parts of the voices, so as to improve this platform. Regarding the author's copyright issue within the website, Jinjiang helps authors win the right to speak at two levels: the identification of copyright buyers in the early stage and the protection of contract terms in the later stage. Through the formation of an independent film and television team to evaluate the buyer in various dimensions, if there is any bad behavior before, the score will be low. It is recommended that the author consider not selling it, which will help the author protect his rights.

From the above introduction, it can be seen that Jinjiang Literature City has grown from scratch in the past ten years, with diversified types of online articles, rapid growth in the number of online articles, and gradual professionalization of copyright procedures. External manifestation. The president of Jinjiang Literature City said in an interview that the development of Jinjiang Literature City to today's scale is inseparable from the joint efforts of all employees and the correct guidance of enterprise managers. In this process, the corporate culture with the characteristics of the profession created by Jinjiang Literature City has become the key factor for success[10-12].

4. The status quo and existing problems and reasons of corporate culture construction

4.1. Lack of awareness of corporate culture construction

As one of the important components of corporate spiritual assets, corporate culture is an intangible asset of an enterprise. However, many companies think that corporate culture is not important because it does not have a physical form. They think that the construction of corporate culture is not practical and does not help the development of the company, and ignores the construction of corporate culture. Many enterprises have increased investment in human resource management, reconstruction and improvement of operating organization models, but have not increased investment in corporate culture construction. The establishment of corporate culture is not something that can be achieved overnight. It is gradually formed during the long-term development and change of the enterprise. Once the construction of corporate culture is ignored in the development of the enterprise, it will contribute to the generation of negative working atmosphere to a certain extent. And then subtly affect the staff in the enterprise, making the staff lose their enthusiasm for work. Once the lack of work behavior guidance, it will lead to the decline of the overall innovation ability of the enterprise. The core values of the employees of the enterprise do not match the goals of the enterprise. It makes employees lose confidence in the company, which in turn leads to the separation of employees within the company, which in turn increases the turnover rate, which is not conducive to the further development of the company, let alone the enhancement of the core competitiveness of the company. All in all, the construction of corporate culture is one of the necessary to ensure the long-term healthy development of the company. The company recognizes the importance of strengthening cultural construction, and spends more time and energy on how to build corporate culture, so that corporate culture is in line with corporate development. Use corporate culture to lead social development.

4.2. The corporate culture lacks uniqueness

Although some enterprises have realized the importance of corporate culture construction and have taken correct measures for corporate culture construction, they lack unique corporate characteristics in terms of core value concepts. The core values of an enterprise can not only reflect the spirit of an enterprise, but also bring huge economic benefits to the entire enterprise. The dissemination of corporate core values must be closely linked to the production and development history of the company, as well as the actual work and experience of corporate managers and employees. Therefore, enterprises need to integrate the core value concept throughout the entire corporate culture, so as to bring economic benefits to the enterprise and promote better and faster development of the enterprise. When some companies design their core values, they only extract some from books that record famous corporate cultures. This practice is largely inconsistent with the actual situation of the company, and it is a manifestation of putting the cart before the horse. Therefore, in order to improve the competitiveness of enterprises, it is necessary to establish a scientific, reasonable and effective corporate culture. If the enterprise lacks the correct value concept, even if the enterprise culture construction is perfect, it will be difficult to bring actual benefits to it.

5. Countermeasures of corporate culture construction to enhance core competitiveness

5.1. Optimizing the corporate culture construction system

The core value concept of the enterprise is the soul of the core competitiveness of the enterprise, and the construction of corporate culture is to penetrate the core value concept of the enterprise into the words and deeds of the employees of the enterprise. Under the current economic background, the role of cultural soft power is becoming more and more prominent. Only by truly combining corporate culture with the company's future development strategy can the company's core competitiveness be truly enhanced. In order to make the perfect integration of corporate culture and corporate strategic plan, it is necessary to have a perfect corporate culture construction and publicity mechanism. The construction of corporate culture must not be superficial. In the process of strengthening the construction of corporate culture, it is necessary to strengthen the work of corporate value concept for employees. The core value concept of the company is not that employees wear uniform work clothes, but the core concept deeply rooted in the hearts of employees. To carry out the construction of corporate culture, it is necessary to cooperate with the existing operating mechanism of the company. According to the current working style and life cycle of employees, actively explore a good model of corporate culture construction, and adopt a mechanism of incentives and punishments to allow employees to work. Practice the core values of the company. The senior managers of the enterprise should also lead by example, and personally go to all levels of management and organizational levels to promote the corporate culture, so that the employees of the

enterprise can clearly understand the core value concept of the enterprise, and accept this concept from the bottom of their hearts, so that the corporate culture Construction is considered to achieve the expected results.

5.2. Improve the recognition of corporate culture

In the context of the continuous development and change of my country's modern economy, there are higher requirements for enterprises, which makes some companies face the transformation of enterprises or changes in the core model of enterprises. When the original corporate culture can no longer adapt to the development of the current market economy, it is particularly important to keep pace with the times, actively create a friendly corporate culture, and innovate the corporate culture. According to the new development direction and concept of the enterprise, the core concept of corporate culture is further updated, and a new corporate culture model that can meet the work requirements of most employees in the current enterprise is sought. After the innovation of corporate culture, it is necessary to strengthen the publicity and training of internal employees, update the value concept of current employees, and synchronize the pace of employees with the enterprise.

6. Conclusion

The development of the company's corporate culture needs to first establish the company's values and establish the leading position of people. A correct corporate culture can help the internal personnel of the company to form a positive and enterprising outlook on life, and then establish the values to be pursued together, form centripetal force and cohesion, and help the company attract talents. , build a corporate culture brand, and improve the core competitiveness of the company. Therefore, enterprises need to realize the importance of corporate culture construction, give full play to the role of corporate culture, and promote the sustainable development of enterprises.

This article analyzes the case of Jinjiang Literature City to discuss how enterprises can create a unique corporate culture to shape the competitiveness that is conducive to the sustainable development of enterprises under the background of the rapid development of Internet literature. Provide some suggestions for the development of related enterprises.

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