

Human resource management strategy and staff performance under Chengdu catering enterprise culture

Gaopeng Zhou, NikHasnaa NikMahmood

Faculty of Business and Accountancy, Universiti Selangor, ShahAlam, 40000, Malaysia

Abstract: *With the rapid development of the economy and the intensification of market competition, human resource management has become an important component of the core competitiveness of enterprises, especially in the Chengdu catering industry with unique food culture and local atmosphere. Human resource management strategies are of great significance in improving employee work performance and enhancing enterprise competitiveness. This article takes the culture of Chengdu catering enterprises as the research background, analyzes the characteristics of Chengdu catering enterprise culture and its impact on human resource management strategies and employee job performance. By exploring cultural fit recruitment and selection strategies, cultural immersion training and development systems, culture driven incentive and performance management systems, and culture promoted employee participation and communication mechanisms, effective human resource management strategies for improving employee work performance are proposed. Furthermore, successful cases of Chengdu catering enterprises, such as Shu Jiuxiang hotpot, are interpreted to reveal the important role of cultural consistency in human resource management, as well as key strategies for continuous innovation and customer experience improvement.*

Keywords: *Chengdu catering enterprises; Corporate culture; Human resource management; Employee job performance*

1. Introduction

Chengdu, as an important city in southwestern China, is renowned for its unique culinary culture. The corporate culture of Chengdu's catering industry is not only reflected in its rich dishes and cooking skills, but also in its creation of a local atmosphere and emphasis on social interaction experiences. The unique corporate culture presents new challenges and opportunities for human resource management. How to develop effective human resource management strategies in the context of Chengdu's catering corporate culture to improve employee work performance has become a question that current catering enterprise managers need to ponder deeply. This article will explore effective strategies for human resource management under the culture of Chengdu catering enterprises from both theoretical and practical perspectives, and provide feasible suggestions and guidance for enterprises through specific case analysis.

2. Cultural Characteristics of Chengdu Catering Enterprises

2.1. Unique culinary culture inheritance

Chengdu is known as the "Capital of Cuisine", with a long-standing culinary culture and profound historical heritage and humanistic sentiment. As one of the four major cuisines in China, Sichuan cuisine is famous for its spicy, delicious and rich taste. Chengdu is an important birthplace of Sichuan cuisine. Chengdu's specialty foods include hot pot, Chuanchuanxiang, Spicy Hot Pot, etc., which not only attract a large number of domestic and foreign tourists to taste, but also become a shining card of Chengdu. In terms of inheritance, Chengdu currently has 18 "Chinese Time honored Brands" catering brands with a history of over 50 years, among which "Sichuan Cuisine Cooking Techniques" has been selected as a representative project of national intangible cultural heritage. For example, Liao's Stick Chicken is famous for its century old intangible cultural heritage techniques. It is made by selecting high-quality free range full age roosters, boiling them to the appropriate heat, slaughtering and cutting them into slices, and using traditional secret methods to make it. Chengdu can also host traditional food

culture festivals and other activities to showcase the unique charm of Sichuan cuisine, promote cultural exchange, and advance the inheritance and innovation of food culture.

2.2. Rich local characteristic atmosphere

Chengdu not only has a rich food culture, but also a strong local atmosphere. The streets and blocks of Chengdu are full of local characteristics, such as Kuanzhai Alley and Jinli West Road. These places are not only tourist attractions, but also good places to taste Chengdu cuisine. Kuanzhai Alley preserves the architectural style of the Ming and Qing dynasties, and there are various specialty shops, restaurants, and tea houses along the way, where you can taste authentic Sichuan cuisine and tea culture.

Chengdu's characteristic blocks can be enhanced with road greening and landmark landscapes, optimized ground paving, and added wind and rain covered corridors to create beautiful and culturally rich characteristic blocks. For example, Chengdu has created 100 characteristic blocks, which not only showcase Chengdu's history and culture, but also provide leisure and entertainment destinations for citizens and tourists. The market activities in Chengdu also adopt the Han and Tang styles to create a live atmosphere. With the help of ancient style immersive musical performances, lighting and talisman hanging ceremonies, and other activities, elements such as lantern parades and lucky draws, as well as the extraction of koi from the Jinjiang River, are integrated to create a rich local characteristic atmosphere.

2.3. Emphasize social and interactive experiences

Chengdu's catering enterprises not only focus on the quality and service of food, but also attach great importance to social and interactive experiences. In Chengdu, people like to enjoy a delicious snack at a friend's gathering, which has become a part of the local culture. There are also many famous tea houses in Chengdu, such as 454 tea houses in the late Qing Dynasty, almost spread throughout every street and alley, becoming an indispensable part of the daily life of citizens. Chengdu's catering enterprises also maintain contact through social media while enjoying face-to-face interaction and dance. For example, Chengdu Rongbafang Catering Management Co., Ltd. insists on creating a healthy food culture for customers, promoting Chengdu cuisine, impressing customers with high-quality seasonings and services, and creating a chain brand with Sichuan style seasonings as its core products. The number of nighttime consumption orders in Chengdu is also constantly increasing, and bars have become the main force of nighttime consumption, further enriching people's social and interactive experiences.

3. Analysis of the Relationship between Human Resource Management Strategies and Employee Work Performance under the Culture of Chengdu Catering Enterprises

3.1. Cultural fit recruitment and selection strategies

There is a close correlation between cultural fit recruitment and selection strategies and employee job performance. On the one hand, from the perspective of individual employee adaptability, when the recruitment and selection process focuses on cultural fit, new employees can understand and adapt to the company's work environment and requirements more quickly. The corporate culture of Chengdu's catering industry often emphasizes a love for food, enthusiastic service to customers, and a spirit of teamwork. Employees who are selected during recruitment and highly compatible with the culture can more naturally integrate into the company's work pace and team atmosphere, reducing the adaptation costs caused by cultural conflicts^[1]. For example, a candidate who is passionate about Sichuan cuisine culture and knows how to convey this passion in service can quickly collaborate with colleagues and provide high-quality service to customers after joining, thereby demonstrating high job performance in the short term. On the other hand, from the perspective of organizational cohesion, recruitment and selection that align with culture can help build a team with shared values and goals. In Chengdu catering enterprises, shared cultural awareness enables employees to communicate and collaborate more effectively in their work. When faced with complex service scenarios or dish innovation challenges, employees can quickly reach consensus and form a joint force based on a common cultural foundation. The collaborative effect of this team can significantly improve work efficiency and quality, thereby enhancing overall work performance. For example, in a Chengdu catering enterprise that emphasizes the integration of tradition and innovation, the recruited chefs and service personnel with the same cultural awareness can work together to launch new dishes that retain traditional flavors while

meeting modern needs, and provide high-quality services that match them, thereby attracting more customers and improving the economic efficiency of the enterprise.

3.2. Cultural immersion training and development system

The correlation between cultural immersion training and development system and employee job performance can be analyzed from the following two aspects. Firstly, in terms of improving employee skills, under the infiltration of Chengdu catering corporate culture, training is not only about imparting professional skills, but also focusing on cultivating employees' understanding and inheritance awareness of local food culture. By gaining a deep understanding of the historical origins, regional characteristics, and customer needs of Chengdu's catering culture, employees are able to innovate and optimize in dish development, cooking techniques, and service methods^[2]. For example, training allows employees to learn the unique seasoning techniques and cooking techniques of Sichuan cuisine, making them more proficient in making dishes, improving the quality of dishes, meeting customers' taste buds, thereby increasing customer satisfaction and loyalty, and directly promoting the improvement of work performance. Secondly, from the perspective of employee career development, the culturally infused training and development system provides employees with clear career development directions and paths. Chengdu catering enterprises usually have strong regional cultural characteristics and brand image. After receiving training that integrates with the corporate culture, employees can clearly recognize their own development space and growth opportunities in the enterprise. Clear career expectations motivate employees to be proactive and strive to improve their abilities to meet the development needs of the enterprise. For example, a Chengdu time-honored catering enterprise that emphasizes cultural heritage provides employees with a development path from junior chefs to senior chefs and then to culinary masters, requiring employees to deeply learn and inherit Chengdu catering culture at every stage. Under motivation, employees continuously pursue career advancement and create more value for the company, resulting in a significant improvement in their own work performance.

3.3. Culture driven motivation and performance management system

There is a significant correlation between culture driven motivation and performance management systems and employee job performance. On the one hand, from the perspective of the effectiveness of incentive mechanisms, in the context of Chengdu catering corporate culture, incentive measures are not only material rewards, but also focus on recognizing employees' cultural inheritance and innovation. Chengdu's catering culture emphasizes the unique pursuit of cuisine, high attention to customer experience, and emphasis on teamwork. When incentive mechanisms are closely integrated with this cultural element, they can stimulate employees' intrinsic motivation. For example, special rewards and commendations will be given to employees who can develop new dishes with Chengdu characteristics and showcase strong local cultural features in their services to enhance customer satisfaction. Culture based incentives enable employees to clarify the value and significance of their work, thereby becoming more proactive in their work and improving work performance. On the other hand, from the perspective of precision analysis of performance management, incorporating cultural factors into the performance evaluation index system can more comprehensively and accurately measure employees' work performance. The elements of authentic dish quality, enthusiastic and thoughtful service, and respect for traditional cooking techniques in Chengdu's catering corporate culture can be transformed into specific performance indicators. The evaluation of cultural indicators can more objectively reflect employees' level of practice and work contribution to the corporate culture. For example, in performance evaluation, not only is the amount of work completed by employees evaluated, but also their use of traditional Chengdu seasoning techniques in the cooking process and the dissemination of local culture in the service. The precise performance management approach provides employees with clear work orientation, prompting them to pay attention to cultural integration and inheritance in their daily work, thereby improving work performance.

3.4. Employee participation and communication mechanism promoted by culture

The correlation between employee participation and communication mechanisms promoted by culture and employee job performance can be analyzed from the following two aspects. Firstly, in terms of employee work engagement, under the guidance of Chengdu catering corporate culture, encouraging employees to participate in corporate decision-making and management processes can enhance their sense of belonging and responsibility. Chengdu's catering culture usually contains rich

regional characteristics and humanistic feelings. When employees participate in cultural related activity planning, dish innovation discussions, and other work, they will feel their own value and influence on the development of the enterprise. For example, a catering enterprise that focuses on promoting Chengdu hotpot culture invites employees to participate in the decoration style design of its new store, fully adopting their suggestions on reflecting Chengdu hotpot cultural elements. This participation can stimulate employees' work enthusiasm and creativity, making them more fully committed to their work, thereby improving work performance. Secondly, in terms of the efficiency and quality of information flow, a good cultural communication mechanism can promote the sharing of knowledge and experience. The valuable experience of cooking skills and service experience in Chengdu's catering culture is quickly disseminated among employees through smooth communication channels. For example, regular employee exchange activities are organized to allow senior employees to share their experiences in inheriting the traditional snack making techniques of Chengdu, while new employees can quickly learn and absorb them. The inheritance and exchange of this knowledge can help improve the overall business level of employees, reduce errors and repetitive work, enhance work efficiency and quality, and thus have a positive impact on work performance.

4. Effective Strategies for Human Resource Management in Chengdu Catering Enterprise Culture to Improve Employee Work Performance

4.1. Personalized career path planning

In the unique cultural atmosphere of Chengdu catering enterprises, personalized career path planning plays a key role in improving employee job performance. The catering industry in Chengdu is fiercely competitive and produces a large number of talents. Each employee has their unique advantages and potential, so it is crucial to tailor personalized career development paths for employees. For employees who aspire to improve their culinary skills, the company can plan a growth path from a junior chef to a renowned Sichuan cuisine chef, providing opportunities to participate in professional cooking competitions and learn from experienced masters; For employees who are good at interpersonal communication and have management potential, a career path can be planned to promote them from grassroots waiters to store managers, and they can be arranged to participate in management training courses and job rotation practices. For example, for an employee who has a keen eye for selecting ingredients, the company will develop a career path focused on ingredient procurement and quality control, allowing them to delve deeper into their areas of expertise. As their professional skills improve, their job performance will naturally soar. Personalized career planning allows employees to clarify their own development direction, fully utilize their personal strengths, stimulate work enthusiasm and creativity, and thus create higher value for the enterprise.

4.2. Strengthen internal communication mechanism

In the culture of Chengdu catering enterprises, strengthening internal communication mechanisms is of great significance in improving employee work performance^[3]. Chengdu people are enthusiastic and generous, emphasizing communication. The unique regional cultural characteristics should also be reflected in the internal management of catering enterprises. Diversified communication channels should be established, such as regular employee symposiums, online communication platforms, etc., so that employees can speak freely. In daily pre shift meetings, employees can share their work experience and problems encountered, and discuss solutions together. The management should also actively listen to the voices of employees, understand their needs and ideas. For example, if a chef reports that the unstable supply of a certain ingredient has affected the quality of dishes recently, the procurement department should adjust suppliers in a timely manner to ensure the normal supply of dishes, and the chef's work performance can be guaranteed. Moreover, through cross departmental communication and collaboration, employees in different positions can better understand each other's work, improve work efficiency. When the waiter can accurately convey the special needs of customers to the kitchen, the kitchen can respond quickly, the entire service process is smooth and unobstructed, customer satisfaction is improved, and employee work performance is also improved. A good internal communication mechanism can create a harmonious working atmosphere, enhance team cohesion, and encourage employees to work together to improve work performance.

4.3. Optimize work environment and benefits

In the operation of catering enterprises in Chengdu, optimizing the working environment and benefits has a significant impact on improving employee job performance. The pace of life in Chengdu

is comfortable, and people pay attention to the balance between work and life. Enterprises should create a comfortable, safe, and culturally distinctive working environment for employees, integrate traditional cultural elements of Chengdu into the decoration, and let employees feel the charm of regional culture in their work. Advanced kitchen equipment and comfortable service facilities should be equipped to reduce the workload of employees. At the same time, competitive welfare benefits are provided, such as flexible working hours, rich employee meals, regular health check ups, etc. For example, a lounge is provided for employees after busy work, allowing them to temporarily relax and restore energy, and to better engage in work. Establish an employee reward system that provides additional bonuses, paid leave, or travel incentives to employees who perform well. When employees feel cared for and respected by the company, their work enthusiasm will greatly increase and their work performance will correspondingly improve.

4.4. Establish a culture of continuous improvement

In terms of corporate culture in Chengdu's catering industry, establishing a culture of continuous improvement is crucial for improving employee job performance^[4]. The catering market in Chengdu is changing rapidly, and customer demands are constantly updating. For example, when customers feedback that a dish needs to be improved in taste, the relevant team will act quickly, analyze the reasons, make adjustments and improvements. This culture of rapid response and continuous improvement can enhance the competitiveness of the enterprise and improve the work performance of employees. By introducing advanced external experience and concepts, and innovating based on their own actual situation, the enterprise can always maintain a leading position. When employees see the continuous progress of the enterprise, they will also be motivated to actively participate in the process of continuous improvement, constantly improving their business capabilities and work performance. A culture of continuous improvement can create a positive working atmosphere and promote the common development of the enterprise and employees.

5. Interpretation of Successful Cases of Chengdu Catering Enterprises

5.1. Shu Jiuxiang Hot Pot

5.1.1. Corporate Culture and Brand Story

As a well-known brand in the Chengdu catering industry, Shu Jiuxiang Hot Pot's corporate culture is deeply rooted in the unique culinary culture of Chengdu. Adhering to the concept of "freshness, spiciness, and quality first", it is committed to providing customers with the most authentic and delicious Chengdu hot pot experience. The brand story originates from the founder's love and persistence for hot pot, carefully selecting high-quality ingredients, inheriting classic hot pot recipes, and constantly innovating and improving to meet the ever-changing taste needs of consumers. The decoration style of the store integrates traditional Chengdu elements with modern fashion, creating a warm and lively dining atmosphere. Shu Jiuxiang pays attention to customer feedback and has won the favor of many diners with thoughtful service, becoming a beautiful business card in the Chengdu hot pot industry.

5.1.2. Human resource strategy and employee performance improvement

Shu Jiuxiang Hot Pot adopts a series of effective strategies in human resource management, which significantly improves employee job performance. In the recruitment process, Shu Jiuxiang focuses on selecting talents who are passionate about hotpot culture, possess service awareness and teamwork spirit. After new employees join, they will receive systematic training, including hotpot making skills, service processes, and the inheritance of corporate culture. For example, chefs will receive professional cooking training to learn how to make unique hotpot bases and handle ingredients to ensure the quality and taste of dishes; Waiters will receive training on service etiquette and communication skills to improve their service level. In terms of incentive mechanisms, Shu Jiuxiang has established performance bonuses, excellent employee selection and other incentive measures to encourage employees to work actively and provide high-quality services to customers. At the same time, it provides clear career promotion channels for employees, allowing them to see their own development prospects and stimulate their work enthusiasm.

5.2. Case Summary and Inspiration

5.2.1. The role of cultural consistency in human resource management

In the case of Shu Jiuxiang hotpot, cultural consistency plays a key role in human resource

management. The cultural concept of "fresh and spicy, quality first" advocated by Shu Jiuxiang runs through the entire process of human resource management, from the examination of candidate values in the recruitment process, to the deep penetration of corporate culture in training, and to the guidance of behavioral norms in daily work, ensuring a high degree of cultural fit between employees and the enterprise. This consistency enables employees to deeply understand the enterprise's goals and mission, and consciously follow the enterprise's value orientation in their work. For example, in the food procurement process, procurement personnel are well aware of the importance of "quality first" and strictly screen high-quality ingredients; During the service process, the waiter practices the concept of "customer first" with a warm and caring attitude. Cultural consistency not only enhances employees' sense of belonging and loyalty, but also improves team collaboration efficiency, providing strong human resources support for enterprise development^[5].

5.2.2. Key Strategies for Continuous Innovation and Customer Experience Improvement

One of the key factors for the success of Shu Jiuxiang hotpot is continuous innovation and continuous improvement of customer experience. In terms of dish innovation, Shu Jiuxiang combines market trends and customer feedback to continuously introduce new specialty dishes, such as creative spicy beef rolls and special shrimp slides, to meet consumers' pursuit of freshness; Shu Jiuxiang focuses on optimizing the dining environment, regularly renovating and upgrading its stores to create more comfortable and distinctive dining spaces. Through a series of key strategies, Shu Jiuxiang has always maintained its attractiveness to customers, improved customer satisfaction and loyalty, and thus stood out in the fierce market competition.

5.2.3. Win-win situation between employee participation and corporate social responsibility

Shu Jiuxiang Hot Pot emphasizes employee participation and encourages them to provide suggestions and strategies for the development of the enterprise. Through regular employee symposiums, opinion solicitation, and other activities, the voices of employees are fully listened to. For example, some employees have proposed suggestions for optimizing kitchen layout to improve dining efficiency. At the same time, Shu Jiuxiang actively fulfills its corporate social responsibility and participates in public welfare activities, such as donating materials to impoverished areas and supporting environmental protection projects. Its commitment to social responsibility not only enhances the company's social image, but also strengthens employees' sense of pride and belonging. In such a corporate environment, employees are more motivated and passionate about their work, thereby achieving a win-win situation of employee participation and corporate social responsibility, laying a solid foundation for the sustainable development of the enterprise.

6. Conclusion

This article explores in depth the relationship between human resource management strategies and employee job performance under the culture of Chengdu catering enterprises. By analyzing cultural characteristics, strategic associations, and successful cases, it clarifies the importance of effective human resource management in improving employee performance and enhancing enterprise competitiveness. In the future, Chengdu catering enterprises should further explore the local cultural connotations and continuously optimize their human resource management strategies.

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