

Research on Enterprise Culture Innovation in the Age of Internet Economy

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ABSTRACT. *With the development of the Internet economy era, the development of enterprises will be hindered. To this end, business managers should further study the construction of corporate culture in the era of Internet economy and innovate in the construction of corporate culture. To this end, this paper first describes the characteristics of corporate culture construction in the era of Internet economy, followed by a detailed introduction to the process of corporate culture construction and innovation, and based on this, formulates corporate culture innovation strategies.*

KEYWORDS: *corporate culture, internet, construction*

1. Introduction

With the rapid development of Internet technology and the full entry of "Internet" into our lives, the era of Internet economy has come. Under the background that the Internet permeates all corners of the society and economy, "the production, distribution, exchange and consumption of the economy, as well as the thematic economic behavior of the economic departments and government departments, all rely more and more on the Internet. They need to obtain a lot of information from the Internet, rely on the Internet to predict and make decisions, and many transactions are also indirect or direct execution on the Internet." It is worth noting that the Internet plays an important role not only in the consumption side of modern consumers' consumption patterns and lifestyle changes, but also in the supply it also has an important impact on the development of the company, one of which is reflected in the impact on corporate culture. Because the foundation of information technology, the paradigm of production technology, the relationship of production organization and the mode of market operation are all affected by the Internet. As "a kind of cultural concept, historical tradition, common value criterion, moral criterion, enterprise ideology and management system formed in the long-term interaction between enterprises and employees and recognized and abided by by the vast staff group", enterprises have changed. Culture is also facing the test of the times.

Corporate culture is one of the core competencies of contemporary enterprises. In the era of Internet economy, "the participation of value chain entities has become more diversified, and the value chain structure has become more complex, also the economic growth point has become more abundant. The demand for human subjective initiative and innovation and entrepreneurial awareness has been unprecedentedly urgent." In order to achieve sustainable development, enterprises must closely integrate Internet information technology with cultural construction. The corporate culture that keeps pace with the times and constantly replenishes itself can help employees to better adapt to the development of the times, better innovate and break through in change, and better promote the formation of huge cohesiveness within the enterprise. On the contrary, a corporate culture that is old-fashioned and self-styled will prevent companies from keeping up with the times and eventually being eliminated by the times. Therefore, business managers should take the initiative to apply the "Internet" thinking to the construction of corporate culture and actively promote the construction of "Internet + corporate culture."

2. Characteristics of corporate culture construction in the era of Internet economy

2.1 Mesh interconnection

The development of Internet technology not only facilitates human life, but also connects the virtual world with the real world. With the continuous development of Internet technology, the world has been built into a communication network, and even if it is thousands of miles away, various resource data sharing can be realized through the Internet. Under the popularization of Internet technology, the internal structure of enterprises has also become more networked, and the factual sharing of information has improved the internal management efficiency, thus making the connection between employees and enterprises more closely. Under the influence of Internet technology, the internal organizational structure of the enterprise is developing in a flat direction, which is both an opportunity and a challenge for enterprises.

2.2 Platform features

For enterprises, the characteristics of platformization are mainly reflected in resource allocation and utilization. Affected by the development of Internet technology and economic market, enterprises must rationally allocate internal resources and improve work efficiency in order to survive in the fierce market competition. The development of Internet technology provides a more supportive and dynamic platform for enterprises to develop resource allocation solutions. Platformization connects enterprises and enterprises to create an environment for interaction between them. In such a platform that can share resources, it can stimulate the development potential of the enterprise and inject new blood into the development of the enterprise. The platform-based features also enable companies to

quickly build a stable development system that combines business processes with day-to-day operations. Also designing different development systems based on different value chains and standards can help companies improve their abilities to resist external risks.

3. The specific process of corporate culture construction

Corporate culture is also called organizational culture. It refers to a special cultural image of an organization because of its beliefs, ways of doing things, values, symbols and rituals. Generally speaking, corporate culture construction and innovation must pass three major processes. Firstly, after researching the history and culture of the enterprise, the companies should determine the core driving force for promoting the development of them, and use the concise text to elaborate. Secondly, the companies need to publicize the corporate culture through a variety of publicity methods to widely publicize and promote the company's core values, external image and cultural charm. Thirdly, the companies need to internalize corporate values, enhance the internal and external culture of employees and excellent quality.

4. The status quo of corporate culture construction under the background of the Internet

Under the background of the rapid development of the Internet, some enterprises in China, especially those in the Internet industry, are more consistent with the development rhythm of the Internet economy in the construction of corporate culture. But these companies are just a small part of many companies. In the context of the Internet, most enterprises' cultural construction still has certain confusions and deficiencies.

4.1 Insufficient innovation ability

In the Internet era, "innovation" is a typical label, and the density and speed of innovation are all that enterprises must adapt to in social development. There are a small number of enterprises that can be at the forefront of "innovation" in the social tide, and they can become the tide of the Internet economy era also. Most enterprises have a "innovation" consciousness in the development process, but they are subject to the mode of thinking and under the constraints of practical conditions, "innovation" often only stays at the material level of technology, production, marketing, etc. For the construction of the spiritual level of corporate culture, it is impossible to inject "innovation" into full force, and the degree of innovation in corporate culture construction lags behind other aspects. This has caused problems in the unbalanced and inadequate development of corporate culture.

4.2 Insufficient transformation ability

For many old enterprises, especially traditional state-owned enterprises, the original corporate culture is often superficial, single, or even a slogan for existence. And the cultural conflict brought by the Internet is huge, and the cultural transformation of traditional enterprises is mostly passive rather than active. Because of the participation of young employees, the closeness of consumers, and the change of consumption patterns, also the original management philosophy of old enterprises has been greatly affected. Among the managers of traditional enterprises, there are few forward-looking and pioneering transformation visions, and they have not been able to actively take the initiative to transform and actively change, leading to the reform of old enterprises, especially the old enterprise culture, which is promoted by the wave of the times. Passive behavior, managers have insufficient control over corporate culture transformation.

4.3 Insufficient stability

Any form of culture is gradually absorbed, accumulated and perfected, and corporate culture reflects the historical accumulation of enterprises. In the Internet era, the speed of information interaction is explosive growth. The amount of information received and accumulated by enterprises is incomparable with that of any previous era. This has brought about a drastic change in culture. And the original value system and cultural system of enterprises have been greatly impacted. Under the tremendous impact of interaction, the stability of corporate culture is challenged.

5. Corporating culture innovation strategy

5.1 Differentiation and diversification strategies of cultural training

Now the state advocates enterprise innovation, technological innovation, and innovation awareness in all aspects of society. For enterprises, innovation can increase the difference between their own products and the same type of products in the market, thus forming a brand with its own characteristics. Innovation is a necessary means for enterprises to form competitive advantages and establish corporate culture. When corporate brands are established among consumers, corporate employees are also proud of them. In the pursuit of innovation, enterprises must firmly grasp the needs of customers and combine product diversification and personalization. Only innovative products that are favored by consumers are successful innovations.

5.2 Cultivating learning organizations and starting innovative companies

On the one hand, the innovation inspiration of enterprises comes from the market, on the other hand, it comes from the enterprise culture. Enterprises should strengthen the training of employees' cultural literacy and skills, which can not only fundamentally improve the overall level of enterprises, but also enable employees to have a sense of corporate identity. Enterprises should attach importance to the training of employees, and carry out more activities for the purpose of learning, also form an atmosphere of all-round learning, together with love learning and lifelong learning within the enterprise. Enterprise leaders should take the lead in participating in learning activities, also set an example for employees, as well as achieve unity between the top and the bottom, and strive for common goals. Only by improving the level of technical knowledge can enterprises take the lead in learning activities, and bring more inspiration to the product innovation of enterprises.

6. Conclusion

In summary, enterprises must actively introduce innovative ideas and concepts, also closely combine the characteristics and processes of corporate culture construction in the era of Internet economy, then fully integrate cultural construction work into ideas, and improve the attention of humanities management and knowledge management. In a word, effectively ensure that the company is moving in the right direction.

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