The Enterprise Ideological and Political Work in the New Period

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Abstract: Innovating the enterprise ideological and political work in the new period aims to strengthen the level of enterprise ideological and political work, to ensure that the corporate personnel have a strong ideological and political awareness, and to improve the staffs’ work level. In the new period, due to the changes of state owned enterprises in the environmental development, the enterprises must enhance the ideological awareness of internal staff facing the fierce competition, realize the unity of personal values of staffs and the concept of corporate development, promote the smooth implementation of various production and operation activities of enterprises, and promote enterprises keep going. This article is mainly aimed at the current state of enterprise ideological and political work, exploring the way to make the ideological and political education in state owned enterprises well done in the new period, and providing conscious support for the management and operation of state-owned enterprises.

1. Introduction

With the reform of the market economy management system, the reform of the state-owned enterprise system is also continuously progressing, and the environment, competition mechanism, and targets faced by the development of state owned enterprises which have undergone some significant changes. In the new period, the enterprise ideological and political work must give full play to its own role and effectively strengthen the ideological and political education of the state owned enterprises, and guide the staffs to move forward, the popularity of Internet information technology has led to more significant changes in the staffs' values and professional outlooks, so the state owned enterprises must change their ideological and political work methods, and create new ideological and political conditions in response to the current environment and its ideological awareness of staffs working mechanism to achieve more comprehensive innovation in the content, methods, and processes of ideological and political work.

2. Problems Facing the enterprise ideological and political work in the New Period

First, ideological and political work is not valued by the management mainly because many managers of state-owned enterprises today have a relatively poor understanding of ideological and political educators. In order to increase the staffs' income, they must do a good job of ideological and political education and solve most of the ideological and political problems. In fact, the staff development should not only be motivated from a material perspective, but also pay attention to the staffs' mental activities. As the Ideological and political education is the key for improving the spirit of staffs and promoting the socialization of the staffs' ideology, because the traditional ideological and political work concepts can't meet with the development requirements of modern society. In addition, managers' lack of attention to ideological and political work has led to the reducing enthusiasm in the ideological and political work of staffs in the state owned enterprises, and the lack of initiative and enthusiasm of staffs in actively receiving ideological and political education which has reduced the implementation of enterprise ideological and political work. Effect [1].
Second, the lack of an organizational structure dedicated to the ideological and political work with the reform of the market economy system, enterprises are strengthening institutional construction and gradually establishing modern enterprise management systems to adapt to the new development environment. Therefore, the internal talent needs and organizational structure of state owned enterprises have also undergone significant changes. However, enterprises have not set up special institutions or departments for ideological and political work, so that the number of state owned enterprise political workers is declining, and they are not aware of changes in the ideological and political fluctuations of enterprise staffs, and they cannot effectively implement ideological and political work. Many political workers have large fluctuations in their thinking, insufficient professional knowledge, and insufficient motivation. These problems are not reflected in the modern enterprise system, so that the ideological and political work system of state owned enterprises is seriously lagging behind.

Finally, the content of ideological and political work is outdated. With the development of the times, enterprises should constantly update the content of ideological and political work to ensure that staffs can access the latest knowledge and methods. However, due to the influence of inherent thinking patterns, many state owned enterprises have not updated their ideological and political content in a timely manner, and cannot incorporate the latest market economic theory and policies into ideological and political affairs at this stage. In addition, the ideological and political literacy of the staffs of state owned enterprises is not high, and the lack of long-term planning for the training of on-the-job staffs, so that staffs in state owned enterprises cannot improve their quality and skills, and cannot keep up with the times. Thought and thinking gradually solidify [2].

3. Effective Strategies to Realize Innovation of Ideological and Political Work in state owned Enterprises

In the past, the state owned enterprises managers paid too much attention to economic benefits but ignored the spiritual incentives for staffs. As a result, staffs were in a closed development environment for a long time and were not able to access new knowledge and market environments. Keeping up with the times to improve your quality and ability, and lack a comprehensive understanding of the current market economic theory and policies. This leads to the fact that the staff of state owned enterprises are difficult to keep up with the development of the times in the actual development, lack of innovative thinking, affect the development momentum and vitality of enterprises, and are not conducive to improving the core competitiveness of enterprises. In view of this, state owned enterprises must strengthen the innovation of ideological and political work, timely update the content and methods of ideological and political education, and build a new ideological and political work system, so as to enhance the cohesion and development of corporate staffs, and guide staffs to realize their personal values. Established on the basis of enterprise development, realizing the organic unification of enterprise development and personal value.

First of all. Pay attention to staffs' spiritual motivation and reform the incentive system. state owned enterprises should establish a sound incentive system, aiming at the effect of incentives on staffs' work, innovating the previous single incentive method, and achieving equal emphasis on spiritual and material incentives. As the leader of the development of the national economy, the enterprise must show its own spiritual outlook in the market. Therefore, the innovation of ideological and political work in state owned enterprises must first establish the correct values, do a good job of ideological and political education of grassroots staffs, bundle personal interests and corporate interests in ideological and political work, and realize the ideological and political awareness of staffs with the times To ensure the smooth development of corporate ideological and political work. SOEs should do a good job on ideological work about people in ideological and political work, implement reasonable and effective mechanisms based on the production and operation of the enterprise, and promote the leadership and management personnel to reach the masses and understand the working aspirations of grass-roots staffs in the actual production. And development ideas [3].

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Second, safeguard the interests of staffs and create an excellent competitive environment. SOEs must protect the interests of staffs in order to maximize their self-worth. In carrying out the ideological and political work, the state owned enterprises should introduce new working methods based on the ideological characteristics of staffs and based on the company's future development strategy. Carry out ideological and political activities vividly. For example, an enterprise can set up various activities such as "career design", "skill training and communication" for the personal development of staffs, and gradually improve staffs' professional skills and cultural level knowledge. Enterprises should do a good job in cultivating professional talents and create a sound education and training system for staffs, so that staffs have more opportunities to improve themselves and show their self-worth. In order to alleviate the conflict between the interests of the company and the interests of staffs, the education of ideological and political must pay attention to the development of staffs outside of work, improve the working conditions of staffs as much as possible, strengthen the construction of the workforce, and create a fair and healthy development Equal opportunity, in the competition mechanism, do a good job of cultural and skill training, so that staffs can compete for jobs from an equal perspective. In this way, staffs can be more recognized by the enterprise, actively cooperate with the various tasks of the enterprise, improve their own talents, and exert their talents in the work of the enterprise [4].

Finally, reform the content of ideological and political work, and innovate the operating mechanism. state owned enterprises should aim at the development direction of the new period, advance with the times, improve the organizational structure, staffing and salary incentives, and achieve a unified division of various systems to ensure that the construction of the system is in the interests of enterprises and staffs. So, we should pay attention on the communication between the leadership and staffs during the process of ideological and political work. Based on the staffs' legitimate rights and interests and reasonable demands, the communication mechanism is implemented in the entire operating mechanism to ensure that upper-level leaders can understand the staffs' ideas, and through effective interaction of information, to achieve the purpose of protecting the rights and interests of staffs and coordinating the fundamentals Contradictions between state owned enterprises and staffs. And ideological and political work must seek a new carrier, change the old and obsolete working methods, actively use new communication methods such as WeChat, corporate websites and QQ, master the initiative and guidance of online public opinion, timely answer staffs' demands, and resolve various issues. Contradictions, safeguard the vital interests of enterprise staffs.

In order to enrich the spiritual culture of enterprise staffs, state owned enterprises should improve the construction of corporate libraries and event centers, and carry out various cultural activities on a regular basis, strengthen the construction of cultural soft power, and effectively link ideological and political work with corporate development to solve corporate production Various problems faced in practice.

4. Conclusion

Under the background of global integration, the competitive pressures faced by the state owned enterprises are increasing. On one hand, they must face the impact of the domestic market, and on the other hand, they must withstand the pressure of the international market. In this context, ideological and political work, as the cornerstone of state owned enterprises to ensure the smooth implementation of various production and operation activities, must play its role in the new period, resist the invasion of foreign cultures, and ensure that the staffs from state owned enterprises are able to share their development with the enterprise in order to advance and retreat in the nearest future.

References

