

Research on the Mechanism of Empowering Enterprise Growth through Organizational Culture Reengineering under the Background of Digital Economy

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Abstract. With the widespread application of big data technology and the rapid development of the digital economy, the communication of data and information between departments is becoming more and more frequent, and the connections between departments are becoming increasingly close. And corporate culture, as a core element for sustained growth and maintaining competitiveness, requires timely adjustments in organizational culture to better adapt to the new environment. State Grid Corporation of China, as a leading enterprise in new energy in China, not only shapes its internal environment but also deeply influences its market performance and social image through its corporate culture. Therefore, this article takes the State Grid Corporation of China as an example to deeply explore the positive impact of corporate culture on corporate growth, and further demonstrate the necessity of reshaping corporate culture in the context of the digital economy. Finally, it reveals the internal mechanism of how reshaping corporate culture affects and promotes corporate growth, to demonstrate the positive impact of corporate culture on business growth.

Keywords: Digital Economy; Organizational Culture; Organizational Culture Reengineering; Enterprise Growth.

1. Introduction

The digital economy is formed in the process of digital industrialization and industrial digitization. The universality, integration, sharing, and platform development model of digital intelligent technology give the digital economy a sharing nature. In the booming development of the digital economy, the approach of shared development has extended to various aspects such as society, culture, education, etc. The expansion of the shared economy to the shared society is beneficial for solving the problem of development inequality and has a broad development prospect [1]. Organizational culture refers to the collective term for the values, behavioral norms, and group atmosphere created or gradually formed by an organization in the process of production and work practice under certain social, political, economic, cultural, and background conditions.

The impact of corporate culture on corporate growth. Organizational culture shapes the core values within a company, is the endogenous driving force for its development, and is also the "soft power" for the implementation of strategic planning goals. In the context of the digital economy, the new generation of information technology has brought profound changes to enterprise content, and organizational structures tend to be networked and flattened. The flow of data has broken through traditional organizational barriers and information silos, and communication between departments has become increasingly frequent. Business communication has become more diverse and in-depth. In order to better adapt to the new development environment, organizational culture also needs to make necessary adaptive adjustments, fundamentally integrating more digital and intelligent value elements.

In the past few decades, due to organizational structure, communication channels, and cultural differences, there has been a lack of communication between various departments of state-owned enterprises. With the wide application of big data technology and the development of the industrial Internet, digital intelligence technology has become the core element of economic growth and the key

field of enterprise competition, and also an important engine for high-quality development of enterprises [2]. With the continuous development and popularization of digital technology, there are now more tools and platforms for data and information communication between enterprise departments. This also requires state-owned enterprises to adjust their organizational culture promptly, further promote digital transformation, encourage cooperation and communication between departments, and jointly solve problems.

The construction of state-owned enterprise culture is a system that goes from carrier to essence, from surface to essence, and relies on scientific methods, from simplicity to complexity, step by step, and continuously improves the level of construction [3]. In the new situation, the promotion of corporate culture has received high attention from power companies, and the forms of corporate culture promotion have shown a diversified trend. However, although corporate culture activities have been organized and special seminars on corporate culture have been held, there are still some power companies whose cultural promotion results are difficult to achieve as expected. The fundamental reason is that the unique cultural connotations, cultural concepts, core values, etc. of the industry and power companies themselves have not been integrated into cultural promotion, and there is a lack of top-level design for corporate culture promotion [4]. The culture of many state-owned enterprises is rooted in the past, and digital transformation requires enterprises to achieve rapid innovation and a transformation of corporate culture. Therefore, state-owned enterprises need to establish a suitable cultural system and atmosphere promptly, enhance their flexibility in facing digital transformation, and better adapt to this change.

This article takes State Grid Corporation of China as the research object, analyzes the mechanism of organizational culture reengineering under the background of the digital economy through empirical research and case study methods, and further proposes ideas and strategies for empowering enterprise growth and development through organizational culture reengineering, aiming to inspire enterprises to better adapt to the trend of the digital economy.

2. The Impact of Corporate Culture on Corporate Growth

The influence of corporate culture on the growth of enterprises is profound and multidimensional. It is not only a reflection of the internal values, behavioral norms, and work atmosphere of the enterprise but also a key force in promoting the sustainable development of the enterprise. The following will elaborate in detail on how corporate culture affects corporate growth from several aspects.

Firstly, corporate culture can shape the core values and common goals of a company. Corporate culture can establish the core values and ultimate goals of a company, creating a strong sense of identity and belonging among employees. When employees accept and identify with the corporate culture, they will be more actively engaged in their work and strive to achieve the ultimate goals of the company. These shared values and goals can stimulate the potential of employees, enhance team cohesion, and thus drive continuous growth of the enterprise.

Secondly, corporate culture can enhance a company's image and competitiveness. Corporate culture is a key component of a company's image, reflecting its external spiritual outlook, internal value pursuit, and behavioral norms. A good corporate culture can shape a company's brand image and reputation, and enhance its market competitiveness. When a company has a positive and innovative corporate culture, it can attract more customers, partners, and outstanding talents, providing more opportunities and resources for the development of the company.

The third corporate culture can enhance employee motivation and creativity. Corporate culture has a significant impact on the work attitude and behavior of employees. A corporate culture that values employee care and advocates innovation can stimulate employee motivation and creativity, making them more willing to contribute to the development of the enterprise. When employees feel the care and support of corporate culture, they will face work challenges with more confidence, constantly seek innovation and breakthroughs, and thus promote the continuous growth of the enterprise.

The fourth corporate culture can promote organizational improvement and innovation. Corporate culture is an important force driving organizational improvement and innovation. When a company faces changes in the market environment and competitive pressure, adjusting its corporate culture can stimulate employees' innovation awareness and creativity, and drive the organization to make necessary changes to adapt to the new situation. A high-quality corporate culture can encourage employees to be brave enough to try new work methods and business models, and improve the competitiveness and adaptability of the enterprise.

Finally, corporate culture can enhance a company's sustainable development capabilities. Corporate culture is the cornerstone of sustainable development for enterprises. A corporate culture with a long-term vision and sense of mission can guide companies to focus on long-term interests and social responsibility, and avoid short-sighted behavior. At the same time, corporate culture can also stimulate employees' sense of belonging and loyalty, and reduce talent loss and recruitment costs. This stable talent team and strong internal cohesion help enterprises cope with various challenges and risks and maintain their ability for sustainable development.

Through the construction of corporate culture, State Grid Corporation of China has formed a unique brand culture and management model, enhanced the core competitiveness of the company and giving it an important position in the global energy field, making positive contributions to the energy development of China and even the world. On the one hand, corporate culture can play a guiding role. Corporate culture ensures that employee behavior is consistent with the company's long-term goals by establishing goals and values, and through this approach, the company can guide employees to contribute their efforts. State Grid Corporation of China adheres to the corporate purpose of "serving the people in the power industry" and forms a brand culture of State Grid Corporation of China with Chinese characteristics. The company selects, inspires, and leads people to create a significant representative figure of the "Dawn Starting to Light Up Ten Thousand Families" brand, represented by Zhang Liming, and plays a radiating role of advanced models. On the other hand, corporate culture plays a normative role. Corporate culture, as a psychological constraint, can regulate employee behavior and reduce the occurrence of violations. At the same time, corporate culture can also replace some formal constraints, reduce management costs, and improve management efficiency. State Grid Corporation of China has formulated detailed employee rules and etiquette standards, including compliance with laws and regulations, loyalty to the company, dedication to work, and unity and cooperation. The company encourages employees to consciously abide by rules and regulations, and cultivate good professional ethics and behavioral habits.

In summary, the impact of corporate culture on corporate growth is multifaceted and far-reaching. Therefore, enterprises should attach importance to the construction and management of corporate culture, and promote sustainable development by shaping a positive and upward corporate culture.

3. Characteristics of State Grid Corporation Culture and Operation

State Grid Corporation of China emphasizes the core values of "integrity, responsibility, innovation, and dedication", which are the soul of the company's corporate culture and the driving force for its survival and development. These values not only guide the company's business behavior but also profoundly influence the thoughts and actions of every employee. They ensure that the company can maintain the right direction in a complex and ever-changing market environment and continue to drive the company forward. State Grid Corporation of China adheres to the corporate philosophy of being "people-oriented, loyal to the enterprise, and dedicated to society", which runs through all aspects of the company's operations. The company focuses on the comprehensive development of its employees, cares about their growth and well-being, and strives to create a harmonious and healthy working atmosphere. At the same time, the company actively fulfills its social responsibility, pays attention to social welfare undertakings, and is committed to promoting social harmony and progress. The corporate purpose of State Grid Corporation of China is to serve the overall work of the Party and the state, serve power customers, serve power generation enterprises, and serve economic and

social development. This purpose reflects the unity of the company's political responsibility, economic responsibility, and social responsibility, and is the starting point and foothold of all work of the company. The company always prioritizes the interests of the country and the people, actively providing solid electricity security for the country's economic and social development.

State Grid Corporation of China has set the goal of building a world-class power grid and an international first-class enterprise. This goal not only points out the direction for the company to move forward but also provides strong motivation for all aspects of the company's work. The company focuses on scientific planning and overall arrangement, ensuring that all work is carried out in an orderly manner and gradually promoting the achievement of the company's established goals. State Grid Corporation of China focuses on continuous innovation in corporate culture construction, constantly adapting to the needs of the times and corporate transformation. The company actively introduces advanced management concepts and methods, strengthens the construction of corporate culture and training efforts, and improves the cultural literacy and comprehensive quality of employees. At the same time, the company also pays attention to the dissemination and promotion of corporate culture, and through various forms of activities and promotional methods, makes corporate culture deeply rooted in people's hearts and takes root.

In summary, the operational characteristics of State Grid Corporation of China's corporate culture are mainly reflected in the leading role of core values, in-depth implementation of corporate philosophy, comprehensive practice of corporate objectives, clear guidance of strategic goals, incentive effect of corporate spirit, and continuous innovation of cultural construction. These characteristics together constitute the unique corporate culture system of State Grid Corporation of China, providing solid support for the company's sustainable development.

4. Analysis of the Impact Path of Corporate Culture on Corporate Growth under the Background of Digital Economy

The digital economy is becoming the main content and development trend of the sharing economy, and the intelligence of the new economy is becoming increasingly prominent [1]. State-owned enterprises should address the shortcomings in corporate culture construction, strengthen corporate culture construction through innovative work, and improve the effectiveness of corporate culture construction [3]. The mechanism of organizational culture reengineering is crucial in the digital age.

Firstly, it is necessary to understand and evaluate the existing culture. The basis for reshaping organizational culture is to diagnose and analyze the existing culture, and identify its spiritual core. Inner Mongolia Electric Power Co., Ltd. highlights the spiritual core of "people's power industry for the people", the code of conduct of "empowering beautiful northern Xinjiang electric power to live a better life", and the development positioning of "responsible Mongolia electric power, green Mongolia electric power, digital Mongolia electric power, and open Mongolia electric power". The promotion of corporate culture is planned and promoted in stages and steps in the overall development of Chinese civilization and "northern Xinjiang culture" construction.

Secondly, it is necessary to determine the direction of cultural reconstruction, guided by the strategic objectives of the enterprise, and to ensure that the new culture of the enterprise is consistent with the strategic objectives of the enterprise. In the current homogenized market economy, for enterprises to establish a foothold in the market, they must establish their brand and characteristics, and enhance the diversity of their products and services. Enterprises need to explore unique and personalized strategic plans that are suitable for themselves through the construction of characteristic culture, rather than blindly imitating the development models of other enterprises. Therefore, enterprises should combine corporate culture, brand building, and image management to shape a more unique corporate image [5]. State Grid always remembers that the cause of State Grid is the cause of the Party and the people, adheres to the development concept of putting the people at the center, focuses on solving the problem of imbalanced and insufficient development, fully fulfills economic, political, and social responsibilities, takes the power lead, builds a bridge between the Party and the people,

and truly achieves everything for the people, relies on the people, and serves the people. Adhering to the strategic goal of implementing innovation, coordination, green, openness, and sharing, State Grid has shaped its unique corporate culture, persistently advancing towards higher quality development and higher goals.

Finally, carry out organizational culture transformation and adjustment. This process requires deep communication and exchange with the people to enhance their understanding and identification with the new culture. Committed to forming a cohesive corporate culture system from top to bottom, with a focus on enhancing people's sense of identification with corporate culture, taking into account the characteristics and needs of different job groups, and forming a fully inclusive corporate culture promotion pattern [4]. Reshaping corporate culture is a systematic project, and the entire process requires timely evaluation of the effectiveness of cultural reconstruction, testing the effectiveness of this process, and identifying existing problems and shortcomings in a timely manner, adjusting and improving to ensure that the reconstruction of corporate culture project proceeds smoothly in a positive direction. State Grid adheres to the strategic goal of serving the people well, always taking it as its responsibility to meet the needs of the people for a better life, consciously practicing the fundamental purpose of the Party, deeply rooting the views and lines of the masses in thought and implementing them in action. This has given its corporate culture a deep sense of national identity and made it a vanguard force leading the global energy revolution.

5. Conclusion

In summary, the reconstruction of organizational culture has profound significance in promoting the development of enterprises. In the rapidly changing market environment, organizational culture is not only the soul of a company, but also a key element in guiding corporate behavior, consolidating employee strength, and promoting sustainable development. In the current stage of rapid innovation in the digital economy and high-quality development of the national economy, enterprises are facing once-in-a-century development opportunities and challenges. To maintain and strengthen enterprise development in this context, reshaping corporate culture has become a barrier that must be overcome. Recreating corporate culture and leveraging its leading role has become the best choice to adapt to the digital economy background by achieving enterprise development in one step. Incorporate the promotion of corporate culture into the medium and long-term development strategy plan to better adapt to the trend of the digital economy. people need to diagnose and analyze the spiritual core of existing culture based on its evaluation, identify its spiritual core, and make timely adjustments and changes to better adapt to the times. I hope that with the progress of technology and the development of society, the reconstruction of organizational culture will pay more attention to the integration of culture and economy. By utilizing advanced technologies such as big data, artificial intelligence, and digital economy, this paper aims to enhance the intelligence level of corporate culture construction; At the same time, pay attention to the humanistic care and mental health issues of employees, and build a more harmonious and inclusive corporate culture atmosphere. The future restructuring of organizational culture will pay more attention to the combination of the comprehensive development of employees and the long-term interests of the enterprise, promoting the continuous growth and development of the enterprise in fierce market competition.

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