

Analysis of Enterprise Ideological and Political Education System: the Foundation of the Enterprise Internal Image Management

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Abstract The management of successful enterprise internal image needs the systematic and hierarchy enterprise ideological and political education system. In this article, the viewpoint which is proposed by the essential data investigation and the analysis method in the research process is that, the enterprise ideological and political education system acts as the important position in the management of the enterprise internal image. The value guidance function of the Ideological and political education should be utilized sufficiently during the construction process of the system. The work draw a conclusion in this article is that the enterprise ideological and political education should take the systematization as a goal and establish the level mechanism of the ideological and political education in order to promote the management of enterprise internal image forwardly and orderly during the both-way incorporation of the enterprise human resources management and the enterprise culture construction.

Key words Enterprise ideological and political Education; Internal image management; Value return

1 Introduction

The image management is referred to a series of activities which an organization establishes in order to carry on the "suitable" image. In the management theory, the image manages are mostly applied to organize the crisis processing. Therefore, more appliances tend to coordination and processing of exterior public relation. The enterprise internal image management in this article involves mainly two kinds of images, the unique, core and lasting image is thought by the enterprise staff and the enterprise staffs image base on the outside appraisal to the enterprise. But in the traditional management theory, the high uniform of the person and the enterprise philosophy are belonged to the research category of the human resources management.

Because of the disciplines limit, most of the scholars adopt the research patterns which combine to maintain and evaluate when the problem is solved. It is that, through the salary, the appraisal, the promotion and a series of management activities, the staff's enthusiasm, initiative and creativity are maintained; the worker's legitimate rights and interests are safeguarded and the satisfaction of the staff are improved, thus promoting a sense of identity business, so rest assured the work satisfaction. It is also that through the comprehensive inspection and the appraisal which are conducted by the achievement of the staff, the work manner, the skill level as well as other aspects, the decision, which the rewards or punishment, fluctuation, removing or retaining of the staff, are made.

In this case, there are no formed of explicit relationship between the enterprise development and the individual development in the staff innermost feelings. The staff has not integrated the development of enterprise into the self-concept and they do not rely on the enterprise in psychology any more. The staff is the enterprise internal public ^[1](Zhang Yinghong, 2002). In the enterprise internal public relation management, the vital duty is establishing the bidirectional mutual communication relations between the management and the staff, in order to make the promotion trust and the support to encourage the team spirit and enhance the cohesive force of enterprise ^[2](Zhu Jianzhong, 2005). As the enterprise, the goal will be realized finally by its most valuable resources -- its staffs. The enterprise staff's achievements are the entire enterprise's achievements. In order to enhance the whole achievement, the staff's duties are the enterprise's success. In a short, the self-approval of the staff for enterprise image should be established. The enterprise ideological and political education system is for the purpose which made the staff form the highly effective self-approval of the enterprise image.

There are many differences between the ideological and political education system and human resources management. Although they are all object to aims with person's transformation which consist to the organization goal. The ideological and political education stresses on the value guidance. There is guidance that realizes the conformity and development of the staff and enterprise. It is that through the effective conformity of enterprise culture, information communication, interpersonal relationship harmony and the contradictory conflict resolving, the individual within the enterprise, the group goals, the behavior and the manner trend to the enterprise's requirement and philosophy and form the high

cooperation and coordination synergies to achieve the communal development of the individual and the enterprise and to display the group superiority. In this way, the enterprise's productive forces and benefits improved, the staff ability enhanced and exerted and the maximum individual value and enterprise's technical progress realized appropriately. Here, what we emphasized is the value guidance, namely object (staff) value approval. As for this view, there are few deep researches carrying on the function of the ideological and political education in the enterprise internal image at home and abroad.

US psychologist Froomkin advanced the expectancy theory in 1964 which researched on the relations of people's behaviors and anticipated results. This theory believed that, the enthusiasm of the people for a particular job depends on what and how to meet his needs and the possible realization. So we can draw the conclusion that the enterprise internal staff's recognition about the enterprise image is mainly decided to what and how this kind of recognition meets their needs. Maslow's Hierarchy of demand theory believed that the human have five level demands: Physiological demand, safety requirement, public relations demand, respect demand and self-realization demand. The physiological demand and the safety requirement belong to the basic survival demand; the public relations demand, the respect demand and self-realization demand which called them "the social demand", because they all reflect the situation occurred during the social time. Those demands can clearly demonstrate the attitude about the staff's treat to the enterprise internal images. Within the enterprise, the author believe that "the social demand" can be divided into the interpersonal admission and organization admission, the human affairs inspection and policy-making participation system, the continuing education and re-education system, the enterprise exterior approval and so on. These contents, which can reflect precisely enterprise image in the staff's feelings, actually most can manifest enterprise's staff value.

2 An Example

The author once has made the questionnaire type investigation on above four contents from February 20th, 2010 to April 14th, 2010 in 5 enterprises providing 20 questionnaires for two enterprises in Xi'an, 20 questionnaires for two enterprises in Shenzhen, 20 questionnaires for one enterprise in Zhengzhou. The investigation objects respectively are the enterprise mister, the human resources inspector general, the divisional manager (technical manager and sales manager) and the common staff. Recycling questionnaire 55, are specifically as follows.

Table 1 Questionnaire

	Interpersonal admission and organization admission system	Enterprise external approval	Human affairs inspection and policy-making participation system	Continuing education and re-education system
Enterprise 1	Unclear	Unclear	No regulations	There are regulations
Enterprise 2	Unclear	Disinterest	Very few	simple
Enterprise 3	Unclear	Unclear	Very few	simple
Enterprise 4	There are regulations	Unclear	No regulations	Very few
Enterprise 5	Disinterest	Unclear	Very few	Very few

The above investigation indicated that the internal image which the enterprise recognized presents through the management system. The developing of the management system indicates merely is the maker's intention and their own interests. This is just a kind of "occupation". The result is the hidden scarcity. The enterprise interpersonal admission and the organization admission are imperfect; the enterprises are not cared influence regarding the enterprise external image for the staffs. The inspection and the policy-making system also have many flaws as well as the education and the re-educational system. All these factors affect the enterprise internal image approval and result in the falling of enterprise's core competitiveness. If the management and the control system were rational, they would have managed the enterprise scientifically. If the management of public relationship was conducted in the internal enterprise, the reasonable management measure would have been made^[2] (Zhu Jianzhong, 2005). Therefore, there are great significance to strengthen the establishment and the consummation of the enterprise ideological and political education system for the enterprise's development.

3 Methodology

3.1 Method one

The enterprise Ideological and political education takes systematization as a target. The enterprise

ideological and political education must establish the demand and warning mechanism and form the bidirectional system which we called the “feedback - regulation - feedback” system. The enterprise ideological and political education meets the right demand of the staff and looks for the conjunction of the value between the enterprise and the staff in order to seek out the vintage medium of the value return during the staffs as the priority target of the enterprise.

The recognition of the staff for the enterprise image benefits from the superposition of the enterprise philosophy and the staff belief. The superposition includes the mapping influence of the external enterprise image (the public judgment regarding the enterprise) to the staff belief; the difference image of each enterprise; the staff's self-respect satisfaction and so on. The enterprise internal image management is just seeking for the superposition which satisfies the staff's certain demand. Often as the decision-making management, what they pay attention to is the major issues that is closed related to the enterprise survival and development. As a traditional view, the staff is considered just as a part of human capital. So the staff's deeper value is often neglected. It is dangerous.

The systematical enterprise Ideological and political education adopts the working pattern of “surface-line-point” in seeking the conjunction of the enterprise's value and the staff's value and takes the enterprise's whole personnel as the object of the research. In the point of application, the demands of all staffs and each staff are taken as the core of the feedback. The similarities and differences between the staff needs and the enterprise value are understood, the demands of the staff are comprehensively considered. The significance that these demands stand in the enterprise sustainable staff resources development is found out and the concrete solution, called the “double-win” solution, from the enterprise to the staffs is considered. In the opportune moment, it unifies the feedbacks and management's significant policies to the possible considering factor in enterprise decision-making. The interests of the enterprise and the staff are all considered. Then the decision-making is conveyed fast to feed back staff's different response and find the best solution to solve the problem. In some distance, the decision-making may even lose the certain values just like the short-term values in order to obtain enterprise's long-term values. This is a continuous process of recycling form. At the same time, this kind of circulation working pattern is applied to the daily enterprise operating. It is an important way for grasping the full information of the staffs, preventing bad responses, and further forming the early warning mechanism. Also it is important in improving the enthusiasm and acceptance.

3.2 Method two

Establish the level mechanism of the enterprise Ideological and political education. The enterprise ideological and political education level mechanism in essence is the multi-level and the multi-position lattice working mechanism. The realization of the mechanism needs to coordinate in two aspects. Firstly, the enterprise ideological and political education integrates in human resources management and form the institutional framework construction to transfer the enterprise staffs from the pure obedience system to the belief seepage system mechanism. Human resources management refers to the series of human resources policy as well as the corresponding management activity. Namely the enterprise by using the modern management takes a number of actions to do the plans, the organization, the direction, the controlling and coordination about the gain of the human resources(election), the development (nurture human), maintaining (keeping the staff), the using (personnel) and so on. So that it finally realizes the enterprise development goal.

Along with the development of the modern management theory, the manager makes every effort to seek for the humanization management patterns and tools. Although they have made certain progresses, fundamentally speaking, business management's goal is not meeting the individual demands but pursuing the economic interests. This contradictory must be solved fundamentally. The best methods are the theory of the enterprise ideological and political education system, although it is just a flexible management.

Essentially, there are explicitly relations of the interests between the enterprise and the staff. First, the staff is the dependence of the enterprise benefit gains; second, the enterprise is also the dependence which the staff demands can be satisfied. The enterprise ideological and political education seeks the balance point of value relation between the enterprise and the staff in order to realize the goals of value return, and solve the value conflicts basically. The staffs realize that they can obtain the host of profits if the enterprise has many profits. Also the enterprise regards the staff as one kind of dependence.

On the other hand, enterprise ideological and political education combines with the enterprise culture construction. The enterprise image is the reflection of the enterprise culture^[3](Zhangde, Wu jianping, 2003). US scholar Lawrence·D·Akerman advocated that the enterprise image determine the enterprise culture and may understand enterprise culture in some distance^[4] (Lawrence·D·Akerman,

2003). Because the enterprise ideological and political education itself has the similar aspects with the enterprise culture, many enterprises cleverly equate the enterprise ideological and political education into the enterprise culture. But in fact, they are different. Integrating the enterprise ideological and political education into the enterprise culture developing process materially emphasize the value function of the ideological and political education and pay great attention to place the cultural dissemination by the value function. The staff approve the value guidance of the enterprise, also the enterprise simultaneously consider the staff's demands. Certainly, the ideological and political education working mechanism should also make the segmentation in different kind of fields. For instance, they may establish the true netted structure from different level and also for different sex staff and so on.

4 Results

As a result, that the enterprise's ideological and political education system's construction is reasonable or not will immediately influence the recognizing of the enterprise internal image. It is one of the factors that hinder the market competition and finally affect the entire business management activity. Therefore, in the construction of the enterprise ideological and political education system, we should insist on the scientific planning and step-by-step construction gradually. On one hand, we must fully attach the importance to the systematic construction and establish the feedback system over the whole enterprise. On the other hand we must remain committed to quantitative work by stages and in administrative level in order to realize the superposition of the enterprise value and the staff value in the unification of the human resources management and the enterprise culture construction. It is the best way for the staff to approve to the enterprise internal image. It also can raise enterprise's market competition efficiently.

5 Conclusion

The enterprise image is one of the most important parts of the whole enterprise's wealth. It is also an absolute system that affects enterprise market competition abilities. In certain significance, the growing of the enterprise is the intrinsic unification of the enterprise value and the enterprise staff's approval. But in the realistic enterprise's management process, the enterprise value and the staff value often present the dual characters: The staffs do not have a strong corporate identity and the enterprise value dominates above the demand of the staff. It is different to the former management is that the enterprise ideological and political education system have adopted the even more flexible management method exactly. It seeks the foothold point of the value between the enterprise and the staff. It has acted as bridge of the staff reorganization and the enterprise value. There are two requests in the horizontal construction of the enterprise ideological and political education system: Firstly, the systematic enterprise ideological and political education should be established in order to form the "feedback - regulation - feedback" bidirectional system. There, the manager can show solicitude for enterprise's overall benefits while paying close attention to the staff's demands; Secondly, establishing the level mechanism of the ideological and political education system. On the one hand, the ideological and political education manifests the value guidance superiority by unifying with human resources management. On the other hand, the ideological and political education places the cultural dissemination of the value function by participating in the building of enterprise culture. The two unifications form the whole cover of the ideological and political education system in the internal enterprise and powerfully penetrate into internal image management and image approval during the whole enterprise. It can guarantee the form of the powerful enterprise culture and competitive power, and finally form the great wealth of enterprise development.

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