
Proposing a New Concept of Cultural Enterprises: By Reviewing Cultural Enterprises

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Abstract: This article sorts out the literature on cultural enterprises and corporate culture, from which we can draw a deeper understanding and propose new concepts. The purpose of this article is to put forward a new concept of cultural enterprise, and to have a new understanding of cultural enterprise. And finding the relationship between corporate culture and cultural enterprise. This article also puts forward some suggestions for further research on cultural enterprises in the future. And give the suggestions for research methodology. In the next study, the researchers can use the method of interview with CEO or managers in companies. Through analysis the interview questions to get result for cultural enterprise. The significance of exploring cultural enterprises is not only to deeply understand corporate culture and help enterprises engaged in the cultural industry, but also to help enterprises in all walks of life to operate more independently through the implementation of cultural enterprise strategy, so that enterprises and individuals can fully exert their potential. It also points out new research directions for researchers. When studying cultural enterprises in the future, having more ideas and cognition, a more comprehensive view of the companies' development, is more conducive to the formulation and implementation of corporate culture and strategy.

Keywords: Culture, Corporate Culture, Cultural Enterprises, Culture Industry, Cultural Innovation, Cultural Enterprise Strategy

1. Introduction

The cultural industry is an emerging sunrise industry that adapts to the development and growth of the public's spiritual consumption. Against the backdrop of the great development of the cultural industry, cultural enterprises have sprung up like mushrooms after rain [13]. The current research on cultural enterprises is mainly carried out within the framework of cultural industry research and does not specifically focus on the issue of management innovation in cultural enterprises. Some scholars have focused on the impact of political, economic, social, cultural, technological and other factors on cultural enterprises [14]. Cultural enterprises here refer to companies engaged in cultural industries. Yarri K. said in 2004 that over the past two decades, cultural industries have attracted increasing interest from policy makers and private sector actors in developed countries, who are increasingly aware of the important contribution of cultural industries to their economies. Worldwide, the cultural industry is considered the fifth largest economic sector by turnover, after

financial services, information technology, pharmaceuticals and biotechnology, and tourism [12]. In 2004, the cultural industry had already developed rapidly, and it is even different today. In 2012, Liu T. & Du G. [6] both proposed that the cultural industry, as a global emerging industry, has a good development prospect. Since mankind entered the 21st century, the deep integration of economy and culture has become the development trend of modern society. This trend has made the cultural industry a globally recognized "sunrise industry" in the new century. It is just that the cultural industry here still refers to companies engaged in cultural industries. There are other literatures that also study cultural industries, such as Jonathan V. (2013) [3], Editorial (2013) [2], Schlesinger, P., Selfe, M. and Munro, E. (2015) [8], Surendra K. (2017) [9] and more researchers. It is just that focus on the discussion of the company as a cultural industry. As Jonathan V. (2013) [3] said in the book review that faced with the wholesale 'economisation of cultural life', Scotland, like all the UK's cultural jurisdictions, lives with New Labour's hitherto unchallenged assumption that culture and business

can find a happy union and in doing so, provide a common good. Therefore, the combination of culture and enterprise can not only be a cultural industry company, but also a company with a soul. In this study, companies with souls are referred to as cultural enterprise. It not only refers to companies engaged in cultural creativity, but also to achieve the ultimate in corporate culture, so that the company can operate autonomously as if it has a soul, and it is orderly. This is a new height for an enterprise. When an enterprise reaches such a height, every member of the enterprise will do its best to bring out everyone's potential and advantages. File instructions in the enterprise can also be easily uploaded and issued. Finally, it enables companies to operate autonomously. This is also the performance of the company's pursuit of the mechanism of corporate culture, which really makes the corporate culture alive, not just empty words.

This study aims to review cultural enterprises and to elicit new concepts. Once the enterprise masters these analysis results, it can better make adjustments to corporate culture, and even formulate relevant cultural enterprise strategies. This study also gives suggestions for future exploration and research methods of cultural enterprises. Therefore, research on cultural enterprises will also be helpful to scholars' research and discussion.

2. Literature Review

2.1. Cultural Enterprises

The cultural enterprise refers to an enterprise that creates an excellent humanistic environment and cultural atmosphere by building an excellent corporate culture. With this environment and atmosphere, it subtly influences, educates and educates employees, awakens their subjective consciousness or personality soul, and prompts employees to clearly understand what should be done, what should not be done and how to do it in this environment, so as to achieve "governance by doing nothing", is a long-term and complex system engineering. Therefore, cultural enterprises can also be called enterprises with a soul.

2.2. Corporate Culture

The corporate culture is defined as a set of shared values, norms, beliefs and behavior that determine how does the employee and management of the organization interact with each other [11]. O'Reilly & Chatman [7] and Guiso [5] also said that Corporate culture is a set of norms and values that are widely shared and strongly held throughout the organization. It is said that corporate cultures represent the uniqueness of the organization. Simply said: "The way things are done here." [1]. The culture also contains the organization's vision, morals, norms, structures, symbols, language, expectations, views, and habits [11]. Corporate culture is also articulated as an organization's understandings, philosophy, the values that guide people's behavior. Corporate Culture is also understood as the set of shared attitudes, beliefs, customs, and written and unwritten rules that

have been developed over time and are considered valid at a workplace [10]. The source of corporate culture is not only the subjective product of management and decision makers, but also the product of the production and operation practice of the enterprise [15]. The formation of corporate culture is a long-term process, so corporate culture is relatively stable [15]. Hailin, Haimeng & Qiang believed that corporate culture may motivate employees [4].

2.3. The Relationship Between Corporate Culture and Cultural Enterprises

Corporate culture and cultural enterprise have different connotations and meanings. From a static point of view, culture refers to the habits acquired by people in their living habits, which are fixed in the form of systems, behaviors, etiquette, and customs; from a dynamic perspective, it has the meaning of enlightenment, education, and influence.

"Corporate culture", also known as corporate belief in western countries, is the soul of the company, the mission, corporate vision, corporate spirit, core values, corporate philosophy, business philosophy and other thoughts and behaviors and the corporate culture formed General term for atmosphere. A corporate culture, in addition to having "high-quality ingredients", also has "inferior ingredients". Whether it is "high-quality ingredients" or "inferior ingredients", it has an important impact on enterprises and business people. For business people, it directly or indirectly affects the thinking, methods, methods and behaviors of employees; for enterprises, it directly or indirectly affects the production and operation, operating efficiency, development and survival of enterprises. Enterprises do not have a long-distance and advanced culture. Even if they implement the best strategy and advanced technology, they cannot promote the development of the enterprise, and even their survival is still threatened. Therefore, enterprises should implement the "cultural enterprise" strategy, build an excellent corporate culture system, use advanced cultural concepts to guide the thoughts and actions of the majority of employees, improve the management quality of the enterprise, and enhance the core competitiveness of the enterprise.

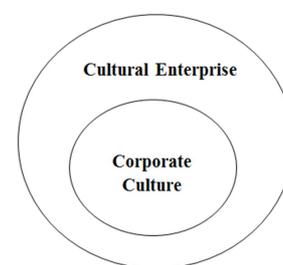


Figure 1. Conceptual of Cultural Enterprise.

A cultural enterprise is a company that discovers and creates a more outstanding humanistic environment and cultural atmosphere by building an excellent corporate culture, allowing this atmosphere to influence and educate employees, and then let employees understand and do what they should. In

this way, "governance by doing nothing" is achieved, so that even if there is no manager within the enterprise, it can continue to operate normally independently. There is also no need for the manager to issue any special documents or stipulate what employees must do. Employees are very clear about what should to do. Therefore, the cultural enterprise strategy is also a very complex system engineering, which can only be realized after long-term operation, and the strategy cannot be achieved overnight.

3. Research Methodology

As Jonathan V. (2013) [3] said in the book review, the methodology in the book review is unique. If you plan to explore in depth later in this study, you may wish to learn from the methodology mentioned in the book review. The book review took the form of a productive interaction with the CEO, which was also part of the original research funding agreement for the mutual benefit of a 'knowledge exchange'. Inside the enterprise, researchers have access to meetings, files, data and people, and all other aspects of organizational life that are often closed or partially hidden, the review writes. This contributes to the authenticity and reliability of the research done by the researcher. It then presents a series of interesting observations and insights that suggest that the agency is grappling with some thorny questions: how to make value judgments about what is and isn't in favor? How to deal with completely different values?

Therefore, in the later stage of this study, we can learn from this method and walk into enterprises with excellent culture. These enterprises have formed many places worth learning and learning from. As long as we are open-minded, inclusive, learn and innovate, and combine the actual situation of our own enterprises, we can form a set of implementation plan. For related interview questions, you can build on the questions in the book review, such as how to solve the problem that employees have different values from the company? How can we upload and issue instructions more accurately and quickly? How to formulate corporate culture? How can the corporate culture adapt to the company's development step by step and have a positive impact?

4. Conclusion

There is a lot of research on corporate culture and cultural industries. This study aims to explore a higher level of cultural enterprises on the basis of research on corporate culture and cultural industries. In the future, also can continue to study how to make small and medium-sized enterprises have souls. Taking cultural enterprises as the strategic goal. How to realize the cultural enterprise strategy. What conditions or factors are needed to realize the cultural enterprise strategy. These issues can be explored in more depth in the future. Make the concept of cultural enterprise deeply in the minds of managers. Make cultural enterprise strategy the highest state pursued by entrepreneurs. Make every enterprise full of soul.

The purpose of this review is mainly to propose a new

concept and description of cultural enterprise. Therefore, this review also has limitations. Firstly, the research literature is limited, and secondly, the analyzed data is limited, which has certain constraints on the conception. There is no way to do a more in-depth discussion. The next research on cultural enterprises will be more in-depth, so that readers can understand the concept of cultural enterprises more clearly, and give a more accurate direction of development and implementation.

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