CHAPTER 1 RESEARCH ON THE "INCLUSIVE" CULTURE CONSTRUCTION OF MULTINATIONAL CORPORATIONS：A CASE STUDY OF BC CORPORATION

CHAPTER 1
INTRODUCTION

1.1 Research background

Enterprises are the cells of society, and enterprise culture is a kind of microscopic culture. Since culture is divided into a broad sense and a narrow sense, enterprise culture, as a micro-cultural phenomenon, should undoubtedly be distinguished from the broad sense and the narrow sense. Broadly speaking, it includes both the material culture of an enterprise, namely the tangible "culture" or "hard culture", and the spirit of an enterprise culture, namely the intangible "implicit culture" or "soft culture," such as the production and operation environment, equipment and products, enterprise organization structure and the various rules and regulations, the enterprise management philosophy, the management style, the internal mutual group communication and mutual restriction of specifications, the values of enterprise staff, historical tradition, habits and customs, rules, and so on. In the narrow sense, the enterprise culture as a specific management concept refers to the enterprise value system based on the value concept and behavior mode of this decision. These value systems and behaviors are permeated and reflected in all the business management activities of the enterprise, which constitute the spiritual pillar of the enterprise and form the practice and tradition of the enterprise. Although it is determined by material culture, it is not presented in a physical form as the product or equipment, which is independent of the human body and can be seen, touched and easily changed. Instead, it is embodied in the thoughts and actions of employees by an invisible force, and as an atmosphere that pervades the whole enterprise. Although it does not exist in a physical form, it is not easy to change, and the enterprise can feel its existence all the time.

Corporate culture contains wisdom, including morality and values, which is an ideology that has a dominant role in the production and operation of enterprises. It is a subconscious mind. It integrated embodiment of the end, all show in the "image and credibility" of the enterprise, it is like an invisible hand, it regulates the enterprise operation mode and the staff behavior, it determines the rise and fall in the survival of enterprises. The intelligence, cohesion and creativity formed by the enterprise culture is an intangible asset and a productive force.

Multinational companies to adapt to global competition in the economy and gain a place in the competition, make oneself can be sustained, steady development of multinational culture management is very important in terms of research. In this paper, based on the perspective of multinational culture, management research can make multinational company internal staff from different countries and nations strengthen cultural communication and exchanges on both sides, face to face with heterogeneous cultural differences caused by cultural conflicts, so as to strengthen the multinational companies in readiness for stressful external cultural conflict and processing power, expanding their overseas operations.

When the enterprise is transnational, it is confronted with a culture that is fundamentally different from that of its home country and the values, attitudes and behaviors that are determined by this culture. These differences create new challenges for managers' expectations of the new cultural environment. Nowadays, the management process of transnational enterprises presents very complex and changeable features. Managers are faced with more than just routine management variables. They also face management challenges brought by different cultures. Cultural differences directly affect the practice of management. Due to people's different value orientation, people in different cultural backgrounds adopt different behaviors, which leads to cultural friction. The main purpose of cross-cultural management research is to design an effective organizational strategy and structure, reduce cultural friction and effectively use human resources in different cultural environments.

BC is a joint venture between China and the United States. Because of the different nationalities of the shareholders, BC company employees come from different countries, and the internal environment is more international. When it was first established, BC company began to set up the enterprise culture, hoping to create an undivided cultural environment for employees of different countries, skin color and ethnic groups. However, it has been found that cultural construction is not very satisfactory in practice, and some problems are neglected in the process. So, I hope through BC company to explore the key factors of multinational enterprise culture construction, find the "tolerance," the main points of the construction to a cultural construction more targeted, more contributes to promoting the development of the BC company.

1.2 Research purpose and main content

Based on BC company as the research object, a multinational company in the domestic and foreign scholars on the basis of the research on the corporate culture, corporate culture related theory as the instruction, draw lessons from the us and Europe, countries such as the excellent enterprise culture construction method, the cultural integration as the fundamental starting point of the enterprise culture construction, with a tolerant attitude towards cultural differences in different countries, adhere to the principle of people-oriented, the pursuit of the common development of enterprises and employees.

The main research contents of this paper are:

Chapter 1 introduction: The background of this thesis is presented, and the research ideas and methods, content, innovation points and shortcomings of this paper are summarized.

Enterprise culture in the second chapter related theory review; this paper expounds the origin, concept, structure, the core of enterprise culture and internal and external factors, and the study of practical problems as theoretical support and guidance.

Chapter 3 examines the corporate culture of BC company: It includes a brief introduction to BC company's profile, the development history and status quo of corporate culture in BC

company, and the gaps and main problems existing in the construction of enterprise culture.

The fourth chapter analyzes successful cases of multinational enterprise culture construction at home and abroad and summarizes the key elements of multinational enterprise culture construction.

Chapter 5 examines the BC company enterprise culture construction strategy: First, analyzed the enterprise culture construction should follow the basic principles and general procedure, and then focuses on four kinds of structural elements, namely material culture, behavior culture, system culture and spiritual cultural factors of BC company's's enterprise culture carried on the thorough analysis, and proposed the BC company enterprise culture system, make the enterprise culture.

Summary and prospects: This section summarizes the content of the paper and the main conclusions, points out the deficiencies in the research, and suggests the direction and prospects for the future development of enterprise culture construction.

1.3 Research methods and technical route

In order to understand the BC company culture and enterprise culture construction's actual situation, the author carries out an in-depth examination of BC company, through investigation and interviews with employees, and according to different international staff that the differentiation classification, in order to understand the needs of the employees in terms of culture, and provide a powerful reference basis for corporate culture construction.

Table 1: Technology roadmap