Academic Journal of Management and Social Sciences
ISSN: 2958-4396 | Vol. 4, No. 2, 2023

Human-centred Management Ideas in the Management of Business Enterprises in the New Era

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Abstract: People-oriented management thought is the product of the new period of business enterprise management, business enterprise management adhere to the people-oriented management thought, we must adhere to the people-oriented, emphasizing the subjective initiative of enterprise members. In the industrial and commercial enterprises, the initiative, enthusiasm, and creativity of the staff to play how, will directly affect the enterprise's innovation ability, competitiveness and economic efficiency. This paper mainly focuses on the problems of people-oriented management in the management of industrial and commercial enterprises at present, and puts forward corresponding countermeasures, in order to play a certain role in helping enterprise management.

Keywords: New Period; Business Enterprise Management; People-oriented Management Ideas.

1. Introduction

In the new era of industrial and commercial enterprise management mode, people-oriented management means that enterprises in the management and operation of the staff cannot be regarded only as a machine to bring benefits to the enterprise, but to treat them as an independent "people" to look at, full respect for their personalities, and fully stimulate their work enthusiasm and creativity. However, in the actual management process, the practice of human-centred management still exists a certain degree of inadequacy, how to implement human-centred management ideas into the new era of industrial and commercial enterprise management has become an important issue facing managers.

2. Overview of People-Oriented Management Ideas

2.1. Meaning of People-oriented Management Thought

People-oriented management attaches great importance to the role of people in management, which regards people as the most important and core factors. When arranging work for employees, we should refer to the employees' own interest, psychology, ability and other factors, so as to arrange the most suitable people in the most suitable positions, so as to give full play to the enthusiasm of the employees, so as to stimulate the staff's potential to the greatest extent possible, and to promote the continuous progress and development of the enterprise. People-oriented management ideas always adhere to the people-oriented, attach importance to the irreplaceable role of people in the development and management of modern industrial and commercial enterprises.

2.2. Characteristics of People-oriented Management Thought

People-oriented management is to adhere to the people-oriented philosophy, mainly with the following characteristics:

Respect. Respect is to be based on the staff's own characteristics, so that the staff personalised development, rather than assimilation development. In the pre-service training of employees, we should fully consider and respect the wishes of individual employees, so that they can choose their own development direction, rather than just consider the needs of the organisation.

Equality. Equality means treating every employee equally, creating a harmonious and equal environment for employees.

Trust. The element of trust is the one that best unites the development of the organisation with the development of the employees. In humanistic management, the organisation should listen to its employees.

Development. Development is to pay attention to the growth and development of employees. So that the employees and the enterprise develop together.

For people. Enterprises should constantly improve the organisational structure to make it more suitable for the development of employees.

3. The Basic Principles of People-Oriented Management Thinking in Business Enterprises

3.1. Guiding the Principle of Personality Development

Managers give up their privileges, equal and friendly advice, coordination, so that members of the enterprise consciously cohesion together, under the guidance of the enterprise, the team work together to complete the ultimate goal of the organisation, in the process of seeking their own personalised development.

3.2. The Principle of Common Growth of People and Enterprises

The ultimate goal of the enterprise and personal growth is essentially in the individual's personalised comprehensive development on the basis of the establishment of a truly people-oriented management of the enterprise. This principle is the test of human-centred management standards. The development of the enterprise itself should be compatible with the people-centred management, that is to say, the enterprise should grow together with the personalised comprehensive development of the individual, the

construction of the management system and the mode of operation, these aspects should highlight the concept of people-centred, the establishment of an effective mechanism, and stimulate the potential of people as much as possible. And make it become the internal driving force of enterprise development.

3.3. Create Members to Participate in the Atmosphere Principle

People-oriented management is to create a comprehensive development of people's environment, indirectly guiding them to freely develop their potential. Enterprises should endeavour to create a good physical and cultural environment to facilitate the individual development of employees and learn self-management as the ultimate goal. The physical environment is conducive to the development of human potential and potential, and is an important support for training skills. The creation of cultural environment requires long-term vision, once created successfully, then its effect will be extraordinary.

4. Problems of Human-centred Management Ideas in Business Enterprise Management

4.1. The Concept of Human-centred Management has not Been Established

In enterprise management, we can often see, some managers rely too much on administrative means to manage employees, in the long run, the result is bound to gradually wipe out the enthusiasm of the staff and labour enthusiasm, so that the loss of the sense of responsibility of the master. Similarly, too much reliance on material incentives for management will also bring great negative impact. In enterprise management, the use of material incentives to mobilise staff enthusiasm can indeed inspire people's enthusiasm for labour, through hard work, to obtain the corresponding remuneration is not wrong. But only rely on material stimulus, can only exchange for a moment of labour enthusiasm, lack of long-term effectiveness and durability.

4.2. Lack of Effective Incentive Mechanism

For a long time, due to a variety of factors, resulting in the staff's needs cannot be met, the lack of incentive system, the important position of people in the management to be ignored, so that the staff enthusiasm has been a great blow, which has a negative impact on the development of enterprises. Although some enterprises have some incentive system, but mainly through the improvement of salary and treatment to enhance the enthusiasm of the staff, but the staff to achieve the self-worth of the demand to be ignored. Modern society, people not only need money, more need of dignity, the use of a single traditional mechanism, and the education and training of employees to be ignored, and ultimately make the staff treat the work of the enthusiasm to wear out, treat the work to cope with the work, so that enterprises have suffered great losses.

4.3. Insufficient Human Resources Training

Insufficient human resources training has been one of the very prominent problems in the management of China's enterprises, some enterprises have never organised regular learning and training of employees, in the view of the managers of these enterprises, staff training is a waste of time and money, so there is no need to carry out the learning and training of employees. There are also some companies even if the staff for the corresponding training, but the whole training is just for show, often haphazardly, without long-term training objectives, simply do not achieve the desired effect of training. According to the relevant survey research shows that many companies within the technical staff, designers and managers most have not participated in any study or training.

4.4. Lack of Enterprise Culture

Enterprise culture is the source of strength for sustainable development. From an overall point of view, China's corporate culture still exists in the following problems: First, a considerable number of business executives on the lack of understanding of corporate culture, the importance of corporate culture on the development of enterprises is not enough to understand the initiative to effectively carry out the construction of corporate culture is still a minority of enterprises; Secondly, a considerable portion of the business leaders, focusing on the corporate culture of the institutional culture and the construction of the physical culture, and ignored the corporate culture of corporate values and the cultivation of the corporate spirit. Secondly, a considerable part of enterprise leaders only focus on the construction of enterprise culture system culture and physical culture, and neglect the cultivation of enterprise values and enterprise spirit, and neglect the work of infiltrating correct values into the enterprise human-centred management; thirdly, the enterprise culture is not consistent with the enterprise objectives, and the enterprise culture and ideological and political work of the staff can not be effectively combined, which results in the construction of enterprise culture can not be well integrated into the enterprise human-centred management, and the staff lacks of vitality and motivation.

5. Countermeasures to Solve the Problem of Human-centred Management Ideology in Industrial and Commercial Enterprises

5.1. Establish the People-oriented Concept

For the lack of people-oriented management concept of the actual problem, we must establish the people-oriented concept in the enterprise, to achieve the awareness of the importance of people-oriented management in the ideology. In the past, the human resources department is only a department within the enterprise, mainly to mobilise personnel within the enterprise and the introduction of talent, rarely participate in the enterprise development goals and strategies specified, unable to carry out systematic arrangements and planning for the enterprise's human resources department, only passive to carry out the corresponding work. Therefore, we must make clear the concept of people-oriented management in the enterprise, pay attention to the needs of the staff, so that employees can realise their own talents, so that employees have a general feeling of home.

5.2. Establish Modern Enterprise Incentive System

First of all, to establish entrepreneurial incentive mechanism. In the modern enterprise system, the entrepreneur's labour is both intellectual labour and risky

labour, so its legal remuneration and position consumption rights are much higher than the average employee. An annual salary system or a profit-sharing system can be implemented, and emphasis should be placed on spiritual incentives for entrepreneurs. Secondly, it is necessary to establish a staff incentive mechanism. The establishment of staff incentive mechanism should mobilise the enthusiasm, initiative and creativity of all staff as the core, excellent enterprise culture can often enhance the cohesion of the enterprise, fully mobilise the enthusiasm and creativity of the staff, to give the staff with spiritual incentives. Thirdly, we should establish a modern enterprise constraint mechanism. Enterprises should give full play to the internal staff council, trade unions, democratic supervision functions; the implementation of the corporate transformation set up a supervisory board of enterprises, should actively play the supervisory board of finance, directors of the supervision of business conduct, to prevent business operators abuse their powers for personal gain.

5.3. Improve the Staff Training Mechanism

Firstly, in the purpose of training, the training provided by the enterprise for the staff should not only focus on improving the adaptability of the staff to the position, but also focus on improving the adaptability of the staff to the external environment and the ability to master the market and competitive ability. Secondly, in the training content, from the actual needs of the enterprise, the actual needs of the staff and the needs of society, both for the present and for the future. Once again, in terms of training methods, different methods should be adopted for different contents. For skills training, we should use a combination of lectures and practical exercises to enhance the staff's hands-on, operational capabilities; for the conceptual content, it should be the main use of cases or examples of analysis methods, guiding the staff "from the table to the inside, from the shallow to the deep, from the special to the general" to analyse the general, in order to enhance the staff's thinking, Judgement.

5.4. Create a Corporate Culture Centred on Team Spirit

Compared with traditional management, humanistic management values pay more attention to the development of employees' inner needs and satisfaction, motivation and creativity. Ways to create an atmosphere of equality include: respect for each member of the organisation; sharing of visionary aspirations and information about the enterprise; extensive participation of employees in technological and management innovations of the enterprise; organisation of a variety of open communication activities; and the formulation of a code of conduct commonly accepted by employees. The establishment of team spirit includes: respecting the relative independence of all kinds of groups within the enterprise; cultivating the spirit of cooperation among employees, fully understanding that it is difficult to be alone, and avoiding going it alone; establishing the organisational mechanism and benefit distribution mechanism in which all employees in each department or division get along with each other amicably, share information, and participate in the process together; and establishing the spirit of common development and sharing of honour and disgrace among the upper and lower levels of the organisation.

6. Conclusion

Modern industrial and commercial enterprises to obtain long-term development, we must pay attention to the dominant position of people in production and management, fully explore the potential of employees, so that each person's talent can be applied to reflect. For the new period of industrial and commercial enterprise management in the management of people-oriented management problems, the relevant management personnel should be correctly establish the people-oriented concept, the establishment of a modern enterprise incentive system, improve the staff training mechanism and create a team spirit as the core of the corporate culture, in order to ensure that the new period of industrial and commercial enterprises are in the fierce competition in an invincible position.

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