

Impact of Corporate Culture on Employees' Work and Image Performance in the Internet Era: A Case of Xiaomi Corporation

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ABSTRACT

In today's rapidly developing technology industry, corporate culture has become an important measure of a company's success. By taking Xiaomi Corporation for example, this study focuses on exploring the different impacts of different types of corporate culture on the work and image performance of employees.

KEYWORDS

Corporate culture; Impact on employees' work and image performance; Xiaomi corporation

Corporate culture is the soul of an enterprise and the inexhaustible driving force to promote the development of an enterprise. In today's rapidly developing technology industry, corporate culture has become an important measure of a company's success. Since its establishment in 2010, Xiaomi, as a technology giant in China and the world, has always been upholding unique values and corporate culture, and is committed to providing users with high-quality and cost-effective smart products and services.

At present, China is in the stage of industrial upgrading and transformation, the Internet economy era, the demand for enterprise culture construction is intensifying, but many enterprises in this regard has not achieved the desired results, of course, there are a few special enterprises, in the construction of enterprise culture, for other enterprises to set up a good template, which will help to promote enterprise culture construction through the modern The construction of enterprise culture, promote the development of enterprises, so that enterprises to obtain rapid and stable development.

Therefore, Xiaomi Company is taken as an example to explore the construction of enterprise culture in the era of Internet economy, from the influence of corporate culture on employees' work and image performance in the Internet Era.

1 Literature review

At present, a large number of studies are aimed at the strategic choice of corporate culture, the competitiveness of corporate culture, and its relationship with business performance during the practice of corporate culture construction. Through qualitative and quantitative studies of corporate culture, they propose specific strategies for the implementation of corporate culture, models for improving corporate culture competitiveness, ways to enhance business performance, and ways to internalize corporate culture. Nowadays, the competition among enterprises is increasingly market-oriented and fierce, and more and more enterprises gradually realize that corporate culture is not only an important factor in determining the competitiveness of enterprises and realizing the

sustainable development of enterprises, but also the key to determining the success or failure of enterprises. Employees are the direct creators of enterprise value, and their professional quality and enthusiasm are directly related to enterprise target performance. For enterprise control, the research also found that there are the following five aspects: Pay equal attention to economic control and cultural control; Both institutionalism and humanism; Both rigid (formal) control and flexible (informal) control; The incentive mechanism and the restraint mechanism are combined; Corporate governance and business management are compatible. As the source of enterprise competitive advantage, core competitiveness is manifested through the organic combination of enterprise culture and learning and innovation generated under the influence of enterprise culture. It is distributed in enterprise organizations and is the energy source that continuously supports enterprise competitive advantage.

Enterprise culture is the spiritual wealth and material form with the characteristics of the enterprise formed in the production and operation activities of the enterprise, including enterprise vision, mission, values, code of conduct, enterprise spirit, enterprise system and enterprise products, etc., which is the fundamental embodiment of the enterprise's individuality. Enterprise culture is the soul of enterprise development, promoting the inexhaustible power of enterprise development. As the internal power of enterprise development, enterprise culture has played a vital role in the sustained and healthy development of enterprises. In the fierce market competition, enterprises need to build a unique and dynamic corporate culture to stimulate the creativity and cohesion of employees, and then enhance the core competitiveness of enterprises.

This paper adopts the case study method, combining with the actual situation of Xiaomi Company, to make an in-depth analysis from the perspective of corporate ethics and corporate culture. By collecting and analyzing the official information of Xiaomi, news reports, user feedback and other aspects of information, the core elements of Xiaomi's corporate culture are refined and the influence of corporate culture on employees' work and personal image performance are discussed in detail with examples, so as to explore the different influences of different types of corporate culture on employees' performance.

2 Characteristics and impact of Xiaomi's corporate culture

Xiaomi's mission is to "make technology fun for everyone", and this mission permeates all of the company's businesses and products. The company is committed to providing high-quality smart hardware and Internet services to users around the world through innovative technology and Internet services, thereby enhancing their life experience. Xiaomi's vision, on the other hand, is reflected in its core values of continuous pursuit of excellence, honesty and integrity, and openness and win-win situation.

Throughout the Xiaomi's corporate culture, we can see the characteristics and impact of its corporate culture, which are mainly manifested in the following four aspects: to start with, when it comes to the innovative characteristics, Xiaomi's success depends on innovation, and it is a multi-level innovation, including brand innovation, conceptual innovation, management innovation and marketing innovation and so on. In terms of product development, Xiaomi invites 600,000 enthusiasts to participate in the development and improvement mode of the project, sending is a kind of innovation. In addition, Xiaomi also pioneered the first cell phone operating system developed with the Internet model. In addition, as to humanized features, the twenty-first century needs people-oriented management concept. As early as the beginning of the establishment, Xiaomi has built a people-oriented management of the internal mechanism, fully implement the "people first, after the policy" management concept, to create a humanized corporate culture

atmosphere. The company has an equalizing and partnering working atmosphere comparable to that of "Apple". Moreover, as to learning characteristics, Xiaomi is different from other similar companies, with its own definition of "a lifelong learning organization", rather than a lifelong employment organization. Xiaomi's goal is to become China's Apple, so no matter in the management, or in the culture of science and technology, the company as a whole is constantly learning, to understand the latest industry science and technology, to understand the most cutting-edge management mode. The next is the service culture characteristics. Xiaomi's superb marketing service concept - "value-added services" - is well known by the majority of consumers. In Xiaomi's corporate culture, the definition of the concept of quality, not only product quality, but also service quality. Xiaomi always adheres to the "user is the driving force" business philosophy, so the users' sense of participation and experience, satisfaction is very concerned. In order to make the user more convenient to use the millet phone, to do more humane cell phone system, millet will often conduct surveys to visit, in-depth understanding of customer needs, to create a user (enthusiast) oriented production and service system.

3 Impact of Xiaomi's Corporate Culture on Employees' Work and Image Performance

Corporate culture, as a kind of behavioral ability, enables a company to distinguish itself from other companies, and it is also a kind of knowledge group that provides a competitive advantage to the company. At the same time, corporate culture is also a specific combination of corporate capabilities, which is the accumulation of experience that enables the company to interact with its technology and knowledge. This corporate culture is dominated by the core values of the company and expressed through the core expertise.

However, we can not only attribute the work and image performance of employees to the influence of corporate culture, the formation of the spirit and style of the whole enterprise is caused by many factors, which may also include the learning ability and innovation ability of the enterprise. These factors are intertwined with corporate culture, which shapes the work behavior and image of employees.

In terms of product innovation, Xiaomi has invested a lot of resources in product innovation, and has continuously launched innovative smartphones, smart home products and so on. These products are not only characterized by high performance and high quality, but also focus on user experience and cost-effectiveness, and are loved by users. Xiaomi emphasizes the details of the organization, and puts more emphasis on the quality of the product and the degree of job completion. Then employees will do things more meticulously, the pursuit of perfection. Their rigorous work attitude will enhance the credibility of the company, and the quality assurance of the product will allow them to occupy a place in the competitive market.

In terms of marketing, Xiaomi has adopted unique marketing strategies, such as starvation marketing, social media marketing, etc., which have effectively enhanced brand awareness and reputation. At the same time, Xiaomi also focuses on interaction and communication with users, and enhances user stickiness by organizing activities such as the Mi Fan Festival.

In terms of employee management, Xiaomi advocates a corporate culture of equality and freedom, and encourages employees to realize their creativity and potential. The company provides employees with broad development space and good career development opportunities, attracting a large number of outstanding talents to join. In addition, Xiaomi also focuses on employee training and growth, and continuously improves the professional quality and ability level of its employees.

With positive and enterprising personalities, Xiaomi has put the enterprising spirit in the first

place to shape the corporate culture, which makes employees break the comfort circle bravely, and constantly pursue innovation and self-breakthrough.

In terms of ecosystem construction, Xiaomi has continued to expand its business areas and market share by investing in ecological chain enterprises and building smart home ecosystems. These initiatives not only help enhance Xiaomi's brand competitiveness and market share, but also help promote the development and progress of the entire industry. As a result, the awareness of environmental protection is cultivated among its employees.

Xiaomi has formed a value standard dedicated to stimulating the creative thinking of employees, they respect and attach importance to the voice of employees, and make the leadership more intimate, so that employees have the spirit of ownership, love work, and love the enterprise. This can not only improve the sense of belonging of employees but also improve the sense of self-identity of employees, which is conducive to the further development of the enterprise.

4 Conclusion

In summary, Xiaomi's corporate culture takes the pursuit of excellence, honesty and integrity, and openness and win-win as its core values, and focuses on the characteristics of user-first, innovation-driven and teamwork. This corporate culture provides a strong impetus and support for the development of Xiaomi, which makes Xiaomi achieve remarkable success in the technology industry.

As one of the intangible assets of the enterprise, the creation of corporate culture plays a vital role for any enterprise. In the atmosphere created by the corporate culture and the concepts conveyed, it can not only unite the employees of the enterprise, so that the employees and the enterprise grow and develop together, but also allow consumers to recognize the values of the enterprise and promote the sustainable development of the enterprise. "We do not have a strict hierarchy, every employee is equal, and every colleague is their partner. Xiaomi advocates innovation, fast Internet culture; they hate long meetings and processes, in a relaxed partner-style working atmosphere to play their own creativity; they believe that the user is the driving force, they adhere to the "born for fever" product concept. This is the millet company's corporate culture, in the context of this corporate culture, through the culture of fans, employee incentives, hunger marketing, and continuous innovation. As a result, millet has built a more sustainable development of the company's values. As well as continuous innovation, Xiaomi has built a more suitable for the needs of the Internet economy era of corporate culture, not only resonate with consumers, strengthened the user experience, and increased consumer loyalty. At the same time, it has also sublimated the core competitiveness of the enterprise. Through the construction of corporate culture adapted to the development of the Internet economy era, Xiaomi has a unified development of values and belief systems, so Xiaomi's business strategy can be perfect landing, marketing strategy has achieved great success.

Adhering to the corporate culture of equality, innovation and speed, Xiaomi creates a relaxed working atmosphere for its employees. Adhering to a more enlightened and open corporate culture, Xiaomi's passion and drive for innovation "born for fever" has driven the company to take off step by step. Whether for traditional home appliance enterprises, or for modern new enterprises, millet's corporate culture is worthy of praise. From the corporate culture shaping to cultivation, from interactive marketing to Xiaomi's fan-driven, Xiaomi through the "born for fever" this link will be users, employees and enterprises closely together, so the achievements of the current international Xiaomi Group.

In the future, with the continuous progress of science and technology and the constant changes

in the market environment, Xiaomi will continue to adhere to the concept of its corporate culture, continue to innovate and forge ahead, and provide users around the world with even better products and services. In the future, if enterprises want to obtain sustainable development and gain a place in the increasingly fierce market competition, they should know how to combine their own characteristics, establish a corporate culture suitable for the Internet economy era, build it as their core competitiveness and make good strategic deployment.

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