

The Important Role of Ideological and Political Work in the Development of Enterprises

Pan Yuan

China Three Gorges University, Yichang, Hubei, China

Abstract: *Society is constantly developing, the economy is constantly strengthening, and the country is constantly growing. Human resources play an indispensable role in the operation and management of enterprises, as well as in the ideological and political education of employees. In order to ensure the smooth progress of political work and normal operation of the enterprise, and to ensure the stable and sustainable development of the enterprise, the ideological and political work of employees must be taken seriously and rigorously. Facing the personality and characteristics of employees, the implementation of ideological and political work will not be simple. People's consciousness constantly changes with the development of the times and the updating of social concepts, and employees' three perspectives will also be updated and changed accordingly, which to some extent affects the implementation of ideological and political work. Various constantly changing factors make it necessary for enterprises to attach importance to and timely carry out ideological and political education activities. This article explores and discusses the important role of ideological and political education in the operation and development of enterprises.*

Keywords: ideological and political work; Enterprise development; important role.

1. INTRODUCTION

Since the 18th National Congress of the Communist Party of China, the new era and new situation have put forward new and higher requirements for the Party's ideological and political work. It is necessary to keep up with the times, innovate, and combine reality with practicality. This requires us to combine our party building ideological and political work with the development of the times, not only to meet the needs of enterprise reform and development, but also to continue to promote the development of reform and opening up and market economy.

2. THE IMPORTANT ROLE OF IDEOLOGICAL AND POLITICAL WORK IN THE DEVELOPMENT OF ENTERPRISES

Ideological and political work is the excellent tradition and political advantage of the Party, the lifeline of economic work and all other work, and an important guarantee for promoting healthy and harmonious development of enterprises and higher quality development. Currently, in the complex and severe situation of market fluctuations and the deepening of reform, new situations and problems are constantly emerging, as well as the influence of internal and external factors. Employee thinking is characterized by sensitivity, volatility, and activity, which objectively leads to the coexistence of "a period of frequent occurrence of various contradictions" and "a period of increased ideological fluctuations". In this context, some tendency issues in employees' thinking, such as not being able to effectively respond, will have direct or indirect adverse effects on the safety and stability of the enterprise, team stability, and even the quality of development. If the ideological and political work is properly carried out and the role of political advantages is fully played, it will be of great and far-reaching positive significance to enhance the sense of belonging and happiness of employees, enhance the cohesion and centripetal force of the enterprise, and further mobilize enthusiasm, initiative and creativity more widely to promote the development of the enterprise to a higher quality.

2.1 Ideological and political work plays an irreplaceable role in corporate culture. Ideological and political work is responsible for educating and training enterprise employees to establish a correct mindset

The worldview, outlook on life, and sense of ownership play an important role in promoting corporate culture. One is to promote the formation of corporate values. Given the transformation and development trends of enterprises in the context of market economy, ideological and political work must be innovative to adapt corporate values to the needs of market economy development. Secondly, promote recognition of corporate culture. The company system is the key to shaping the company's image. Only by fundamentally protecting the political rights and economic interests of the majority of employees can they truly feel the warmth of the company and have a sense of belonging and responsibility towards the company. Sense of responsibility, thus gaining a deeper recognition of the company's culture.

2.2 Strengthening ideological and political work is the need for enterprise party organizations to maintain progressiveness and improve leadership

Since the 18th National Congress of the Communist Party of China, socialism with Chinese characteristics has entered a new era, and the main contradiction in Chinese society has been transformed into a contradiction between the growing needs of the people for a better life and imbalanced and insufficient development. The changes in the world, national conditions, and party

conditions have put forward new requirements for the party's ideological and political work. Under the background of new situation and new tasks, higher requirements are put forward on how to maintain the progressiveness nature of the Party and improve the level of Party building. Focusing on the overall situation of the enterprise's work, the enterprise's party organization should deeply study the major issues with overall, forward-looking and strategic significance, grasp the rules, and improve the scientific level of work, which is an important way to strengthen the construction of progressiveness and capacity.

2.3 Strengthen ideological and political work, effectively improve enterprise cohesion

Ideological and political work is basically a work for the masses. Company employees encounter and create new problems and situations in the company's business activities. Only by adhering to the leadership of the Party organization and relying on the timely and effective completion of ideological and political work by the whole society can they effectively help solve these new problems and situations, and maximize the cohesion between the cadres and the masses. Throughout the entire business process, we attach great importance to employee autonomy, listening to their voices, solving their problems, fully utilizing their talents, improving their political qualities, and cultivating good professional ethics. This is one of the important conditions for improving management.

3. REFLECTIONS ON DOING IDEOLOGICAL AND POLITICAL WORK WELL

3.1 Working mechanism is the fundamental guarantee

To strengthen and improve the ideological and political work of enterprises, it is necessary to optimize and innovate one's own mechanisms. The first is to establish a strong leadership accountability mechanism. In particular, to promote dual responsibility among middle management, department heads must be responsible for the business, ideology and political activities of the Ministry, and these two tasks must be closely related. The second is to establish a sound coagulation mechanism. Establishing the Party, government, labor, departments, all aspects, three levels, and a common.

Participation in management and all mechanisms. The third is to establish a strong interactive mechanism. Establish a leadership reception day, actively grasp the mindset of employees, and improve work efficiency. Fourthly, it is necessary to establish a collective emergency warning mechanism. Fully and quickly understand the needs and interests of staff, and actively and effectively respond to staff conflicts and problems. Fifthly, a strong monitoring and evaluation mechanism must be established. Continuously quantify the status of ideological and political work and incorporate it into the enterprise goal management evaluation system to ensure the formulation and implementation of rules and regulations.

3.2 Adhere to the concept of employee centered development, strengthen and improve ideological and political work, and promote a higher level

The construction of harmonious enterprises and the implementation of the "people-centered" development concept proposed at the 19th National Congress are not only the objective requirements of implementing the Party's policy of relying on the people and the mass line in the new era, but also the common value orientation of "promoting the strengthening, optimization, and expansion of enterprises, and meeting the aspirations of employees for a better life". It is also the necessary meaning of strengthening and improving ideological and political work in the new era. Invite experts for specialized tutoring. Focusing on the theme of "putting employees at the center", adhering to problem orientation, conducting extensive consultation meetings and organizing life meetings, closely focusing on six aspects: purpose awareness, public emotions, conflict resolution, management systems, problem feedback, and practical work for the people, identifying problems, analyzing the root causes, and producing a "Rectification Responsibility List". Through the step-by-step and solid promotion of activities, we guide party members and cadres to establish a public perspective, promote excellent work style, solve existing problems, further improve the ideology and work style of cadres and party members, further transform management methods, and further highlight the advantages of ideological and political work.

3.3 Strengthen humanistic care

Caring for the lives of employees, doing good deeds for them, and doing practical things are important contents of carrying out ideological and political work. Good ideological and political work combines solving ideological problems with solving actual problems of workers, combining patient education with enthusiastic service, doing practical things for workers, and sending the care and warmth of the Party to the grassroots, homes, places, and hearts of workers. It is also necessary to strengthen mental health education. Organizing staff to learn good mental health awareness, developing corresponding control, adjustment, and treatment methods, improving staff's ability to control and regulate negative psychology, and cultivating confidence, rationality, peace, and positive attitude also requires improving the forms and carriers of psychological exclusion. Establish psychological counseling hotlines, consultation rooms, emotional ventilation rooms, etc. At the same time, high-quality consultant communication and leadership conversations can help quickly and effectively solve and alleviate the doubts and pain of staff.

3.4 Solid promotion of platform construction, creating a new carrier of ideological and political construction characterized by networking, informatization, and media integration

In the new situation, especially in the context of diversified and complex information, an important issue is to occupy the position of public opinion, firmly grasp the leadership and leadership of ideological work, and ensure that correct ideologies do not occupy the mainstream. Without the occupation of positive energy, various noise and disharmony factors will inevitably affect the overall situation and effectiveness of ideological and political work. We will solidly promote platform construction and create a new carrier of ideological and political construction characterized by networking, informatization, and media integration. First, expand Internet plus education platform [4]. In view of the characteristics of new media such as mobile phones and WeChat, such as fast communication speed, convenient staff participation, and high enthusiasm for participation, for example, a company actively used Internet thinking, relying on Internet means, and using the Internet platform, to explore its own unique "Internet plus" new position and new mode integrating party building, publicity, ideological and political, and corporate culture, highlighting the use of official official account, WeChat direct train Tiktok and other more popular new media occupy the ideological position of employees, improve the influence, appeal and appeal of publicity and education, and provide a strong public opinion and ideological guarantee for the reform, innovation and high-quality development of enterprises in the new situation. The second is to expand the platform for collecting and handling public opinion feedback. Continuously build an online+offline, government+grassroots, full time, informationized, and three-dimensional platform for soliciting opinions and suggestions, as well as a feedback channel for people's livelihood issues. Through the reception of letters and visits, public opinion monitoring, employee service hotlines, employee service networks, grassroots opinion boxes, and political work communication groups, efforts are made to pay attention to the thoughts and expectations of employees from multiple perspectives, and promote ideological stability. The third is to expand the comprehensive service platform for employees. In accordance with the higher positioning of "not only meeting employee demands, but also exceeding employee expectations", we will deeply promote the "Four Heart Service" brand creation activities with the connotation of "love, care, patience, and perseverance" among departments and management personnel at all levels, as well as the "Bright Identity, Bright Service, Bright Image" competition and other activities of service-oriented organizations, which will be carried out in a lively and orderly manner.

4. CONCLUSION

Ideological and political work is an important link in the development of enterprises, and the exploration of ideological and political work is endless. In the context of the new era, enterprises should follow the spirit of the 19th National Congress, inherit traditional excellent practices and effective experience, keep up with the times, continuously improve the work philosophy and methods of ideological and political work, combine the characteristics of enterprise work, study new situations, solve new problems, and promote long-term and orderly development of enterprises through innovation in ideological and political work. In the new era, doing ideological and political work well can better unite the joint efforts of cadres and employees at all levels, and effectively support the high-quality development of enterprises. To do a good job in ideological and political work, we should focus on new ideas, enhance soft power, establish new benchmarks, enhance affinity, and reflect innovation, so that the ideological and political work of enterprises is more in line with the ideological reality of employees at all levels in the new era, and play a greater role in promoting the improvement of enterprise management and achieving high-quality development, making greater contributions.

REFERENCES

- [1] Xi Jianping On the Important Role of Ideological and Political Work in the Development of Enterprises [N] Shuozhou Daily. 2021-03-27 (002)
- [2] Li Hongtao On the Status and Important Role of Ideological and Political Work in Enterprises [N] Datong Daily, April 29, 2020 (007)
- [3] He Ying The role of ideological and political work in the development of enterprises [J] Firecracker Technology and Market, 2019 (2)
- [4] Wan Ming On the Important Role of Ideological and Political Work in the Development of Harmonious Enterprises [N] China Real Estate News, December 31, 2018 (T04)