



Research on Functionary Mechanism of Innovative Culture in Enterprise

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Abstract

Sustainable development is contacted with Sustainable Innovation. Innovative culture in enterprise is the core of survival and development, innovative prosecution and innovative management, the fundamentality of maintaining sustainable innovation, the base of developing innovative competitive power. Innovative culture in enterprise helps enterprises achieve sustainable development through influencing innovative executor and cultivating innovative environment and then providing impulsion for independent innovation.

Keywords: Innovative culture, Sustainable development, Independent innovation

Enterprise innovation culture is created and shaped in the activities of innovation and innovation management in order to adapt to the rapid development and change of market competition environment. It can motivate staff to innovate and develop gradually employees' conscious awareness of innovation, that is, employees can innovate constantly and try their hard to innovate, so that innovation becomes an integral part of the life and core values of employees. Therefore innovative culture in enterprise is the core of survival and development, innovative prosecution and innovative management, the fundamentality of maintaining sustainable innovation, the base of developing innovative competitive power. In the current competitive market environment, it is the only way for enterprise to develop to shape enterprise's core competitiveness through innovation culture. Innovative culture in enterprise promotes innovation and helps enterprises improve their core competitiveness and achieve sustainable development through fostering innovation stuff of innovation subject and cultivating innovative environment.

1. Enterprise innovation culture helps to foster innovation stuff

1.1 Enterprise innovation culture helps to set innovation concept

One of the constituent elements of enterprise innovation culture is the atmosphere in which everyone is innovating whenever. So that it is helpful for innovation subject to build up innovation concept in enterprise in this atmosphere.

1.2 Enterprise innovation culture helps to raise innovation consciousness

Innovation consciousness is a kind of high-level mental reflection of an objective reality. It is produced in the course of practice needs in social life of community and individual according to the motive of discovery and invention. In this practice people show their intention, desire and idea in order to regulate and adjust their direction of activities. Enterprise innovation consciousness is the most direct spiritual strength that decides the innovation ability of enterprise. It will help people to shape such advanced concepts as deployment consciousness, opening awareness and so on. It can also help enterprise form democratic enterprise culture.

1.3 Enterprise innovation culture helps to cultivate innovation spirit

Innovation culture is essentially a people-oriented culture whose center is people. All the fruits of innovation in enterprise are to serve humanity so that people can live a more convenient and more comfortable life. Consequently, as the important features of innovation culture, people-oriented culture pays attention to the innovation value of and innovation contributions of every member, to the idea and advice of the staff, to the most democratic activities on the widest sense, to the demand at all aspects and all levels of the staff, and to staff exercising their powers fully within their authority. Therefore, enterprise innovation culture helps to cultivate innovation spirit.

1.4 Enterprise innovation culture helps to stimulate innovation thinking

The most core part of innovation culture is innovation values, while the inclusive thought of encouraging innovation and tolerating failure is an essential part of innovation values. Because innovation means risks and uncertainties, that is, the possibility of failure, the innovation culture should put more emphasis on encouraging innovation and spurring the employees' innovative behavior and tolerate their failure in innovation, which will help to maintain the innovation enthusiasm of the staff so that they can maximize their professional skills and develop their innovation thinking so as to achieve the success of innovation.

In a word, enterprise innovation culture helps to foster the innovation stuff of innovation subject.

2. Enterprise innovation culture helps to cultivate innovation environment

Innovation environment is a set of factors that is conducive to innovation. It is a set of all material factors and intangible factors which is benefit for innovation. Innovation environment includes not only physical environment such as infrastructure, labor, human resource, engineering level and other material factors but also immaterial environment such as social systems, social psychology, social customs, legal systems, social moral, political policies and other immaterial factors. Enterprise innovation environment is important condition to ensure enterprise to promote innovation culture, while enterprise innovation culture helps to cultivate innovation environment. Therefore the sustainable development of enterprises can not do without continuous innovation and the continuous innovation can not do without the support of innovation culture of enterprise. Only enterprise innovation culture is the fundamentality to maintain durative innovation. The construction of enterprise innovation culture is to create a favorable environment suitable for innovation features and coincident with innovation law in order to achieve innovation.

The construction of enterprise innovation culture helps to form an open, innovative and cooperative atmosphere of culture. Such an atmosphere makes for the communication between researchers and people in other departments, the collection of a lot of information, the improvement of the feasibility of setting up scientific research projects, carrying out the co-operation of collective and team in the process of innovation, and getting the understanding and support of related management in the face of difficulties and contradictions.

At the same time, it is decided by the characteristic of external environment such as diversity and mutability that an important condition of the existence of enterprise is to analyze such change innovatively, find out the influence of such change on the existing mode of organization, and generate strategy rapidly to adapt to the change so as to achieve the new co-ordination with the environment in the minimal cost and the fastest speed. The sensitivity to environmental changes, the mechanism strategy and speed to deal with environmental changes which are shown in this process is critical for the development of enterprise.

3. Enterprise innovation culture is the driving force of independent innovation in enterprise

With the acceleration of the process of economic globalization, the division of work and the transfer of the international industry are more and more dependent on the level of the capability of enterprise innovation. Through effective innovation on technology and other aspects, the production of innovation diffuses rapidly in enterprise. Then the enterprise forms its own core competency gradually and obtains competitive advantage to lead the market. Therefore, enterprises should step up innovation efforts. The core of enterprise innovation is the innovation of culture which is followed by the innovation of technology and management.

3.1 Enterprise innovation culture provides innovative values for enterprise

The core of enterprise culture is values, and the values of innovation culture advocates change and is progressive. Shaping the innovation values is a process that all the members of the organization understand all the connotations of innovation, build innovative thinking, realize the process of innovation and treat the outcome of innovation reasonably.

3.2 Enterprise innovation culture provides innovative system for enterprise

To maintain long-lasting capability of innovation and improve the efficiency of innovation in enterprise, it is necessary to build corresponding system which is the basis of carrying out innovation acts. The innovation activities are uncertain and there are no specific rules and regulations to follow, but as the organizer and manager of innovation activities, it is need for enterprise to establish a set of matching system in order to get the most fruit of innovation in the lowest cost. In short, the building of system is an integral part of innovation culture, and it is an important safeguard for an organization to develop its continuous ability of innovation.

3.3 Enterprise innovation culture requires enterprise to adopt incentives to promote innovation

In addition to an increase in wages and promotion, the incentive for innovation action can create a variety of Honor in recognition of foster innovation and build up heroes to strengthen innovation positively in order to encourage people to innovate.

All in all, the enterprise with right values pursues sustainable development of enterprise rather than short-term profit

maximization. So it is more important for such enterprise to create economic value, social value and environmental value than pursue simply enterprise profits, and all the values constitute the driving force for innovation. At the same time, with the edification of enterprise values, scientific and technical personnel in enterprise will have a strong sense of crisis and urgency. Therefore they will speed up the pace of technological innovation in enterprise in order to promote the rapid development of enterprise. In a word, enterprise innovation culture is the headspring which can never be taken entirely and the vast and fertile soil of independent innovation.

4. To strengthen the building of enterprise innovation culture to promote the sustainable development of enterprise

With the acceleration of economic globalization and the process of scientific and technological development, the requirement for innovation is increasing, for innovative environment is more and more complex. So the task of constructing enterprise innovation culture is more and more difficult. It is needed for enterprise to exert fully the function of enterprise innovation culture, establish its unique pattern of innovation culture management and carry out reconstruction of enterprise innovation culture timely in order to achieve the sustainable development of enterprise and enterprise innovation culture.

4.1 The support of high-level leader with innovative ideas

The cultural ideas promoting innovation should firstly be appreciated and supported by high-level leaders because the formation of enterprise culture is the process of converting enterprise culture ideas into reality by the senior management through such process as constituting system, developing training and implementing system. In fact, according to the consensus of business and theory circles at home and abroad, the enterprise theory itself is traceable to respect of the senior leadership and is closely related with their moral character, values, and culture beliefs. Therefore, the attitude of the leader to innovation is particular important in the process of innovation. The leader supports, encourages, leads and helps employees to innovate, and gives feedback and positive consolidation to innovative actions, which will contribute to the innovative concept in-depth hearts of the people.

As a result, in order to realize innovation in enterprise, it is first required for high-level leaders to have the spirit of innovation, support innovation, support transformation, and encourage the original and independent innovation activities. The high-level leader must be able to tolerate failure, and even encourage failure, rather than try to suppress a variety of behavior may lead to failures; must have a long-term vision, pay attention to sustainable development of enterprise and achieve long-term competitive advantage. In other words, it is possible for an enterprise with innovative high-level managers to form innovation culture.

4.2 Cultivate learning organization

Innovation is the process of practicing exploration according to the knowledge learned before, the process of producing new knowledge based on the previous knowledge, and is an upgrade to learning. So learning and innovation are inseparable. On the one hand, the process of innovation itself is a process of learning, no learning, no innovation; On the other hand, innovation is the practice of learning are the upgrade of learning, and all the fruits of innovation is generated on the basis of the rich results in the past. As a result, the building of enterprise innovation culture should emphasized the importance of learning, and we should strive to cultivate enterprise into a learning organization. So education and training are needed. The education and training should be not only on enterprise innovation culture but also on creative thinking of staff. The employees can master the meaning of innovations culture, erect the values proud of innovation and practically translate innovative vision into real innovation culture through training on enterprise innovation culture; Through training on creative thinking the staff can be rich in imagination and divergent thinking so that everyone may have novel originality.

4.3 Providing material security of building innovation culture

The material environment of innovation atmosphere cannot be lack of hardware devices required for technological innovation, such as the tools, instruments, equipment, funds and so on which are needed in innovation. Because without the hardware facilities, innovation will not be able to start. In addition, the completeness or not of the innovation data and information, and such hardware facilities as the workplace and living conditions are indispensable conditions to attract and promote innovation personnel to carry out an innovation.

4.4 Providing the system security of building innovation culture

To create innovation culture and develop innovation activities, there must be system security to promote innovation in enterprise in addition to the building of the soft environment. Such system security is the rigid means to cultivate innovation culture. It makes every building of innovation abide its own rules and avoids the possibility of the blindness and randomness in the construction of innovation culture. The innovation culture system promoting innovation includes such aspects as the setting up of the organizational structure about innovation, the system about the introduction and development of innovative talent, the system about innovation incentives and the system about the assessment and

application of innovation fruits.

In short, the enterprise innovation culture is an invisible hand, and it is like a banner which has a strong infectivity and appeal. Only enterprise innovation culture is the fundamentality to maintain durative innovation and then sustainable development in enterprise. With the acceleration of economic globalization and the process of scientific and technological development, the requirement for innovation is increasing, for innovative environment is more and more complex. So the task of constructing enterprise innovation culture is more and more difficult. It is needed for enterprise to exert fully the function of enterprise innovation culture, establish its unique pattern of innovation culture management and carry out reconstruction of enterprise innovation culture timely in order to achieve the sustainable development of enterprise and enterprise innovation culture.

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