



Research on Enterprise Standardization Management

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Abstract: Analyze the problems and resistances encountered by most Chinese enterprises in the development and transformation, such as system whirlpool, brain drain, lack of mechanism, etc. I believe that enterprises must break through the bottleneck and continue to grow, they must explore a path that is suitable for their own standardized management. Enterprises can try to deploy standardized management from six levels, such as improving standardized management understanding, attaching importance to human factors, and exerting execution charm, to comprehensively spread the standardized management of enterprises, thus ensuring the smooth advancement of enterprise standardized management reform.

Keywords: Standardized management resistance breakthrough.

1.Introduction

In the United States, Ford has formed a large-scale industrial production through the practice and improvement of standardized management ideas, which has changed the production and survival mode of all mankind. This may be the initial impression of people's standardized management. Since then, Japanese automakers, which focus on continuous improvement and completely eliminate wasteful Toyota lean manufacturing, have once again proved to the world the extraordinary energy of standardized management.

How to spread the standardized management of enterprises is a broad topic. Frankly speaking, the author's vision has limitations, and it is impossible to find the standard answers suitable for each enterprise. It can only combine the existing literature and self-observation, and think about sorting out the standard management suitable for enterprises. Some ideas for reference by companies and managers.

2. The status quo of enterprise standardized management

When the enterprise develops to a certain stage, there will be confusions in terms of system, process, and corporate culture. The system is not well-developed, the implementation is incomplete, the process is vague, the corporate culture stays in the text itself, and enterprise management cannot do without them; but it pays too much attention to corporate culture. Will make the company fall into the whirlpool of Wenshanhuihai.

Standardized management of enterprises is the basis of institutionalization. Obviously, the construction of standardization is first of all the realization of institutionalization. In this way, enterprises can easily enter an extreme. In order to standardize and institutionalize, various actions of employees are prohibited in various frameworks. Employees are at a loss, and enterprises will unconsciously slip into the edge of bureaucratization. This is essentially a trap for corporate standardization. Only by understanding the true meaning of standardization can enterprises really find a breakthrough.

On the road of standardized management of enterprises, we must always grasp the principle of clear objectives, the principle of systematic thinking, the principle of full participation, the principle of down-to-earth, the principle of breakthrough, and the principle of gradual and orderly, so that enterprises can achieve targeted work when advancing any work. Based on the previous research, the company can use the following six levels of improving the standardization management awareness and the execution charm as an effective path for level-by-level deployment and comprehensive deployment of enterprise standardized management.

3. Enterprise standardized management path

3.1 Strengthen confidence and improve the understanding of standardized management

Enterprises should avoid setting aside some effective rules and regulations and management methods in the past, avoiding the occurrence of deregulation, increasing the awareness of standardized management, strengthening the standardized management of enterprises, and enabling enterprises to get rid of blind and inefficient management. The lag of enterprise standardization management not only affects the economic efficiency and corporate image of the enterprise, but also further restricts the survival and development of the enterprise. The comprehensive implementation of standardized management is a key measure to improve the competitiveness of enterprises, and the enterprise is invincible in the market economy. The preconditions of the land.

3.2 Classification guidance, gradually promote standardized management

In the process of implementing standardized management, enterprises may first analyze the various aspects of software and hardware of existing enterprises, and operate step by step according to the economic situation of enterprises to avoid the occurrence of formalism and one-size-fits-all phenomenon, but at the same time, we must make overall plans and considerations. Focus on the advantages of classification guidance. For example, in the process of promoting standardized management of posts, it is possible to take important business posts and window service posts as a breakthrough. In addition to implementing standards and norms in terms of systems and behavioral norms, it is also possible to study and formulate higher standards in combination with corporate development goals. Requirements, to achieve the "job-to-job" joint action, and ultimately lay the foundation for the overall improvement of the quality of staff.

3.3 Pay attention to human factors and rely on people to implement standardized management

Enterprise standardized management always stresses that enterprises should be an organic whole, and the methods and methods of enterprise management behavior should be systematic. Any factor that plays a role in the development of the enterprise is ignored, and it may affect the development of the enterprise at some point in the future. Enterprises are made up of people. The core resources of enterprise development are also people, and people's values are the most direct influencing factors of leading people's will behavior. Therefore, a set of value systems that are unanimously recognized within the enterprise is indispensable for the standardized management of enterprises. Respecting and attaching importance to the demands of employees in terms of freedom, dignity, rights, and value, and coordinating the behaviors of enterprise organization operations and management through guiding ideology, Practicing the "people-oriented" management concept, broadening the career path of employees, and making employees feel that they have "work has a dry head and a good day", constantly improve the centripetal force and loyalty of employees, and gradually obtain management methods and technology integration at all levels of the enterprise. Unifying the overall effect, this is the primary feature of enterprise standardized management. The composition of the enterprise is similar to that of the military. It is not only the staff, just like the army, not only the soldiers, but also the generals who command the war. In ancient times, the "five virtues" will be emphasized. The managers in the enterprise should also strengthen their self-cultivation and go along with the staff. common goal.

3.4 Implementing the charm of implementation and implementing standardized management

The system and standards are in place. If you just enter the words in the computer or the leaflets posted on the wall, the standardized management is just empty talk. The standardization must take root and must be implemented resolutely. In the process of standardized management, we must pay attention to the details, make a fuss about the details, and realize the refined management of the enterprise. Through the transformation of management methods, we should realize the refined management of "people", "things" and "things". On the basis of rational career planning of employees, establish professional job responsibilities, target management, evaluation system, and accurate subdivision of product attributes, prediction of new business benefits, ensure smooth implementation, and ensure the realization of overall value. This is also an important breakthrough for Chinese companies to get rid of the lack of implementation and enhance the stamina of enterprises, and form a good situation of "making the texts in line with the martial arts." To improve execution, we must work hard in leading cadres. The management personnel at all levels, which are the backbone of the enterprise and the backbone of the enterprise, must take the lead in setting a good example, form a basis for improving execution, and generate radiation action for the next, effectively improving work quality and efficiency. The standardized management of enterprises is carried out without compromise.

3.5 Fully roll out standardized management with the help of network means

At the moment of information popularization, timely mastery of information has become a necessary guarantee for all enterprises to compete for powerful resources. The requirements for information are highlighted. The standardized management of enterprises should be driven by informationization, and the "scientific and technological enterprise" is the sustainable development of enterprises. The inexhaustible motive force, therefore, people should attach great importance to the popularization and promotion of information technology, actively introduce advanced scientific and technological management tools, build an information sharing platform, and enhance information dissemination scope, accuracy and timeliness through information sharing, and reduce information. The risks caused by incompleteness, information lag, etc., enable relevant business process units between enterprises to effectively reduce the cost of business activities and enhance the differentiated competitive advantage of enterprises. Entrepreneurs can recognize the importance of "hardware" and "software" at the same time, and even put the "software" construction ahead of the "hardware" construction. This arrangement is like the "material incentive" often mentioned in the incentive mode. And "spiritual incentives" have different

practical significance for different people and different enterprises, but it is certain that the "hardware" construction of enterprises is important for building information platforms and realizing e-commerce, and building information platforms and realizing electronic Business is an insurmountable step for companies to standardize their management.

3.6 Broaden the thinking and carry out the standardized management of enterprises After standardization, standardization, and refinement, the rapid development of the "highway" is naturally built. The standardized management of the enterprise must also be closely linked with the enterprise itself. Standardized management is the "bearing wall" that supports the steady development of the building. The special decorative component of personalized and humanized flexible management is needed. The company strives to continuously explore the perfect combination and combination of the two in practice. When enterprises prepare everything for standardized management and carry out the implementation procedures, enterprises should always maintain a sense of urgency, a sense of urgency, and a sense of crisis. With innovation as the driving force, they are good at finding opportunities to carry out technological innovation, organizational innovation, market innovation, and cultural innovation. , model innovation, etc., in order to promote the overall business strength of the enterprise.

4. Conclusion

Through previous research and investigations, it is known that Chinese scholars mostly use cross-sectional research and qualitative research on enterprise standardized management paths. There is a lack of longitudinal comparison research and quantitative research based on time series as a whole. This is also the research direction that everyone should work hard in the future. Further research on the subdivision of the research field and the exploration of the mechanism of action will further strengthen the research and develop a standardization management standard model suitable for enterprises, the same industry and even related industries. This article needs to break through the professionalism of relevant management policies. I hope that the subsequent research can put forward more professional and perfect thinking and suggestions based on the existing theoretical results of the research.

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