

Chapter 1

Introduction

Background and Significance of Research Problem

In recent years, environmental awareness has been growing, and environmentally friendly recycled plastics have gradually become an important alternative to plastic products. However, the competition in the environmentally friendly recycled plastics market is becoming more and more intense, how to improve the competitiveness of the organization and create an efficient organizational culture management has become an important issue for the development of enterprises. Hongfu Company, as an environmentally friendly recycled plastic products enterprise, has made certain achievements. However, Hongfu Company faces challenges in organizational culture management.

Therefore, this study aims to investigate the factors affecting the effective organizational culture management of environmentally friendly recycled plastic products and to establish a suitable organizational culture management model for environmentally friendly recycled plastic products enterprises through the research and analysis of the actual situation of Hongfu Company in China. The research will focus on the following aspects:

First, the study will investigate and analyze the status of organizational culture in Hongfu Company, including leadership style, communication, and participation. By understanding the status of organizational culture, it can provide a foundation and guidance for subsequent research.

Secondly, the study will explore the key factors that influence the management of organizational culture in environmentally friendly recycled plastic products companies. These factors may include aspects such as leadership, employee engagement, teamwork, learning and innovation. Through in-depth study of the mechanism of these factors, it can provide Hongfu Company with suggestions and strategies for implementing effective organizational culture management.

Finally, the study will establish an organizational culture management model suitable for environmentally friendly recycled plastic products companies. The model will consider the specific situation and needs of Hongfu Company, consider all

aspects of organizational culture, and propose specific management measures and implementation steps. By promoting and applying this model, it can help Hongfu Company to improve the quality of its organizational culture and enhance employee performance and corporate competitiveness.

This study has important theoretical and practical significance for promoting the healthy development of environmentally friendly recycled plastic products enterprises in China as well as for promoting the cause of environmental protection. By strengthening organizational culture management, companies can shape positive work environments and employee values, promote innovation and performance excellence, and achieve the goal of sustainable development. At the same time, the study will also provide valuable experience and inspiration for other similar enterprises and promote the overall progress and development of the industry.

Organizational culture is an important branch of management and anthropology, which has a significant impact on the development and progress of enterprises. In recent years, researchers have begun to pay attention to the issue of the relationship between organizational culture and enterprise performance, with a view to helping the relevant people to ensure that the enterprise develops and progresses in a good direction. (Ye, 2019, p.325) analyzed and studied the impact of organizational culture on corporate organizational performance. Organizational innovation is crucial for an organization as well as society, and transformational leadership is the key to influencing organizational innovation. (Qin, 2017, pp.81-86) started with the concepts and dimensions of transformational leadership and organizational innovation, combed through the relevant information, and analyzed the interconnections as well as the impact of the two. The study also categorized and summarized the main mediating and moderating variables, revealed the mechanism by which these variables produce their effects, and drew research conclusions and future research directions. In today's rapid global economic development at the same time, environmental problems are becoming increasingly serious, how to ensure the sustainable development of enterprise environmental protection has become a hot topic of general concern to the public. Employees, as the most important part of enterprise operation, the green behaviors they show in their work directly affect the future sustainable development of the organization. Traditional culture is an important factor influencing employee behavior, so (Song, 2021, pp.22-23) analyzed which traditional cultural characteristics would have an impact on employees' green behavior by summarizing the existing literature.

Research Objectives

1. To identify the factors affecting the effective organizational culture management of environmental protection recycled plastic products.
2. To develop the organizational culture management model of environmental protection recycled plastic products.

Scope of the Study

To understand the problems of Hong Fu Company in the factor of an organization culture management process, this paper analyzes and finds out the deficiencies of organization culture in Hong Fu Company and proposes effective improvement strategies by conducting questionnaires to customers and suppliers of Hong Fu Company, to internal employees, distributors, competitors, and influencers.

Conceptual Framework

1. Concept and importance of effective organizational culture management.
 - 1.1 Define the concept of effective organizational culture management.
 - 1.2 Analyzing the importance of effective organizational culture management for enterprise development.
2. Factors affecting effective organizational culture management.
 - 2.1 Independent Variable
 - 2.1.1 Internal factors,
 - Leadership and management style.
 - Organizational structure and communication style.
 - Employee involvement and engagement.
 - Performance Metrics and Rewards
 - The management and its style of handling the employees
 - The nature of the business
 - The sex of the employee
 - Individual working with the organization
 - 2.1.2 External Factors,
 - Industry competition and market environment.
 - Economic and policy environment.

- Social culture and values.
- The clients and the external parties

2.2 Dependent Variable

The organizational culture management

- The goal of organizational culture management
- The effective an organizational culture management

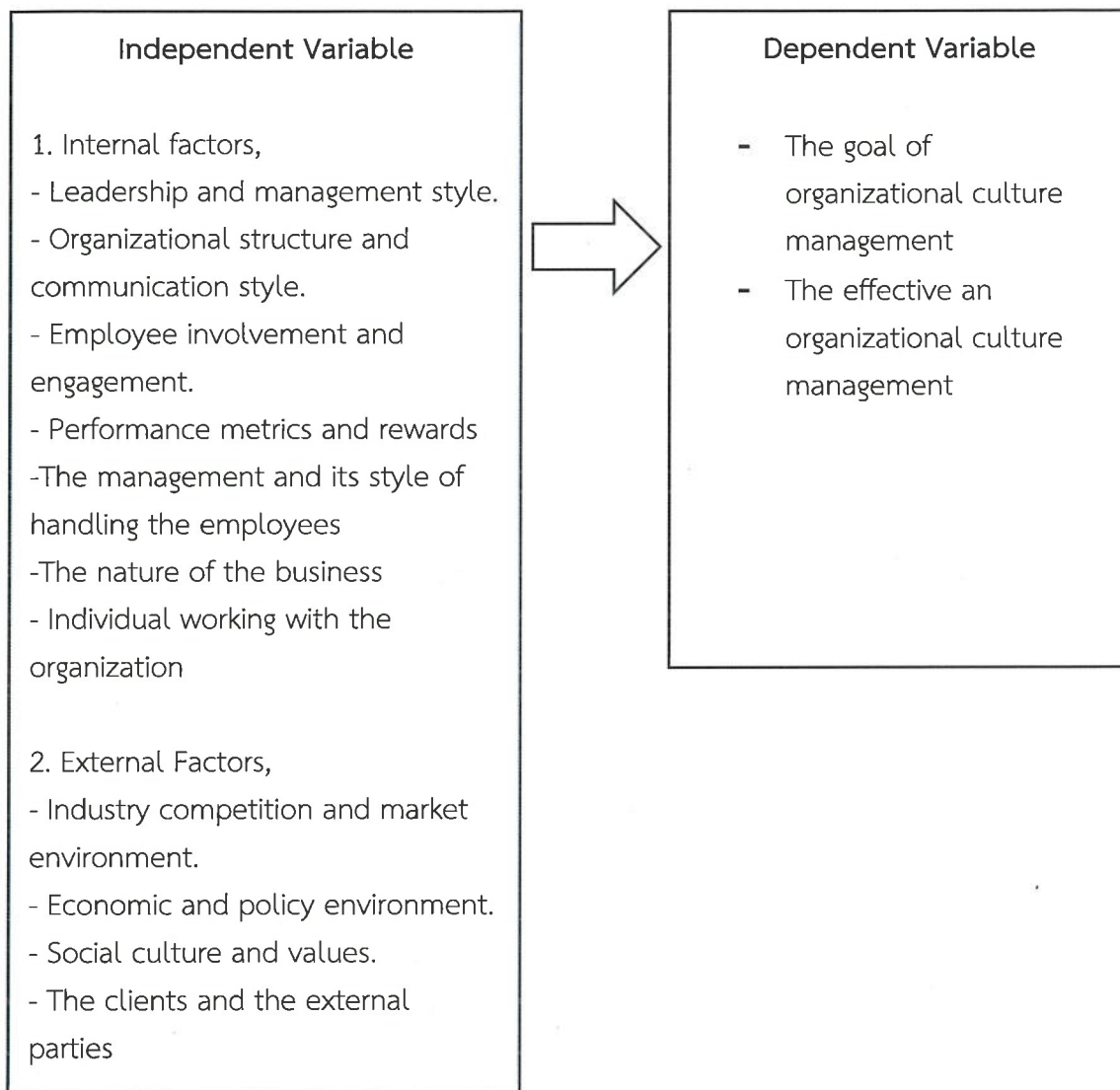


Figure 1.1 Conceptual framework

Definition of Terms

Organizational culture management refers to an internal culture created and shaped by a business or organization to achieve its goals and values. It covers the values, beliefs, codes of conduct, communication styles, employee relations and other aspects of the enterprise, which have a significant impact on the internal operation of the organization, employee behavior and performance.

Specifically, organizational culture management includes the following aspects:

1. Organizational values and core concepts: The core values and concepts of an organization refer to the fundamental beliefs, ethical codes, and the goals and objectives pursued by the enterprise. They will have a guiding effect on the enterprise's strategic decisions, behavioral norms, and employee behavior.

2. Behavioral norms and cultural characteristics of the organization: Behavioral norms of the organization refer to the requirements and regulations of the enterprise on the behavior of employees. They may include codes of ethics, professionalism, disciplinary requirements, and so on. Cultural characteristics, on the other hand, refer to the common beliefs, values, and behavioral patterns within the enterprise, such as teamwork, innovative spirit, customer orientation, etc.

3. Organizational communication and information flow: Organizational culture management also includes the ways and mechanisms of communication and information flow. Effective communication and information flow can promote collaboration and cooperation within the organization and improve employee engagement and work efficiency.

4. Leadership style and management philosophy of the organization: Organizational culture management is also closely related to leadership style and management philosophy. Leaders play an important role in an organization, and their values, behaviors, and leadership styles can have a significant impact on organizational culture.

The goal of organizational culture management is to improve organizational performance and competitiveness by shaping and managing a good organizational culture, creating a positive working atmosphere, promoting employee motivation and loyalty. It is closely related to the strategic goals of the company, employee satisfaction and overall performance, and plays an important role in the long-term development of the organization.

CRM Model: The critical incident method is one of the methods used to gather information for job analysis. It is a technique that describes observable behaviors that reflect different levels of performance and is used as a rating criterion for tasks and responsibilities that are important to the success or failure of a job. It can also be used for performance evaluation. The critical incident method, one of the simplest forms of objective evaluation system, was proposed by American scholars Flanagan and Bales in 1954, and General Motors used this method successfully in 1955. It is through the analysis of the best or worst events in the work, the work behavior that caused this event to identify and thus make a method of work performance assessment. The advantage of this method is that it is more targeted and very effective in assessing excellent and poor performance; the disadvantage is that there may be some bias in grasping and analyzing key events.

Steps in applying the critical incident analysis method:

1. Identify job critical events. Using key event analysis method for job analysis, the focus is on the identification of the key events of the position, which puts forward very high requirements for the investigators, generally non-industry, the investigators who do not have a deep understanding of the professional and technical knowledge is difficult to identify in a very short period of time what are the key events of the position, if there is a bias in the identification of the key events, it will have a huge impact on the overall results of the investigation.

2. After identifying the critical event, the investigator should record the following information and data: 1) What are the preconditions leading to the occurrence of the critical event? 2) What are the direct and indirect causes leading to the occurrence of the event? 3) What is the process and background of the critical event? 4) What is the behavioral performance of the employee in the critical event? 5) What is the result of the critical event? 6) How is the employee's ability to control and grasp the critical event? How is the employee's ability to control and grasp the critical incident?

3. After the above information is recorded in detail, it can be classified and summarized to show the main characteristics of the position, specific control requirements and the employee's performance.

Adopting the key event analysis method, it should be noted that: the key event should be representative of the post. The number of key events cannot be forced, after identifying clearly how many is how many. The expression of key events

should be concise, clear, and accurate. The number of investigations into key events should not be too small.

Expected Benefits

The expected benefits of the dissertation include:

Expanding theoretical knowledge in the field of organizational culture management through the study of factors affecting effective organizational culture management of environmentally friendly recycled plastic products; Revealing the characteristics and challenges of environmentally friendly recycled plastic products enterprises in organizational culture management, providing empirical cases and references for related research.

Provides a research case of China Hongfu Company, which provides a reference for the organizational culture management of similar environmentally friendly recycled plastic products enterprises; analyzes the influencing factors and puts forward an organizational culture management model suitable for environmentally friendly recycled plastic products enterprises to guide the practice of the enterprises and to promote their healthy development; and explores how to improve the performance and competitiveness of the enterprises through the management of the organizational culture and to make contributions to the development of the industry and the cause of environmental protection.

It can help environmentally friendly recycled plastic products enterprises understand the importance of effective organizational culture management, and can assist enterprises to make adjustments and improvements in practice to improve management effectiveness; it provides a management model for sustainable development, which can help enterprises to gain a competitive advantage in the environmentally friendly recycled plastics industry, and promote the development of the whole industry in the direction of a more environmentally friendly and sustainable development.

With the above expected benefits, this study helps to promote the healthy development of China's environmentally friendly recycled plastic product enterprises and advance the cause of environmental protection, effectively respond to the challenges of organizational culture management, provide guidance, and reference for related enterprises, and promote the development of the entire industry in a more environmentally friendly and sustainable direction.