

## Promoting Growth of Small and Medium-sized Enterprises through Innovation of Talents' Ideological Education and Ability Cultivation

*Chunying Zhang<sup>1</sup> and Leilei Zhao<sup>2</sup>*

<sup>1</sup>Human Resources Department,  
Binzhou PSL Pencil Co., Ltd.,  
Binzhou, Shandong, China

<sup>2</sup>School of Transportation and Vehicle Engineering,  
Shandong University of Technology,  
Zibo, Shandong, China

---

Copyright © 2019 ISSR Journals. This is an open access article distributed under the *Creative Commons Attribution License*, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

**ABSTRACT:** In the new era, China's economy is in the key period of changing its development mode and driving force of growth. With the continuous improvement of China's market economy system, small and medium-sized enterprises (SMEs) are facing development opportunities and challenges. Under the background of deepening the reform and opening up in an all-round way, how to enhance the comprehensive ability of enterprises has become a key issue to promote the high-quality development of SMEs. In order to effectively promote the high-quality development and growth of SMEs in China, this paper first analyzed the current situation of employees' ideas and abilities. Based on this, some innovation management strategies and methods were put forward. The proposed management strategies and methods can also provide some references for the development and management of related enterprises in other countries and regions under the background of the new era.

**KEYWORDS:** Ideological education, ability training, innovation, employee, enterprise, development.

### 1 INTRODUCTION

Economic globalization provides strong impetus for world economic development [1-2]. Since the reform and opening up 40 years ago, China's economy has gradually moved towards high-quality development [3]. China's constant opening up has not only developed itself, but also benefited the world. In the new era, China's economy is in the key period of changing its development mode and driving force of growth [4]. In the new era, in order to improve the quality and efficiency of development and better meet the growing needs of the people for a better life, we must adhere to high-quality development, which is also a concentrated reflection of the new development concept. In the general trend of reform and opening up, the development of enterprises is facing opportunities and challenges [5]. For small and medium-sized enterprises, their own comprehensive management level is relatively low, although the development opportunities are obvious, but competition and risk coexist [6]. Small and medium-sized enterprises (SMEs) play an important role in the rapid growth of the national economy and the absorption of labor and employment [7]. They are an important force in promoting the economic and social development of China [8]. Therefore, promoting the development of SMEs is an important issue related to the national economy and people's livelihood.

In the new era, promoting the high-quality development of enterprises is an inevitable requirement to maintain the healthy development of enterprises, and also an inevitable requirement to follow the law of enterprise development [9-10]. If SMEs have strong comprehensive business capability, they can cope with various risks from inside and outside and achieve high-quality development. On the contrary, if SMEs have low comprehensive business capability, the development of enterprises may be difficult or even bankrupt. Therefore, under the background of deepening the reform and opening up in an all-round

way, how to enhance the comprehensive ability of enterprises has become a key issue to promote the high-quality development of SMEs.

In order to promote the high-quality development of small and medium-sized enterprises in China, this paper first analyzed the current situation of employees' ideas and abilities. Based on this, some innovation management strategies and methods were put forward.

## 2 CURRENT SITUATION ANALYSIS OF EMPLOYEES' IDEOLOGICAL EDUCATION AND ABILITY TRAINING IN SMEs

With the continuous improvement of China's market economy system, small and medium-sized enterprises are facing development opportunities, but also challenges. In the new era, the level of management and development of small and medium-sized enterprises is uneven, and various problems of their own have not yet been solved [11-12]. Their development has met certain bottlenecks and entered a dilemma. There is a gap between the overall quality of employees and the scale and the speed of enterprises development. Overall, the overall management of SMEs is extensive. To be specific, employees' ideologies and abilities are as follows:

- Some employees are lack of enthusiasm, inefficiency and carelessness.
- Businessmen have low working ability.
- Research and design personnel's ability is not strong.
- Most employees have little awareness of product quality.
- Salesmen lack strong tracking abilities of customers.
- Many employees lack a sense of social responsibility.
- Weak environmental awareness still exists.
- Employees' information-based decision-making ability needs to be improved.

The above factors that restrict the high-quality development of enterprises can be summarized as Figure 1.

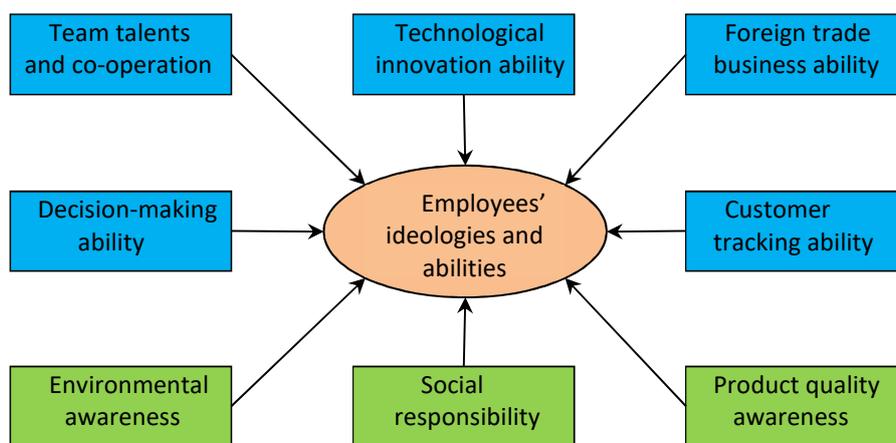


Fig. 1. International Journal of Innovation and Applied Studies

## 3 INNOVATION OF EMPLOYEES' IDEOLOGICAL EDUCATION AND ABILITY TRAINING

### 3.1 IMPROVING THE QUALITY OF ENTERPRISE TALENTS

Excellent talent team is the basis of product quality assurance. Experienced management team and high-quality staff team are the guarantee for the high-quality development of enterprises. For small and medium-sized enterprises, the quality of talents is uneven. In order to promote the high-quality development of enterprises, it is necessary to face the direction of high-quality development of enterprises and take various measures:

- By strengthening enterprise management training, developing professional and technical training and organizing vocational skills competitions, enterprises can build a high-quality workforce.

- Enterprises should carry out staff training seminars, party members' activities and other activities to enhance the comprehensive management ability of middle-level employees and enhance their ideological awareness.
- Enterprises should pay attention to the introduction of knowledgeable and highly skilled talents, so as to inject fresh blood into the high-quality development of enterprises.
- For newly introduced College students, the system of rotation practice should be implemented.
- Promote the management of core values of dedication, gratitude, unity of knowledge and practice, unity and struggle, and pursuit of excellence.
- Pursue the concept of "morality first, cultural identity, talent selection and utilization, fair competition, solidarity and cooperation, and common growth".

### 3.2 ENHANCING THE LEVEL OF FOREIGN TRADE BUSINESS

Promoting the comprehensive level of foreign trade business is the key to expand the marketing of enterprises' products. Since the reform and opening up, China's foreign trade has grown rapidly, which has greatly promoted the development of the national economy. Small and medium-sized enterprises should actively respond to the government's foreign trade support policy, enhance the comprehensive level of foreign trade business, open up overseas markets, improve export earning capacity, and promote high-quality development of enterprises. In order to effectively enhance the ability of foreign trade business, corresponding measures should be taken:

- It is necessary to train salesmen's knowledge and skills, including regular training of foreign trade correspondence and telecommunications, trade terminology and related product professional vocabulary.
- Implement on-site simulation negotiation training for salesmen.
- Be able to make corresponding effect maps according to customer's requirements, so as to facilitate customer's in-depth understanding of products.
- According to the salesman's personal characteristics, learn from each other's strengths to complement each other's weaknesses.
- Establish a performance appraisal and incentive system for foreign trade salesmen to fully mobilize their enthusiasm for exploring overseas markets.
- Establish mutual support and progress system to promote the overall business capability.
- Everyone carefully studies a specific foreign trade process every month and exchanges his or her experience.
- Combining with the actual order, the shortcomings in production and improvement plan should be put forward.

### 3.3 IMPROVING ENTERPRISE'S SCIENTIFIC AND TECHNOLOGICAL INNOVATION ABILITY

To be strong and revitalized, a country must vigorously develop science and technology and strive to become the world's major scientific center and innovation highland. In today's world, whoever seizes technological innovation will be able to take the lead and gain advantages. Under the background of deepening the reform of science and technology system in an all-round way, it is helpful for enterprises to realize high-quality development to fully understand that innovation is the first driving force, to provide high-quality science and technology supply, and to strive to improve their ability of science and technology innovation. In order to effectively improve the technological innovation ability of enterprises, they must take many measures at the same time:

- Integrate Enterprise Resources, then establish and perfect Technology Development Center.
- Actively declare utility model, invention and appearance patents in order to strengthen the protection of knowledge products.
- Perfect the assessment mechanism of scientific and technological innovation, fully embody the value of scientific and technological research and development personnel.
- Promote the construction of scientific and technological innovation system in industry, university and research institutes, and actively declare national scientific and technological innovation and key scientific and technological projects in light of enterprise advantages and national strategic needs.

### 3.4 ENHANCING CUSTOMER DEVELOPMENT AND TRACKING ABILITY

The important sources of continuous improvement of product quality include: focusing on customers, communicating with target customers and potential customers with honest and pragmatic service concept, and paying attention to every suggestion

and complaint of customers. Improving salesman's customer development and tracking ability is an important link. Salesman should strengthen the following abilities:

- Implemente one-to-one and point-to-point services based on the successful experience of existing ancillary services.
- Develop detailed customer development and tracking plan, and refine customer classification.
- Serve existing orders well, cooperate with delivery date, control quality of new products.
- Inquiry products, do a good job of tracking.
- Promote the company's new products to customers actively and timely, and inform them of upgrading process, cost reduction and quality improvement.
- Pay attention to enterprise image marketing, update factory management in time.
- Pay attention to business gift exchanges, prepare small gifts with characteristics, and send them to customers before major festivals.
- Actively participate in various exhibitions, such as Canton Fair, Frankfurt Fair, etc., take the initiative to engage customers for talks and ask for target prices.

### **3.5 IMPROVING EMPLOYEES' QUALITY AWARENESS**

In today's fierce competitive environment, for enterprises, neglecting quality issues is tantamount to suicide. There is no doubt that product quality is the life and soul of an enterprise. Product quality has become a fundamental and development guarantee for an enterprise in the market. Therefore, enterprises must strive to improve product quality and pursue the quality concept of "first is quality, second is quality, third is quality". Employees must recognize the following three points:

- Reliable quality assurance system is the premise of the product quality assurance.

Quality system is the basis for the effective management of a wider range of quality activities within enterprises. The introduction of quality management system certification, such as ISO 9001, ISO 14001, ISO/TS16949, can effectively enhance the quality assurance awareness of enterprises. For small and medium-sized enterprises, quality management can be carried out based on the quality system to improve work efficiency and product qualification rate, and to improve the economic and social benefits of enterprises.

- High-precision testing equipment is the eye of the product quality assurance

Advanced testing equipment ensures the progress and quality of new product development. High precision testing and testing equipment is the eye of product quality assurance. It is difficult to ensure that products meet the requirements of high quality and high standards without high precision testing equipment before they leave the factory. Using the test data of high precision testing equipment, it can quickly and accurately judge whether the product quality meets the design requirements. Therefore, enterprises need to increase investment in equipment to achieve intelligent product quality detection, and promote sustainable and high-quality development.

- Advanced processing equipment and technology are the strong guarantee of the product quality.

New product development is the continuation of enterprise life, however, new product development can not be separated from advanced processing equipment and technology. Advanced processing equipment and technology are the strong guarantee of product quality. Advanced processing equipment and technology provide necessary conditions for enterprises to develop high-quality products, help enterprises to improve production efficiency and market competitiveness, and help to improve product recognition. If the enterprise does not have the ability to be recognized by the market and customers, it will not be able to talk about the high-quality development of the enterprise. Therefore, small and medium-sized enterprises should introduce advanced processing equipment and technology within their capabilities, give full play to the advantages of science and technology, promote product renewal and upgrading, and promote high-quality development of enterprises.

### **3.6 ENHANCING THE SENSE OF SOCIAL RESPONSIBILITY OF ENTERPRISES AND EMPLOYEES**

Social responsibility is the basis for the survival and development of enterprises. Only by benefiting the society, can an enterprise achieve sustainable development. If an enterprise loses its sense of social responsibility, it will be difficult to stand firm in the fierce market competition. Only by putting social benefits above their own profits, can enterprises achieve sustainable and high-quality development in a good social environment. If enterprises can achieve good economic benefits on the basis of abiding by policies and regulations, enterprises and society can achieve a win-win situation. Therefore, for the

development of small and medium-sized enterprises, they must improve their sense of social responsibility. They should not forget to repay the society, participate in the financing of regional poverty alleviation and development funds, contribute to poverty alleviation work, absorb the surplus rural labor around, and drive farmers to become rich and get out of poverty.

### 3.7 ENHANCE EMPLOYEES' AWARENESS OF ENVIRONMENTAL PROTECTION

For small and medium-sized enterprises, the pressure of enterprise development is great. In the process of enterprise development, the destruction of the ecological environment was more or less caused. Constructing ecological civilization is a long-term plan concerning people's welfare and the future of the nation. Small and medium-sized enterprises must focus on strengthening the protection of the ecological environment, deal with the relationship between the development of enterprises and environmental protection, and achieve sustainable and high-quality development of enterprises. Enterprises should actively introduce ISO14001 environmental management system certification, improve environmental and environmental awareness, do well in environmental testing of factory boundaries according to system requirements, and jointly do well in maintenance of dust collector and waste gas treatment equipment with equipment authorities. In addition, enterprises should also earnestly do a good job in signing hazardous waste contracts and filing of five joint declarations. Enterprises also need to pay attention to the management and control of domestic wastewater and production wastewater, as well as the maintenance record of wastewater treatment and the purchase of medicines.

### 3.8 IMPROVING THE INFORMATION DECISION-MAKING ABILITY AND AWARENESS OF ENTERPRISES AND EMPLOYEES

It is very important to improve the information-based decision-making ability of enterprises and employees. The development of social informatization creates new economic life form, social management mode and new life style, and promotes social progress. High-quality development of small and medium-sized enterprises can not be separated from information technology. The informatization construction of enterprises can provide the basis for decision-making of informatization investment for enterprises, help to realize the synchronous growth of informatization investment and business value, and truly make decision oriented to the benefit. Information construction of enterprises is also conducive to enterprises to choose a scientific information model to meet the requirements of the network economy, to avoid the investment risks of enterprises, and to enhance their core competitiveness and international competitiveness. Therefore, enterprises should actively improve the level of information management, build an information network system, and improve the enterprise's information decision-making ability. Enterprises should ensure the smooth flow of information in sales, procurement, production, finance and other departments, establish a platform for data exchange, and promote the process of enterprise informatization. Enterprises should ensure timely access to the international market situation and the national policy guidance.

## 4 CONCLUSION

Under the background of deepening the reform and opening up in China, how to enhance the comprehensive ability of enterprises has become a key issue to promote the high-quality development of SMEs. For small and medium-sized enterprises, their own comprehensive management level is relatively low, although the development opportunities are obvious, but competition and risk coexist. Firstly, this paper analyzed the current situation of employees' ideas and abilities. Moreover, the above factors that restrict the high-quality development of enterprises can be summarized. Then, some innovative management strategies and methods were put forward. This research can also provide some references for the development and management of related enterprises in other countries and regions.

### ACKNOWLEDGMENT

This research was supported by Talents Introduction and Vocational Education Project in Binzhou PSL Pencil Co.,Ltd. (2018-b562).

### REFERENCES

- [1] Y. Wu, Q. Zhu and B. Zhu, "Decoupling Analysis of World Economic Growth and CO<sub>2</sub> Emissions: A Study Comparing Developed and Developing Countries," *Journal of Cleaner Production*, vol. 190, pp. 94-103, 2018.
- [2] S. Colenbrander, A. Gouldson, and A. H. Sudmant, "The economic case for low-carbon development in rapidly growing developing world cities: A case study of Palembang, Indonesia," *Energy Policy*, vol. 80, pp. 24-35, 2015.

- [3] Y. Ma, K. Rong, "Value Co-creation for sustainable consumption and production in the sharing economy in China," *Journal of Cleaner Production*, vol. 208, pp. 1148-1158, 2019.
- [4] W. Pan, W. L. Pan, and H. Cheng, "Assessing the green economy in China: An improved framework," *Journal of Cleaner Production*, vol. 209, pp. 680-691, 2019.
- [5] Z. Wang, S. Shu, and C. Can, "Industry relocation or emission relocation? Visualizing and decomposing the dislocation between China's economy and carbon emissions," *Journal of Cleaner Production*, vol. 208, pp. 1109-1119, 2019.
- [6] X. Ma, Y. Li, and C. Wang, "Ecological efficiency in the development of circular economy of China under hard constraints based on an optimal super efficiency SBM-Malmquist-Tobit model," *China Environmental Science*, vol. 38, no. 9, pp. 3584-3593, 2018.
- [7] X. Wang, H. Ding, and Y. Hu, "The evaluation of financing efficiency for China's small and medium-sized enterprises based on DEA model," *System Engineering Theory and Practice*, vol. 37, no. 4, pp. 865-874, 2017.
- [8] J. Su, K. Yu, and T. Yang, "Sustainable development mode for small and medium-sized manufacturing enterprises under the new situation in China," *Paper Asia*, vol. 2018, COMPENDIUM 5, pp. 48-54, 2018.
- [9] L. Feng, J. Ma, and Y. Wang, "Comparison study on development path for small and medium-sized enterprises E-commerce using complex fuzzy sets," *International Journal of Computational Intelligence Systems*, vol. 11, no. 1, pp. 716-724, 2018.
- [10] J. Su, K. Yu, and T. Yang, "Sustainable development mode for small and medium-sized manufacturing enterprises under the new situation in China," *Paper Asia*, vol. 1, Compendium5, pp. 48-54, 2018.
- [11] J. Su, K. Yu, and T. Yang, "Empirical analysis of influence of technological innovation on the growth of small and medium-sized enterprises," *Agro Food Industry Hi-Tech*, vol. 28, no. 3, pp. 2420-2424, 2017.
- [12] C. Zhang, "Research on risks of small and medium-sized enterprises online confirming storage based on evolutionary game theory and subjective Bayesian method," *Journal of Shanghai Jiaotong University (Science)*, vol. 21, no. 2, pp. 225-233, 2016.