# The Model of Enterprise Culture Construction Guided by Marxism in Dynamic Environment

Long Qin Shandong Normal University, Shandong, 250358, China sdnuqinlong@163.com

Abstract: Marxist cultural view plays an important leading role in practice activities such as enterprise culture construction and innovation of state-owned enterprises. This universal research mode pays more attention to the present, but less attention to the deep-seated reasons of the problems under the guidance of Marxist theory and the development process of the whole judicial team specialization. In this paper, the construction of enterprise culture guided by Marxism is studied in a dynamic and complex environment. The research shows that among the three methods tested in this paper, this method has the highest accuracy rate, which can reach 75% at the highest, followed by the method in literature, which can reach 64.6% at the highest, and finally the method in literature, which has the highest accuracy rate of only 44.8%. It can be seen from the experimental results that this method not only has a better convergence rate, but also After entering the new social development stage, the global economic development and cultural development have a new direction. Only by constantly improving the comprehensive competition level of enterprise culture can it avoid being eliminated by market development

Keywords: Dynamic complex environment, Marxism, enterprise culture construction

#### 1. INTRODUCTION

At the beginning of the founding of new China, the judicial system was established according to the model of the former Soviet Union, and the relevant judicial thoughts of the former Soviet Union are the inheritance and development of Marxism. Therefore, only by following the guidance of Marxist theory can we better understand and grasp the laws and characteristics of socialist modernization based on China's specific practice. Marxist cultural view can provide strong intellectual support and inexhaustible motivation during the cultural construction activities of stateowned enterprises.

Marxist cultural view plays an important leading role in the construction and innovation of corporate culture in state-owned enterprises. This general research mode focuses more on the current, and less on the deepseated reasons for the problems based on the guidance of Marxist theory and the development process of the professionalization of the entire judicial team. Therefore, it cannot better grasp the logical relationship between the reform of the judicial system and the strengthening of the professionalization of the judicial team in the context of the modernization of the current national governance capacity (Wang et al., 2018; Xiao et al., 2019). From a certain point of view, the managers of state-owned enterprises pay attention to Marxist cultural theory, which is in direct proportion to the strength and development speed of their own corporate culture.

The scientific outlook on development emphasizes that human society is constantly advancing in development, and development is the eternal theme of human society; Advocate the harmonious coexistence between man and nature, and attach importance to the coordination and sustainability of development; Pay attention to the all-round development of people and the all-round progress of society.

The cultural industry has the economic function of input and output, and the market mechanism should be introduced in a timely manner, while the cultural industry has the social function of moral education. The government has the responsibility to give play to the social function of moral education of culture and the leading role of mainstream values, lead and promote the normal start of the cultural industry and macro-control its healthy development (Guo & Marxism, 2017; Li et al., 2019).

As an important part of management, the construction of corporate culture is undeniably a new management mode accepted by people after a long or short period of simple mandatory management and hard control (Liu & Marxism, 2017; Sun et al., 2019).

The environment of an enterprise can be classified according to different standards. This paper mainly discusses the construction of enterprise culture guided by Marxism in a dynamic and complex environment. From the current development situation, as the international and domestic social environment is relatively complex, if Marx's subject culture theory can be effectively combined with enterprise culture, it is bound to promote the ultimate realization of the goal of sustainable development of enterprises (Liang et al., 2019).

In a word, Marxist cultural view plays a significant role in improving the cultural soft power of state-owned enterprises and enhancing their own market hard power. In a dynamic and complex environment, managers can manage through planning, organization, incentive and control, improve efficiency by professionalizing the division of tasks and dividing the whole enterprise into different independent departments, sell a large number of manufactured standardized products at a low price, or sell customized high-quality products at a high price to compete, focusing on efficiency,

order, professionalism and discipline, And many enterprises are applying these rules. According to the dynamic and complex environment, the construction model of corporate culture guided by Marxism is constructed.

Due to the different connections and ways of action between the actors in the enterprise. Enterprises can be regarded as composed of explicit systems and implicit systems. The legal network system established or established by a series of formal rules and behavior patterns clearly defines the rights and obligations of each behavior subject referring to others and the primary tasks of the organization, and requires each behavior subject to make a specific response to specific inputs (Jianmei et al., 2019; Zheng, 2018).

Under the condition of market economy in a dynamic and complex environment, competition is the way for enterprises to survive and develop, and competitiveness is the internal basis for enterprises to survive and develop in the market competition. The rise and fall of enterprises in the market is a specific reflection of the strength of enterprise competitiveness. The methodology of Marxist theory is applied to the research of enterprise culture construction.

The analysis of enterprises cannot be simply limited to the production field or the circulation field, but to realize the organic combination of the two, and study enterprise problems with a systematic dynamic development view (Xie et al., 2017). Marx's subject culture theory can improve the speed of reform and development of enterprise culture construction, and lay a solid foundation for the realization of the innovative development goal of dynamic and complex environment.

After entering the new stage of social development, the global economic development and cultural development have a new direction. Only by constantly improving their own comprehensive competition level, can corporate culture be avoided being eliminated by market development. The innovation of this paper:

1) This paper constructs a model of corporate culture construction guided by Marxism. The dynamic system model consists of three modules: the first module is the basic platform module of sustainable competitive advantage. The module is composed of environmental basis, resource basis, capacity basis and institutional basis. These four elements work together to form a joint force, thus forming the competitive advantage of enterprises; The second module is the transition power module of competitive advantage. The third module is the transition path module of competitive advantage. There are three progressive elements in this

module, namely strategic flexibility, continuous innovation and customer value. According to the path formed by these three elements.

2 The complexity of the internal relationship of the system is discussed. In a dynamic and complex environment, challenges such as economic globalization, the cross penetration of technology, the fuzziness of industrial boundaries and enterprise boundaries, the rapid development of information technology and e-commerce, the rise of the status of knowledge elements, the establishment and replacement of standards, and dynamic strategic adjustment not only change the rules of competition, the nature of competition and the source of sustainable competitive advantage, but also interact with each other, Further strengthen the dynamic nature of the environment.

The overall structure of this paper consists of five parts. The first chapter introduces the background and significance of corporate culture construction guided by Marxism, and then introduces the main work of this paper. The second chapter mainly introduces the relevant work of corporate culture construction guided by Marxism. The third chapter mainly introduces that if state-owned enterprises want to succeed in the fierce socialist market economy The fourth chapter introduces the analysis and discussion of the simulation experiment part of this paper. The fifth chapter is a summary of the full text.

### 2. Related Work

Zhu D L, et al. put forward Marx's idea that the transition from capitalism to socialism is not in the long future, but under realistic conditions, the transformation of social system can be realized through bloody revolution in the weakest link and chain of capitalist rule. This idea was indeed successful, and the proletariat later verified all this with practice (Zhu et al., 2019).

Dan I, et al. shows that Marx's important assertion reflects the professional requirements of the application of law to judges, and clarifies that judges should not only be able to apply the law flexibly in the specific trial process of cases, but more importantly, they should be able to explore the intention of legislators in an authentic way, and make judgments on specific cases on this basis, so as to achieve the purpose of resolving disputes and contradictions (Dan et al., 2018).

Rui-Dong, et al. put forward Marx's subjective culture theory, which is helpful to the ultimate realization of the sustainable development goal of

enterprise culture. The theoretical system of Marx's subjective culture includes a set of unique theoretical system formed by socialist successors including Marx and Engels on the construction, development and innovation of socialist culture (Chang et al., 2017).

Lou J, et al. put forward Marx's argument that "judgment is a very tricky and difficult thing, and it is necessary to have professional judges as the support to enforce the law", that is, it is necessary to have professionally trained judges with professional qualities and excellent knowledge of legal theory.

Only in this way can the application of universal law in a single phenomenon be realized, and therefore, the judge is actually a medium in which the specific case facts are connected with the application of law (Lou & Chen, 2018). Liu J, et al. put forward that only by establishing a solid Marxist economic foundation can a perfect ideological theory be produced. In the absence of progress and development of productive forces, if we talk about productive relations, the idea of "having fun fighting with others" may appear, which hinders the improvement of labor productivity. This has been verified in the process of China's economic construction (Liu et al., 2019).

The Marxist political economy theory put forward by Ting U, et al. reveals the real source of surplus value, the historical fact that the capitalist class exploited the hired workers and the hardships of primitive accumulation of capital. China has directly transitioned from feudal economy to socialist stage without capitalism. Although history can be spanned, there is no shortcut to economic development, and it is necessary to improve labor productivity in a down-to-earth manner (Ting et al., 2017).

Qiang L put forward that if state-owned enterprises want to win in the fierce background of socialist market economy, and if they want to catch up with the growing tertiary industry and foreign-funded enterprises, they must give full play to the local influence of Marx's subjective culture theory, and only in this way can they truly improve the comprehensive competitiveness of state-owned enterprise culture (Qiang, 2018).

Wang put forward that in the process of inheriting and spreading Marxist theory, we pay more attention to their historical materialism and class struggle theory, while ignoring the theory of enterprise culture construction (Wang, 2020). Huang W, et al. indicated that we should establish and adhere to the scientific development concept, and require the whole people to attach importance to social science, of which the most important thing is to attach importance to cultural construction. Adhering to the scientific

development concept is not only the economic development, but also the comprehensive, coordinated and sustainable development of culture, society and people (Huang & Office, 2018).

Chen Z, et al. put forward that the purpose of corporate culture construction is to build a harmonious enterprise and promote the development of the enterprise from the perspective of caring for, relying on and inspiring people. It can be seen that corporate culture is also very important, which can shape both the soul and the action. Therefore, the scientific concept of development and the construction of corporate culture are a kind of "leadership and being led" relationship (Chen et al., 2018).

As introduced in the above research summary, scholars have made preliminary research and achieved certain research results on the connotation, function, characteristics and construction of enterprise culture construction guided by Marxism. However, the current research situation still reflects some objective problems, such as low research level, insufficient theoretical depth, single research method and narrow research horizon. Therefore, under the dynamic and complex environment, this paper studies the corporate culture construction guided by Marxism, builds a model, and strengthens the guiding position of Marxism in the cultural construction of state-owned enterprises.

In the new era, the cultural construction of state-owned enterprises takes the people as the creators of social spiritual wealth, and through continuous innovation activities, it provides cultural products that better meet the needs of the masses, and enhances the employees' sense of identity with the construction of corporate culture. Marx abstracted from the dynamic and complex social relations the economic relations reflecting the material interests between people, that is, the relations of production, and the superstructure based on the sum of these relations, and then attributed these two relations to productivity, so as to make a dynamic and complex and profound analysis of the movement law of the social system and its relations of production.

To ensure that enterprises can make correct and quality decisions, implement plans and achieve goals, they must follow the ideological line of seeking truth from facts, study the development law of objective things according to their true colors and keep up with the pace of the times. Under the dynamic and complex environment, taking Marx's theory of subjective culture as the core, we will comprehensively promote the development of corporate culture, gradually narrow the development distance between corporate culture and national excellent culture, and jointly provide a

strong guarantee for meeting the internal needs of cultural organic development.

### 3. Research method

3.1 Differences among various elements of the enterprise's internal environment

The dynamic complex environment reflects the current market. In the dynamic complex environment, enterprises are always in a state of constant change and imbalance. Enterprises that cannot choose the correct competitive strategy according to the actual environment will be difficult to achieve long-term survival and development. In order to cope with the severe challenge of the dynamic complex environment to the traditional competitive advantage theory, Theoretical circles at home and abroad have been trying to find a theoretical framework that can effectively guide the practice of competitive advantage of enterprises in a dynamic and complex environment (Meng & Coltd, 2018). In such an environment, managers can manage through planning, organization, incentive and control, improve efficiency by professionalizing the division of tasks and dividing the whole enterprise into different independent departments, sell a large number of standardized products at a low price, or sell customized high-quality products at a high price to compete, focusing on efficiency, order, professionalism and discipline, And many enterprises are applying these rules. The dynamic nature of the environment refers to the speed and instability of environmental changes in the publishing industry, which is mainly reflected in the degree of changes in the behavior or needs of stakeholders such as competitors, readers, partners, and the government of publishing and media groups, as well as the degree of changes in product and service types, industry trends, and technological innovation (Jun-Sheng & University, 2017). Therefore, we cannot explain the nature and source of sustainable competitive advantage of enterprises in a dynamic environment, nor can we convincingly explain contemporary enterprise practice. The internal environment of an enterprise is a system, and the elements within the system are different from, related to, and affect each other. The internal environment of an enterprise is a complex adaptive system, which not only has the characteristics of integrity, purpose, hierarchy and openness shared by the system, but also shows its own complexity mechanism. The subsystems and elements of the internal environment of the enterprise are widely and closely linked, forming a

Entrepreneurship

Entrepreneurship

Evolution of corporate culture

Constituent environment change

Evolution direction

complex relationship network, as shown in Figure 1.

Structure of internal Functions of internal Behavior of internal

environment

Figure 1: The complex network structure is formed between the internal environment subsystems of enterprises

environment

Organization structure

The trend that the competitive environment of enterprises is constantly evolving to dynamic complexity requires the research perspective of strategic management field to shift from the assumption of steady-state environment to the strategic management of enterprises under the assumption of dynamic complex environment. In a dynamic and complex environment, challenges such as economic globalization, cross-penetration of technologies, blurring of industrial boundaries and enterprise boundaries, rapid development of information technology and ecommerce, rising status of knowledge elements, establishment and replacement of standards, and dynamic strategic adjustment have not only changed the rules of competition, the nature of competition and the source of sustainable competitive advantage, but also interacted with each other, further strengthening the dynamics of the environment (Xin, 2019).

Under the conditions of globalization and informatization, the dynamic characteristics of the environment are increasingly obvious, and the senior decision-makers of publishing and media groups are faced with greater obstacles to information processing, which makes team members feel great pressure and crisis, and greatly reduces the ability of senior management team to predict future events. Most of the existing viewpoints study the competitive advantage from a single angle or based on the assumption of steady-state environment. Facing the dynamic and complex environment brought by information economy, network economy and knowledge economy, the explanatory power of these theories shows certain limitations. The complex environment makes it impossible for traditional theories to comprehensively and systematically explain the sustainable competitive advantage of enterprises in reality. The innovation of enterprise's competitive advantage in the dynamic environment is a continuous process, and every innovation is based on the original competitive advantage. In this way, continuous innovation will make the original competitive advantage of the enterprise constantly jump into a sustainable competitive advantage. On the whole, the dynamic and complex environment reflects the global competition in the current market, especially in high-tech industries. In the dynamic and complex environment, enterprises are always in a state of constant change and imbalance. Enterprises that cannot choose the right competitive strategy according to the real environment will be difficult to achieve long-term survival and development. Therefore, how to adapt to the change of competitive environment and realize sustainable development has become an urgent problem for enterprises.

# 3.2 Construction of enterprise culture construction model in dynamic complex environment

In a dynamic and complex environment, the sustainability of competitive advantage is affected by many factors. The existing competitive advantage theory fully expounds and demonstrates one of the key elements for enterprises to form competitive advantage, but none of them gives a complete explanation for enterprises to obtain competitive advantage comprehensively and systematically. The main contents involved in the research of dynamic complexity theory include complex adaptive system, nonlinear system, scaling, self similarity, complexity measurement, economic complexity and so on. These studies have made remarkable achievements. The characteristics of dynamic complex environment are: the research object is complex systems, such as plants, animals, human body, life, ecology, enterprises, markets, economy, society, politics and other systems; The research methods are the combination of qualitative

judgment and quantitative calculation, micro analysis and macro synthesis, reductionism and holism, scientific reasoning and philosophical speculation. The tools used include mathematics, computer simulation, formal logic, postmodern analysis, semantics, semiotics, etc. Therefore, it is necessary for us to break through the traditional "point" or "line" mode of enterprise competitive advantage analysis, use dynamic and systematic ideas, integrate elements such as environment, resources, capabilities, systems and dynamic capabilities, and explore a new framework for sustainable competitive advantage analysis. The basic contents of dynamic complexity theory include aggregation, nonlinearity, flow diversity, identification, internal model and building blocks. As shown in Figure 2.

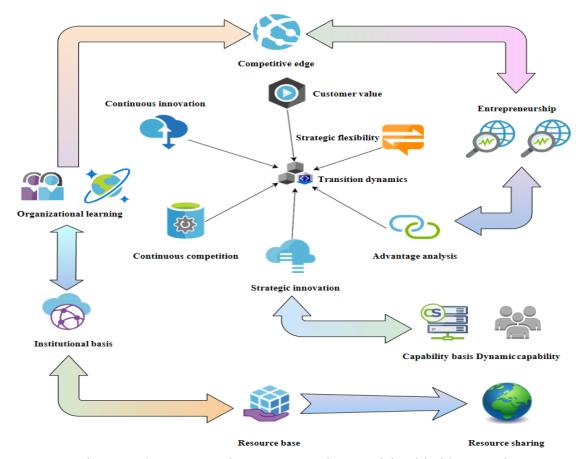


Figure 2: Corporate culture construction model guided by Marxism

The dynamic system model consists of three modules: the first module is the basic platform module of sustainable competitive advantage. The module is composed of environmental basis, resource basis, capacity basis and institutional basis. These four elements work together to form a joint force, thus forming the competitive advantage of enterprises; The second module is the transition power module of competitive advantage. The third

module is the transition path module of competitive advantage. There are three progressive elements in this module, namely strategic flexibility, continuous innovation and customer value. According to the path formed by these three elements. Using the dynamic complexity method, select the sample data to train the dynamic complexity, so as to obtain the calculation model of corporate culture construction, so as to achieve a more accurate judgment of the index weight of each layer. In this paper, the average value X of all initial weight evaluation data is selected as the input data, and the resulting output data is the dynamic and complex calculation result of the weight in this paper.

$$X = \frac{\sum X_{t}}{30} \tag{1}$$

The weight value obtained above is in the form of score. It is necessary to normalize the weights in each weight set respectively, so as to ensure  $\sum w_p = 1$  in each weight set. The specific processing method is

$$w_p = \frac{w_p}{\sum_{r=1}^{u}} \tag{2}$$

Where  $w_p$  represents the weight score before processing;  $w_p \in W$  represents the weight set subject to normalization.

For the optimization index, this paper uses the following two calculation methods to map the quantitative index to the [0,1] interval

$$x = \frac{x - x_{\min}}{x_{\max} - x_{\min}}$$

$$x = \frac{x}{x_{sta}}$$
(4)

In which: x represents the index value of the index that is getting better;  $x_{\min}$  and  $x_{\max}$  represent the minimum and maximum values of this index value in the selected reference sample enterprises;  $x_{sta}$  is the absolute standard. For the index that goes down to the best, the index value x' after processing is

$$x' = 1 - x \tag{5}$$

The single factor evaluation set constitutes the overall evaluation matrix R, R is a matrix, which establishes the fuzzy relationship from U to V.

$$R = \begin{cases} r_{11} & r_{12} & \dots & r_{1n} \\ r_{21} & r_{22} & \dots & r_{2n} \end{cases}$$
 (6)

For any index, its membership degree should meet the conditions.

$$\sum_{i=1}^{t} r_{si} = 1 \tag{7}$$

According to the construction method of fuzzy matrix introduced earlier, the single factor evaluation set of determining factor  $u_{ijk}$  is

$$r_{ijk} = \left(r_{ijk}^t\right)_{1 \times 5} \tag{8}$$

The fuzzy evaluation matrix of secondary index factor set  $U_{ii}$  is

$$R_{ij} = \begin{pmatrix} r_{ij1} \\ r_{ij2} \\ r_{ijk} \end{pmatrix} = \begin{pmatrix} r_{ij1}^{-1} \\ r_{ij2}^{-1} \\ r_{ijk}^{-1} \end{pmatrix}$$
(9)

In which  $r_{ijk}^{-1}$  represents the membership degree of the third-level index  $u_{ijk}$  to the level  $v_i$ ;  $r_{ijk}$  represents the membership degree set of the third-level index  $u_{ijk}$  on the grade set V. This process is also the process when the network runs normally after training. In this process, the network performs the following operations

$$O_p = F_n \left( F_2 \left( F_1 \left( X_p \right) \right) \right) W \tag{10}$$

Generally, the work at this stage should be controlled by precision, so take it here.

$$E_p = \frac{1}{2} \sum_{j=1}^{m} \tag{11}$$

As the error measure of the network about the P sample. And the error measure of the network about the whole sample set is

$$E = \sum E_p \tag{12}$$

In order to improve the operation benchmark of major enterprise culture construction such as cost, quality, service and speed, the work flow is fundamentally reconsidered and thoroughly reformed. Enterprise "reengineering" is to redesign and arrange the whole production, service and management process of the enterprise, and make it reasonable. Through comprehensive investigation and detailed analysis of all aspects and links of the original production and operation process of the enterprise, the unreasonable and unnecessary links are thoroughly reformed.

The model of enterprise culture construction is not limited to the simple description of objective things, but more focused on revealing the causes of objective things and their evolution, and trying to predict their future development as accurately as possible. So far, people have not defined the

concept of complexity uniformly, and the construction of dynamic complexity theory has not been completed.

The construction of enterprise culture construction model under the guidance of Marxism in the dynamic situation not only reconstructs the research system of Marxism, but also changes people's way of thinking, providing new ideas and methods for the development of modern science and technology, and having universal methodological significance for various disciplines including Marxism.

# 4. Analysis and discussion of results

Comparing the weight calculated by this method with the average value of the initial weight evaluation data as shown in Figure 3, it can be found that the weight scores calculated by this method after training approach to the average value of the initial weight data.

At the same time, due to the good memory ability and strong fault-tolerant ability of this method, the calculated results are more accurate than the simple weighted calculation results. The calculation results are shown in columns 3 and 7 in Table 1.

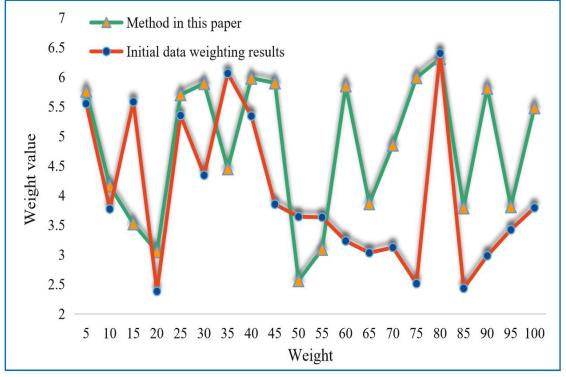


Figure 3: Comparison between the calculation result of this method and the weighted average result of weight

Weight	Average	Calculation	Weight	Average	Calculation
code	score of	results of this	code	score of	results of this
	initial	method		initial	method
	evaluation			evaluation	
W1	4.101	4.107	W5	4.651	0.178
W2	4.152	4.124	W6	4.752	0.183
W3	4.650	4.662	W7	4.950	0.192
W4	4.301	4.296	W8	3.851	0.147

Table 1: Calculation results of index weight value of each layer

This paper uses literature (Sun et al., 2019), literature (Wang, 2020) and this method to train the sample data of corporate culture construction project risk in a dynamic and complex environment, in order to obtain a suitable corporate culture construction structure. The input and output sample values are shown in the table. The input values are the index values of core competitiveness, and the output values are the evaluation results of core competitiveness. This paper selects 15 nodes. When the number is 20, the maximum step size is 0.5, and the visual field is 1.5, we train the nodes with the number of 10, 20, 30, and 40 respectively, and each training iteration is 180 times. The error curve is shown in Figure 4.

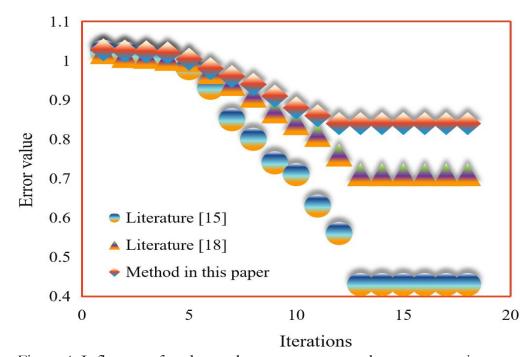


Figure 4: Influence of node number on corporate culture construction error

The size of the error value determines the speed of the optimal step of corporate culture construction. It can't be too small, otherwise the

convergence speed will slow down, and it can't be too large, otherwise it will cause network vibration, or even divergence. We take the maximum steps of 0.3, 0.5 and 0.6 respectively to train the values. We take 20, 15 nodes, 1.5 visual field, and train 180 times. The error curve obtained when taking each value is shown in Figure 5. After repeated tests, the effect is ideal when the step length is 0.5.

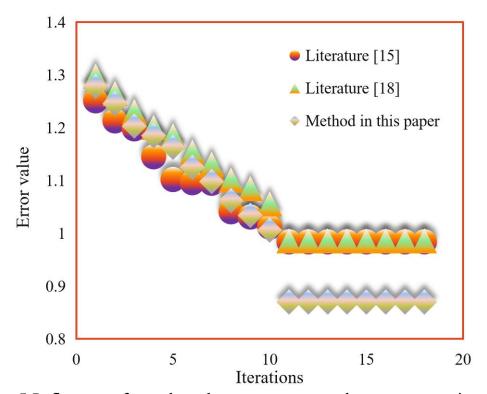


Figure 5 Influence of step length on corporate culture construction error

We take the first 35 groups of data of the sample as the training samples, and the last 5 groups of data as the test samples of the system. The expected error of the network is 0.0001. After 10000 times of training, five groups of data as test samples are input into the trained network. The training results, actual evaluation values and errors are shown in Table 2.

Test sample	Estimate	Actual value	Error
1	0.7155	0.7142	0.0012
2	0.0245	0.4285	0.0008
3	0.0010	0.0001	0.0010
4	0.0016	0.0000	0.0016

Table 2: Comparison of results of different methods

This experiment uses literature (Sun et al., 2019), literature (Wang, 2020) and this method to further study the accuracy of corporate culture

construction in a dynamic and complex environment. It can be clearly seen from the figure that among the three methods, this method has the highest accuracy. The experimental results are shown in Figure 6. Then the running times of the three methods are compared, and the experimental results are shown in Table 3.

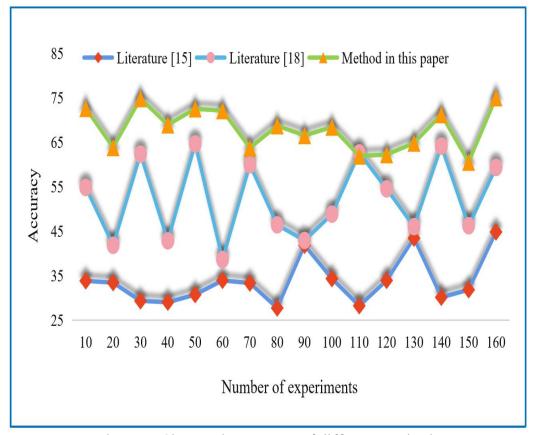
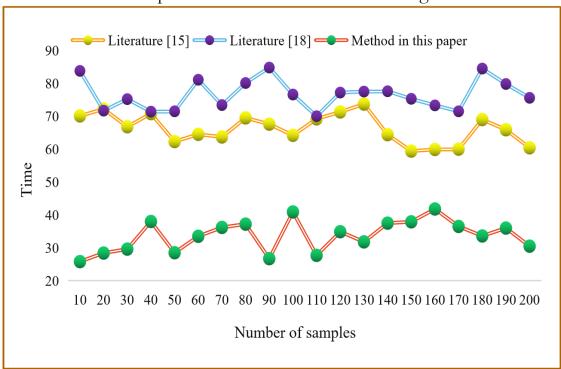


Figure 6: Changes in accuracy of different methods

Method	Minimum times	Maximum times	Average times
Literature (Sun et	859	3415	1036
al., 2019)			
Literature (Wang,	548	2854	725
2020)			
Methods of this	1036	8659	2015
paper			

Table 3: Comparison of running times of different methods

The above process shows that the model proposed in this paper has a good evaluation effect on the index system of corporate culture construction. This experiment uses literature (Sun et al., 2019), literature (Wang, 2020) and this method to analyze the operation efficiency of the model of corporate culture construction in a dynamic and complex



environment. The experimental results are shown in Figure 7.

Figure 7: Operation efficiency of different models

It can be seen from Figure 7 that among the three models, the time of literature (Wang, 2020) is the highest, with an average time of 76.60 seconds, followed by literature (Sun et al., 2019), with an average time of 66.25 seconds, while the time of the model used in this paper is the shortest, with an average time of 33.65 seconds. It can be seen that this method is more efficient in operation.

### 5. Conclusions

Corporate culture can provide impetus for the development of enterprises, which has been recognized by many business operators. In the process of building enterprise culture, we should consciously take the Marxist concept of scientific development as the guidance, and constantly innovate according to the actual situation of the enterprise. Excellent corporate culture is basically to convey a concept to employees: an enterprise is a big school, that is, a learning organization. While employees make contributions to the enterprise, their own quality will also be improved. The culture of an enterprise is to cultivate a cultural atmosphere within the enterprise that attaches importance to learning and is good at learning, so that employees can constantly accept new knowledge and

ideas, so that the enterprise can keep pace with the times, and so that employees and enterprises can learn and grow together. Dynamic complexity the understanding of the complexity of corporate culture guided by Marxism helps us to clarify the research ideas of corporate culture from a macro perspective, grasp the complexity of corporate culture system by using dynamic complexity as a whole, and then analyze and summarize effective countermeasures and methods to guide corporate culture decision-making and carry out various specific corporate culture practice activities.

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## **Bio-profile**

Qin Long holds a Master's degree in Law from Shandong Normal University is currently studying for a PhD in the School of Marxism of Shandong Normal University, engaged in the study of the Sinicization of Marxism. He is a lecturer and has participated in projects such as the National Social Science Foundation of China and the Shandong Social Science Planning Project.