



Strategies for Giving Full Play to the Leadership Charm of Enterprise Executives to Promote the Construction of Innovation Culture of SMEs

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Abstract: In the construction of enterprise innovation culture, the most important thing is to exert the leader's charisma, which can not only stimulate the development vitality of the enterprise, but also form the innovation-oriented enterprise culture atmosphere, thus help to enhance the development level and quality of the enterprise, and improve the core competitiveness of the enterprise market. Therefore, the paper analyzes and studies the connotation of the leader's charisma, and explores the significance and strategy of using the leader's charisma to promote innovation culture construction.

Keywords: enterprise executive; charisma of leadership; construction of innovative culture

1. Introduction

In China's social and economic development and construction, enterprises are an important force to promote the rapid development of social and economic. In the development and operation of small and medium-sized enterprises, promoting the development and innovation of corporate culture is conducive to stimulating the vitality of small and medium-sized enterprises and strengthening the innovation capacity of enterprises. In his paper research, Shen Guochun (2016) puts forward that promoting the innovation of corporate culture will become a way to improve the cohesion of enterprises and promote enterprises to obtain competitive advantages in the first link of the central government [1]. Luo Zhirong (2010) holds that the construction of innovative corporate culture is conducive to stimulating the vitality of enterprise development and improving the quality and level of enterprise development. Especially in the current fierce market competition, actively promoting the innovation of corporate culture has become an important part of strengthening the core competitiveness of enterprises in the market [2]. Enterprise culture innovation is the key to continuously arouse the enthusiasm of employees in the process of enterprise development, which can bring continuous development power to enterprises. Lin Lihui (2016) mentioned in the research paper that the cohesion and centripetal force of enterprises can be improved through cultural construction, thus stimulating the development vitality of enterprises and enhancing the core market competitiveness of enterprises [3]. In order to ensure the orderly development of SMEs' cultural construction, it is necessary to give full play to the leadership charm of enterprise executives, and then to promote innovation. Zhou Zhihong (2012) mentioned in his paper the importance of the charisma of senior executives in promoting enterprise management, and believed that the good charisma of senior executives contributes to the innovation of cultural construction [4]. Therefore, it is necessary for enterprises to explore the leadership charm of executives, so as to improve the innovation culture construction model and improve the quality and level of enterprise development.

2. Connotation of Leadership Charm of Enterprise Senior Executives

Executive leadership charisma is a multi-dimensional concept, which covers the personal quality, behavior, thinking mode and influence of top managers. It is based on the noble personal character and moral quality, a charismatic leadership of senior management, to have honesty and trustworthiness, integrity and justice, modest and prudent quality. Ma Ling (2012) believes that the charisma of top management lies in their ability to set a good example [5]. In his research paper, Tucker (2013) argues that the charisma of top managers lies in their high sense of responsibility and mission and their ability to make sustained efforts for the long-term development of the enterprise [6]. In addition, the leadership charisma of executives is also reflected in their communication and coordination skills, a charismatic executive, can clearly express their thoughts and intentions, and effective communication with employees. Fatma (2010) believes that senior managers should also have the ability to coordinate the interests of all parties to resolve conflicts, and that this will enable them to create a good internal environment for the business development of enterprises and stimulate the vitality of enterprise development [7].

3. Significance of Giving Full Play to the Leadership Charm of Enterprise Executives to Promote the Construction of Innovation Culture of Small and Medium-sized Enterprises

In the cultural construction of SMEs, it is necessary to constantly improve the cultural construction model and give full play to the leadership charm of enterprise executives. In the paper, Flemming (2017) and others believe that attractive senior executives can convey the importance and support for innovation through their own words and behaviors, stimulate the positivity and enthusiasm of employees for innovation, and form a positive corporate culture [8]. Therefore, in the construction of enterprise innovation culture, the leadership charm of enterprise executives is of great significance and value, and becomes the key to improve the quality and level of enterprise development. Bryman (1986) believes that the top management is the core of promoting the construction of corporate culture, and the leadership charm of the top management can create a good corporate culture, make employees feel the spirit and requirements of innovation, and stimulate employees to participate in the development and innovation of the enterprise [9]. Kane (2012) believes that the charismatic leadership of corporate executives can help stimulate the innovative potential of employees. They can give support and trust to employees in their work and encourage them to dare to try and face failure, thereby enabling their employees to break the stereotype of thinking and dare to innovate, thereby creating a positive atmosphere for corporate development [10].

4. Strategies for Giving Play to the Leadership Charm of Enterprise Senior Executives to Promote the Construction of Innovation Culture

4.1 Establishing an innovation-oriented leadership concept

In order to give full play to the leadership charm of SME executives and promote the construction of enterprise innovation culture, the first task is to establish the innovation-oriented leadership concept. In this process, the top management should recognize the significance and value of innovation, and incorporate innovation into the long-term development strategy of the enterprise. Moreover, the executives should pay attention to the development trend of the industry, constantly learn and absorb new knowledge, so as to realize the correct guidance of enterprises in the construction of enterprise culture innovation and help strengthen the development level and quality of enterprises.

4.2 Establish an open and inclusive leadership style

In the construction of enterprise innovation culture, the leader's charisma is the most important and the key to improve the level of enterprise culture construction. In this process, we need to establish an open and inclusive leadership style, so as to create a relaxed corporate culture, and stimulate employees' innovation potential and motivation. For example, enterprise executives can accept different views and ideas with an open mind, and encourage employees to dare to express, dare to question and dare to innovate at the stage of enterprise management. In the development and decision-making of enterprises, they shall also pay attention to listening to the opinions and suggestions of employees, so as to pool ideas and be good at accepting suggestions and thus ensure the scientific and political nature of enterprise development decisions. Moreover, in the promotion of corporate culture innovation, senior managers should respect the differences and individual needs of employees, and allow employees to make mistakes and accept failures on the road of innovation, which can not only make employees feel the trust of the leadership, but also inspire the courage of employees to overcome difficulties and failures and make them achieve more fruitful results on the road of innovation.

4.3 Showing firm and decisive decision-making ability

In order to give full play to the leadership charm of enterprise executives during the process of promoting the construction of enterprise culture innovation, enterprise executives must show firm and decisive decision-making ability, stimulate the development vitality of SMEs at this level, and inject continuous momentum into the high-quality development of SMEs. In this process, the current market changes and competitive pressure shall be taken into full consideration, and the senior managers shall make a judgment in light of the market changes and the competitive pressure of the enterprises so as to clarify the innovation and goal of the innovative development of the enterprises. In the process of decision-making should also take into account the actual situation of enterprises to ensure that the decision-making is feasible and innovative. In addition, the senior management shall have the courage to take risks, assume responsibilities and dare to face challenges, so as to form a positive innovation atmosphere within the scope of enterprises and improve the level and quality of innovation culture construction of enterprises.

5. Concluding remarks

To sum up, in the development and operation of SMEs, actively promoting the construction of innovation culture is the most important thing among them, and is also an important link to stimulate the development vitality of enterprises and improve the core competitiveness of enterprises in the market. In this process, enterprises are required to exert the leadership charm of senior executives, stimulate the motivation and enthusiasm of employees to participate in innovation through scientific and standardized management of senior executives, and form a positive innovative corporate culture atmosphere, thus injecting continuous power into the development of enterprises. Therefore, the paper puts forward the strategy of giving full play to the leadership charm of enterprise executives to promote the construction of innovation culture of SMEs.

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