

The Influencing Mechanism of Luzhou Real Estate Corporate Culture on Employees' Job Satisfaction

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Abstract: In China's current economic development environment, real estate companies have become an essential part of China's economy. They were the backbone of China's economy and provided countless employment opportunities for thousands of employees. With the development and growth of real estate companies in Luzhou City, employees' job satisfaction in real estate companies has also received more attention. This article studied the employees of real estate companies in Luzhou City as the target audience, investigated their job satisfaction and the impact of corporate culture on job satisfaction, extended the aspect of corporate culture under the concept of employee satisfaction, and classified corporate culture participation, adaptability, consistency, and organizational identity as the four major study dimensions.

Keywords: Influence Mechanism ; Real Estate Corporate Culture ; Employee Job Satisfaction

1. Introduction

The real estate industry is engaged in the development, operation, management, services, profit-making purposes, independent process, and independent accounting. It is an essential pillar of my country's economic growth. While developing itself, it provides many jobs for the local economy and improves the people with better income and living conditions. Real estate enterprises need a lot of funds and talents in operation and management. The value of each business project of real estate development enterprises is enormous, and it requires a lot of capital to be a capital-intensive enterprise. For example, the resettlement compensation fees in the early stage of real estate development, the survey and design fees in the early-stage work, feasibility study fees, construction and installation engineering fees, financial expenses, sales expenses, etc., are usually entirely dependent on their funds for real estate development enterprises: various financial instruments and financial instruments. More and more real estate industries have been severely challenged in employee management in recent years.

2. Theoretical Basis

Corporate culture proposed by the Denison model contains four dimensions: participation, adaptability, consistency, and sense of mission (Liu, 2019)^[1].

2.1 Participation

The participatory nature of organizational culture includes three aspects: delegation, team orientation, and capacity development. Denison believes that companies that value organizational culture emphasize equality, employee participation in corporate management, and team orientation and evaluate and formulate related management measures based on team performance.

2.2 Adaptability

Adaptability includes customer orientation, innovation and change, and organizational learning. An effective organization should be adaptable to the environment, a healthy whole, and respond quickly to changes in the background.

2.3 Consistency

Consistency includes three aspects: core values, coordination, and cooperation. Effective organizations often have solid cultural characteristics and a high degree of consistency, and this high degree of consistency is conducive to organizational coordination and forming a unified whole.

2.4 Sense of mission

A sense of mission includes goals and objectives, strategic direction, and intentions. Organizations with this cultural characteristic clearly understand the future, have phased short-term and long-term goals, and have keen insight into the future.

3. Understanding the Influencing Mechanism of Luzhou Real Estate Corporate Culture on Employees' Job Satisfaction

3.1 Corporate Culture Theory

Wang; & Wang. (2008)^[2] were the first scholars to conduct quantitative analysis and research on corporate culture. These two

scholars used the production of scales to understand the formation of companies in practical development. The scholar constructed a scale related to corporate culture and put forward the main characteristics of corporate culture, including the company's organizational cohesion, employee management, leadership style, dominant features, strategic focus, and success criteria.

3.2 Employee satisfaction

Many domestic and foreign experts and scholars have defined and elaborated on employee satisfaction from multiple angles. Employee satisfaction is also called job satisfaction (Job Satisfaction). They all mean that the employee feels that the job itself can satisfy or help satisfy their own work value needs and produce a pleasant feeling—the degree of job satisfaction. In a company, employee satisfaction is a barometer of employee enthusiasm Wen: et al. (2019) [3].

4. The Conceptual Framework for the Research Study

First Existing research literature has conducted many theoretical and empirical exploratory studies on the outcome variables of organizational identity. Many scholars' studies have shown that corporate identity can significantly impact executive members' attitudes and work behaviors. Attitudes and work behaviors are mainly manifested in organizational commitment, citizenship behavior, job satisfaction, cooperative behavior, and willingness to leave. Jessica: et al. (2015) [4] found that increased organizational identity significantly impacts employees' organizational citizenship behavior through investigation and research. Corporate identification helps to promote the formation of emotional and psychological feelings closely related to the organization's development by members of the organization, thereby helping to enhance the team cohesion of the organization and promote the healthy development of the organization.

Second This study took Luzhou real estate companies to study their employee job satisfaction and the impact of the corporate culture. Yan: et al. (2017) [5] examined the influencing factors of employee satisfaction in high-tech companies connected employee job satisfaction with corporate culture, and at the same time, combined the Dansion model and Liu Haijun model on the influence of corporate culture elements on internal control, the corporate culture is divided into adaptability, consistency, participation, and organizational identity.

5. The Countermeasures for Influencing Mechanism of Luzhou Real Estate Corporate Culture on Employees' Job Satisfaction

5.1 Corporate culture

The concept of corporate culture comes from culture. It is a social phenomenon and a group phenomenon, and it has the characteristics of nationality and regionality, independence and stability, permeability, intangibility, adaptability, and soft restraint.

5.2 Employees' job satisfaction

The founder of industrial sociology and representative of interpersonal relationship theory, Muschetto; & Siegel. (2019) [6] proposed in the famous Hawthorne Experimental Study that the most critical factor influencing productivity is the interpersonal relationship developed during work. Employees are "morale" affected by the attitudes formed in family life and social life and the interpersonal relationships within the enterprise.

5.3 Employee participation

Employee participation is when employees are involved in decision-making processes rather than simply acting on orders.

5.4 Organizational learning

Organizational learning is creating, retaining, and transferring knowledge within an organization. An organization improves over time as it gains experience.

6. Conclusion

Real estate companies have unique industry characteristics, so most real estate companies' employees revolve around customers. This article puts forward the four dimensions of participation, adaptability, consistency, and organizational identity in the concept of Luzhou real estate corporate culture. Establish a sound corporate culture from these four dimensions. The company attaches great importance to the expected growth of employees and teams and establishes a complete training mechanism so that the training is planned, the process is recorded, and the output is fruitful; professional skills training is provided to improve the skills of employees to ensure that employees keep up with the development level of their profession; encourage employees to continue their studies and expand the breadth and depth of their knowledge.

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