

The Profound Connotation, Realistic Dilemma and Countermeasures of Humanistic Care of Multinational Enterprises

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Abstract

The 21st century is an era of both opportunities and challenges. With the rapid economic development of our country, the enterprise culture derived from the modern enterprise management thought has been widely paid attention to by managers. The quality of people's life has been significantly improved, and the traditional business management mode is no longer applicable to modern enterprises. Humanistic care is a means used by enterprises to balance the gap between dreams and reality, and fully respect people's emotional needs. Enhance the sense of ownership and responsibility of employees to take the enterprise as their home, so as to reduce or even avoid many unnecessary disputes and contradictions, and improve the happiness index of employees and the competitive advantage of the enterprise. It is necessary to analyze the humanistic care in enterprise management and find problems in time, and then put forward effective improvement measures.

Keywords

Enterprise Management, Humanistic Care, Corporate Culture, Emotional Management, Multinational Enterprises

1. Introduction

The development of enterprises is inseparable from the guidance of corporate culture construction. As the core part of corporate culture, the development of humanistic care construction is related to the economic benefits of enterprises, and is the premise for enterprises to stand firm in the future market (Wang, 2017). In the process of the continuous integration of new information culture, enterprises of all countries are bound to encounter unprecedented challenges such as multi-culture impact and traditional culture conflicts. How to transform

the traditional management mode into a new mode that can adapt to the current social values and market development needs is an urgent problem to be considered and solved. The competition of enterprises is the competition of talents. In the context of the development of modern society, only by integrating humanistic care into the development of enterprises and understanding the demands of employees in time can we avoid the loss of talents. Only by fundamentally mobilizing the enthusiasm of employees, can we improve the production efficiency, better constrain the behavior norms of employees, enhance the cohesion of enterprises, so that enterprises can maximize the creation of wealth. When enterprises practice the characteristic form of humanistic care to manage enterprises for a long time, it is not only conducive to the cultivation of employees with faith, but also can convey the corporate image with strong atmosphere to consumers, so as to realize a virtuous circle of enterprise development. Enterprises should establish a set of effective mechanisms of psychological counseling to employees on the emotion education, can be set up by means of information communication platform, to understand and grasp the employee's actual psychological dynamic at any time, also can understand the staff's practical difficulties in the practical work, to teach them some simple and practical method to improve the ability to control your emotions, such as: How to observe their own and others' emotions, how to cultivate mutual trust, how to overcome stress and anxiety, how to motivate themselves and others.

2. The Profound Connotation of Humanistic Care of Multinational Enterprise

2.1. The Concept of Humanistic Care in Multinational Enterprises

As a popular word in recent years, humanistic care takes human motivation and needs as the starting point, reflecting the achievements of the whole social civilization construction. It is not only an indispensable content in the development of enterprise management, but also an important symbol of social civilization and progress, affirming human nature and human value. Humanistic care in the modern sense belongs to the spiritual category of corporate culture, which is generally believed to be derived from western traditional humanism. In essence, it is a kind of self-consciousness without reminding others on the premise of acknowledging constraints, and the core is people-oriented, but there is no complete authoritative annotation yet (Bao, 2019). Is the best asset of the enterprise, the humanities concern is with human emotions to support a culture of freedom and equality, but also a kind, rooted in the heart of others can truly protect the interests of the employees, the emphasis on the interests of the public at the same time, effectively promote the harmony and unity of the enterprise, and then form a unique enterprise values, arouse people's enthusiasm and creativity, To realize the principle of people-oriented management.

2.2. The Content of Humanistic Care of Multinational Enterprises

- 1) Pay attention to the long-term development of employees

With the development of the times, enterprises have a growing demand for talents. The management of excellent enterprises cannot be separated from the effective support of talents. How to retain high-quality talents has become a problem that must be solved. The essence of an enterprise is a human-centered economic organization based on labor relations, and mutual respect is the basis for maintaining good interpersonal relations. In the good development of modern enterprises, if a good enterprise wants to retain high-quality employees for a long time, it must vigorously develop talent strategy activities, fully show its humanistic care, maintain close relationship with employees based on each other and needs, and respect employees as the most basic management concept. It is necessary to provide a fair and clear promotion channel, so that every employee can have the opportunity to show their talent and broad development prospects, constantly improve the cohesion and core competitiveness of the enterprise, let employees love their own enterprise from the heart, and create a win-win situation between enterprise development and employee growth. If the basic rights and interests of employees are not respected, or even antagonized, the enterprise will be adversely affected and even abandoned by the market in the future development.

2) Advocating a multicultural model

Humanistic care is a strategy for the long-term development of enterprises, which should be combined with the actual situation to do more thinking, in-depth understanding of the needs of employees in order to reduce the flow of talent, to better stimulate the enthusiasm of employees, improve work efficiency. For example, by holding communication meetings to grasp employees' understanding of the company, strengthen communication with employees; pay attention to the career development of employees, promote employees according to their experience and ability, and make up for their lack of skills and knowledge through training to help them grow fast; lead employees to participate in social positive activities, such as organizing fundraising, visiting welfare organizations, organizing marathon run or potluck tour, etc. According to the length of service and performance, appropriately increase the salary or subsidy treatment of employees, meet the needs of employees in terms of salary, arrange regular mental health lectures for employees, set up annual physical examination, etc., so that employees can combine work and rest, and prevent death from overwork; the office environment can be improved through planting green plants and other decorations, and afternoon tea and other benefits can be prepared for employees to help them shape an optimistic attitude and relieve pressure. In addition, the company's suggestion collection mailbox can be set to allow anonymity, so as to ensure that employees' spiritual appeals can be timely and reasonably solved.

3. The Role and Necessity of Humanistic Care in Multinational Enterprises

3.1. The Role of Humanistic Care Construction in Multinational Enterprises

The core of business management is to deal with interpersonal relations and

avoid unnecessary disputes. Humanistic care focuses on meeting people's multi-level and multi-faceted feelings and needs, and is a required course for every employee. Soft means of communication can not only understand the needs of the employees, to help the staff to solve practical difficulties and problems brought by the fierce market competition, what's more it can improve the relationship between higher and lower, train staff's collective consciousness and sense of responsibility, create a fair and just competition environment and make employees striving to realize the value concept of harmonious development between employees and the enterprise. The good development of enterprises is inseparable from the support of fine management, in addition to the management constraints on employees, staff also need spiritual guidance. Corporate culture is the internal demand of enterprise innovation and development, and it is the comprehensive sublimation of enterprise management content in different periods, technical fields and management modes. In the past few decades, Huawei has attached great importance to the construction of corporate culture, which is the key to Huawei's success in competition. However, in practical work, Huawei attaches great importance to materials and neglects the humanistic care for employees, resulting in repeated incidents of employee suicide, which seriously affects the development of the enterprise. Every man is eager to have a chance of advancement in work, the enterprise should pay attention to humanistic care in everyday work, implement real humanistic care at ordinary times, let employees feel happiness. Humanistic care makes enterprise in the harmonious environment and create greater economic benefits.

3.2. The Necessity of Humanistic Care Construction in Multinational Enterprises

With the development of the economic level, employees have higher expectations for their own development, and the traditional management mechanism is no longer applicable to the current economic development mode. However, due to many practical factors, some enterprises lack the sense of innovation, not to mention the use of advanced humanistic concepts to get rid of traditional management methods according to their actual conditions, and fail to attach importance to the development of corporate culture and manage employees through personalized programs. Some leaders may have grass-roots origins, due to the lack of cultural cognition and don't know what care theory and strategy system is. The lack of humanistic care of labor operation leads to a serious disconnect between the level of enterprise compensation and market development. Especially in recent years, the unaffordable housing prices make people prohibitive. The psychological balance of employees will affect their work efficiency and greatly discourage their labor enthusiasm. Most young employees can only rent or live in a small house with their families. Even if they can buy a house, they are burdened with heavy mortgage debt, which makes them unable to achieve the "live and work in peace" desired by employees. In addition, universities are con-

stantly introducing high-level talents, and traditional education methods are difficult to solve the deeper problems of employees. In order to be outstanding, employees need to make more efforts and sacrifices, and have to bear huge competitive pressure and psychological burden, which may even affect the harmony between the company and the society.

Humanistic care is the main feature of today's social situation. Enterprises and even the international community are advocating harmonious and orderly development. The core idea of the European Renaissance was humanism, which refers to the tendency of social values to care about human personality, pay attention to the maintenance of human dignity, and advocate self-value of tolerance, freedom and equality (Beugelsdijk, 2009). The 16th National Congress of the Communist Party of China will be the concern for social individuals, promote social harmony as the development goal, the society in the existence of harmony under the premise of stable development. The essence of the competition between modern enterprises is the competition between people, so modern enterprises should take technology and products as the secondary problems to solve and set "people-oriented" in the center. Many examples show that corporate image is the guarantee of benefits, empathy can improve the executive ability of employees. For example, vocational and technical schools have signed contracts with Foxconn sending a large number of graduates to work in the company. In fact, every employee hopes to stand out through hard work. Therefore, as a manager, we should try our best to communicate with them in depth and give full play to their potential. In particular, under the new situation, we should cultivate employees' correct values and outlook on life, and take building a corporate culture with humanistic care as the direction of efforts, so that employees can combine their personal prospects with the development of the enterprise and constantly improve the core competitiveness of the enterprise (Shen, 2017). Reality tells us that good psychological quality will reap twice the result with half the effort.

4. The Realistic Dilemma of Humanistic Care of Multinational Enterprises

At present, there are many problems in the construction of humanistic care in multinational enterprises, which are not conducive to the good development of enterprises. Therefore, it is necessary to do in-depth analysis of the problem, to provide reference for the development of humanistic care in the future, so as to promote the healthy development of enterprises.

4.1. Weak Awareness of Humanistic Care

With the development of the enterprise and the continuous reform of the system, the increasing pressure of the employees and the influence of unhealthy thoughts such as luxury and enjoyment, feudalism and superstition lead to their emotional fluctuations, thus affecting their value orientation and their ability to

perform the work. Humanistic care is an indispensable part of enterprise management, but some enterprises think that only by relying on advanced technology and abundant funds can they truly become bigger and stronger. Therefore, they play down the investment in the construction of humanistic care and ignore the unique role of humanistic care in enterprises. The result is a significant increase in employees' income along with increasing dissatisfaction with the company, a decline in happiness, and even a lack of concentration at work. Enterprises wrongly set humanistic care as enriching the leisure cultural life of employees, and even put rigid management such as principles and norms against it, overemphasizing the "economic construction center" (Hynes, 2009). Due to the excessive emphasis on equipment, technology and other hardware investment and lack of comprehensive management, paranoid that cultural activities and tourism organization is humanistic care, the humanistic care is misinterpreted as a simple man-ruled management, the enterprise in the process of sustainable development of disharmonious notes, seriously hinder its development. In addition, some management personnel's quality is low, they cannot understand the employee's inner demand, they pay insufficient attention to the humanistic care and even can't discipline himself not mention fully recognize the value of humanistic care and thought. When there is a difficult problem, they rush to the conclusion of "yes or no" or "yes or no" and scold the employee unilaterally, instead of thinking calmly and solving the problem. This simple and blunt way of working is contrary to the original intention of the humanistic care construction, and has caused a bad impact on enterprises and individuals.

4.2. Shallow Concern of Humanistic Care

In modern enterprise management, most enterprise managers lack the understanding of humanistic care construction, although some enterprises have gradually realized the importance of humanistic care, but there are still problems in the actual process of development. Managers unilaterally believe that as long as employees' leisure life is enriched, they can fully show their humanistic care for employees, so they vigorously carry out tourism, sports competitions and various cultural activities. However, they do not pay attention to communication and exchange in their daily work, and cannot timely understand the actual situation of employees. This kind of simple understanding not only cannot enter the inner world of the employees, but also caused negative burden to the employees. Condolence in holidays is only a way to show humanistic care, but this way lacks good communication, cannot achieve effective emotional communication with employees, it is difficult to gather the centripetal force of the enterprise, and even seriously hinder the development of the enterprise. In addition, salary is directly related to the satisfaction of employees. If employees find that there is obvious inequity between their pay and income, they will have strong resistance. Huawei pursues the principle of never letting "Lei Feng" suffer losses in attracting talents, so it can attract more than 85% of the undergraduates and even 70%

of the graduates and PhDs (Wang, 2019). However, the serial suicides of Foxconn employees in 2020 were caused by the fact that the managers neglected to pay attention to the employees themselves while urging the employees to create high efficiency, and the indifference between the employees and other reasons, which led to the lack of certain pressure relief methods, leading to the employees' contempt for life.

4.3. Simplex Form of Expression

Humanistic care is almost synonymous with many companies now, but most of the enterprise managers lack of innovation and strategic consciousness according to actual condition, their attention is not enough in the long run, when employees are in trouble or major disease, mostly confined to the condolatory gold, person articles for daily use, such as the simple material concern to far couldn't keep up with the employee's need or want. It cannot meet the basic demands of employees, and there is a big gap between the employees need and multifaceted humanistic care. People engaged in relevant work have different abilities and qualities, and lack regular training. Without the support of professional and technical personnel and the guidance of scientific theoretical knowledge, the quality of management innovation work cannot be guaranteed. Although the construction of humanistic care has been attached great importance by some enterprises at the present stage, the needs of employees have not been combined with the development of enterprises, and the pressure on employees is also very great. In addition, the enterprise in the development of the past work has already formed the traditional chain, to general lack of scientific and democratic management, more do not keep pace with the times. A positive employee like flexible work schedules, and business leaders rarely when the policy of reform and management to solicit the opinions of the staff, from the principle of the foundation of all perspective of care worker, which can lead to schedule and investment direction of talents is not reasonable, and even contradictory.

4.4. Excessive Attention to External Efficiency

In the current corporate economic culture, many enterprises vigorously promote the efficiency management theory in order to maximize the benefits of the enterprise, but completely ignore the value of employees. Employees are only regarded as management tools by the top management, and not only the value of self-development is not recognized, but also the basic living conditions are not satisfied. As a result, the operation order of the enterprise can only fluctuate, and employees gradually become alienated, which is not conducive to the development of the enterprise. Most of the enterprises in our country at present is a line operator, are playing a militarized management can reduce friction and cost, in the development of management can't physically do constantly changing, even such a simple way, hard work will only make the pressure of employees and growing discontent, employees have no motivation for work also means that the

enterprise lost the prospects for development. In fact, the construction of humanistic care is not a simple employee incentive scheme, but a concept of “humanistic management”. Enterprises in the development of humanistic care activity ignore the demands of the modern economy level demand and its own actual situation, even from other the humanistic care concept of the enterprise, they don't view the employees as colleagues and partners, different enterprises form a picture of tiger isn't the kind of dog. Because the internal competition mechanism is not harmonious development. The potential psychological crisis of employees will cause psychological disorders because they are in a state of tension for a long time without timely counseling. The continuous falling of Foxconn employees is a typical case. Huawei also lost its glory due to the lack of humanistic care for its employees, which further affected its future development.

5. Innovative Strategies of Humanistic Care of Multinational Enterprises

Enterprises need to give humanistic care to employees, but some enterprises still have shortcomings in the construction of humanistic care. The suicides at Foxconn, for example, have exposed the problems of apathy and stress. Therefore, the problem reflected by such incidents is the lack of humanistic care in some enterprises, and a perfect solution strategy is urgently needed.

5.1. Strengthen the Consciousness of Humanistic Care

The core of enterprise management is to deal with interpersonal relations and mobilize the enthusiasm and creativity of employees to the greatest extent. Humanistic care is the most effective means to deal with interpersonal relations and mobilize the enthusiasm of workers. In the enterprise management, the manager is the representative of the interests of the enterprise, the supervisor of the implementation of rules, the ultimate responsibility of the group, and the creator of new ideas. Therefore, humanistic care plays a very important role in enterprise management, which permeates the whole process of enterprise management, production and operation, it is the guarantee for enterprises to promote production and improve efficiency. The first consideration of leaders' decision-making should be the thoughts of employees, and the enterprise should be built into an important place for employees to rely on their feelings and bodies, and the goal of the enterprise should be materialized into the responsibility that employees take the initiative to bear. As a member of the social group, enterprise employees need to face the daily chores, so material care is the external expression of humanistic care, is the symbolic significance of the enterprise to staff care and comfort. While doing a good job of material care, we should also consider the diverse spiritual needs of employees, who are in different positions and create different values for the enterprise. We should take strong measures to resolve the negative emotions of employees and promote the spiritual wealth of employees to the maximum extent through various ways. Most modern enterprises are

highly educated employees, who are better at hiding their negative emotions. Therefore, enterprises should actively carry out various exchange meetings and symposiums, pay attention to understanding the actual psychological status of employees, focus on their physical and mental health and sustainable development, and change their ideas from the perspective of ideology. Under the influence of various new thoughts, we should adhere to the simultaneous implementation of material care and spiritual promotion, and organize interesting collective psychological counseling activities to enhance employees' sense of belonging and identity to the enterprise, so as to promote the sustainable and healthy development of the enterprise.

5.2. Humanistic Management into Warmth

Power management is met with silent resistance, while emotion management will gain understanding and resonance. Therefore, enterprises need to integrate humanized management into the implementation of "rule of law" and focus on promoting the all-round development of people. The enterprise is the home for the survival of employees. Without the premise of economic efficiency, if the enterprise does not even have the basic viability, how can it provide reliable living remuneration and stable employment for employees? In this case as the "flexible management" of humanistic care is necessary to be focused on, to fully realize that there is no distinction between work, and promote stable and harmonious development of enterprises. Affinity working environment helps to solidarity, using the ability of the enterprise culture construction to enhance the quality of employees. In addition, we can care about the employees in detail, fully respect the ideal of each employee, and let this enthusiasm be translated into work. In daily work, we can fully consider the physical and mental conditions and executive ability of employees, so that the system is full of human touch.

5.3. Innovating Multiple Forms of Expression

If enterprises want to manage useful talents well, they should abandon the traditional and empty preaching and have advanced management ideas at the same time. Although the strict management system in the past can make subordinates obey the command and arrangement, and also temporarily avoid the loss of talents through this tough means, it also makes employees lose their enthusiasm for work. Most employees in modern enterprises have a strong sense of autonomy. They want to be recognized and respected. The traditional bureaucratic style will only block them. Therefore, enterprises should enhance flexible management, have certain innovative ideas, let employees participate in decision-making more, rather than passively accept orders. The best way to motivate employees of modern enterprises is that they can get new learning opportunities, new employees in the company can participate in the necessary training course, managers convey professional knowledge to staff along with the idea of humanities, at the same time integrate the personal values into the common ideals of the enter-

prise, Make it the most stable and reliable talent resource of the organization. The purpose of training talents is to use talents. Enterprises can take meeting employees' new needs as incentive means and establish a fair and transparent reward and punishment system to improve employees' enthusiasm for work. For example, starting from the actual situation of the enterprise, it listens to the opinions of employees through questionnaires, symposiums, online replies and other forms, treats employees as family members, guides employees to consciously turn their ideas into work pursuit, and meets their reasonable requirements as much as possible, so as to form a good atmosphere for running the enterprise with concerted efforts. Let them in a comfortable environment to achieve the best work and maximize efficiency. Confucius' idea of "benevolence, righteousness, propriety, wisdom, sincerity, generosity, sincerity, and sincerity" is based on the family-based social order, so it can endure forever. Establish a multi-channel employee promotion mechanism, link earnings with performance, improve the remuneration of key personnel and so on. Will be accompanied by the growth of the enterprise and employee career growth, establish a real tend to talented person's welfare mechanism will enhance the staff's confidence and sense of honor, to promote "star employees", a variety of forms such as "chief workers" create a good atmosphere of innovation, in innovation dedication and wisdom for the enterprise, form a strong force to promote the development of enterprises. Just imagine if humanistic care can be truly implemented in every enterprise, then our spiritual civilization will certainly step up to a new stage of social civilization.

5.4. Pay Attention to the Psychological Care of Employees

Employees will encounter all kinds of unavoidable problems in their daily life and work. The construction of corporate culture can help employees establish self-confidence in the ability to deal with problems and a healthy and upward social mentality. Excellent corporate culture environment can promote the progress of employees' knowledge and skills, so that employees can set goals at a higher level, so that they can work at ease, and contribute more to the development of the enterprise. Enterprises should let the staff who have the need to talk out the door, and get the direct, quick and professional solution. This is not only conducive to help reduce the psychological burden of employees, but also to make employees feel the care of leaders. Be beneficial to physical and mental health, company can organize some appropriate humanistic care of recreational activities which will be implemented to the feet, and combined with the development of effective allocation mechanism and flexible salary system, let employees feel hope in their career and life there, guide the staff to establish the concept of fair competition and common development, forming a good psychological state to deal with all kinds of pressure.

6. Conclusion

As a new way of enterprise management, humanistic care helps to enhance the

sense of identity of employees to the enterprise, and also helps to continuously enhance the sense of responsibility and innovation of employees, maximize the enthusiasm of employees to participate in enterprise production, and is conducive to promoting the harmonious development of enterprises. The humanistic care in the management, not only can improve the work efficiency and quality of staff, make them fully consider the requirement of enterprise development, also promote the implementation of each work, to ensure the successful completion of the production and business operation task, encourage employees to create more wealth for the enterprise, promote the development of the enterprise long-term health. Modern enterprises in the market economy will inevitably encounter a variety of difficulties and challenges. The only way is to abandon the traditional management mode, constantly strengthen the construction of humanistic care, timely understand the psychological demands of employees, establish a relevant talent cultivation mechanism, and create a platform for talent growth. Implementing people-oriented rather than enterprise-oriented into all aspects of enterprise management can condense the core strength of the enterprise and promote the steady improvement of income benefits. Only in this way can enterprises survive and develop in such fierce market competition.

Conflicts of Interest

The author declares no conflicts of interest regarding the publication of this paper.

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