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# 企业文化建设在公交企业改革中作用研究

## 摘 要

对于公交企业而言，员工在企业内倍感关怀和温暖，有助于增强其职业荣誉感，使个人职业规划与实现企业的使命和愿景相统一。公交企业改革离与企业文化建设密不可分。

本文以北京公交集团以及下属的保修分公司作为研究单位，对公交企业文化建设在北京公交企业改革中作用进行了研究。通过资料收集、观察法、个案分析法再结合自身多年基层工作经验，对公交企业的企业文化进行研究，将对其的认识从感性认识上升到理性认识。明确公交企业在企业文化建设上存在的差距及其原因，最终提出提升企业文化建设相关领域工作与企业改革发展、生产经营的融合能力，为企业的发展提供有益帮助的措施与途径。

**关键词：**企业文化 企业文化建设 企业形象 企业管理 企业制度文化

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## ABSTRACT

The future development of an enterprise depends on the management ability of its leaders, including the senior leaders and the grassroots leaders. The main content of this paper is what is the level of grassroots leaders in public transport enterprises and how public transport enterprises improve the quality of grassroots leaders.

In this paper, one of the secondary units of Beijing public transport group, namely the third warranty factory of the warranty branch, is taken as the research unit to study the quality of the grassroots leaders of public transport enterprises. By data collection, observation, case analysis, combined with my own years of grass-roots work experience, this paper studies the current situation of public transport enterprises and the distinguished features of the grass-roots leaders of public transport enterprises, and then figures out the quality that the grass-roots leaders of public transport enterprises should have, as well as the gap in the quality of the grass-roots leaders of public transport enterprises and its reasons. Finally, it puts forward to improve the approaches of the quality of the grass-roots leaders of public transport enterprises.

**Key words:** public transport enterprises; grassroots leaders; the qualities of leadership

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