

The Impact of Corporate Culture on Corporate Strategic Management in China

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In the current era, the trend of world economic integration has gradually strengthened, and international competition has become increasingly fierce. The current Chinese economy has also entered a stage of adjustment of the new normal. The role of corporate culture in corporate management is more important, especially for corporate strategic management. The impact is more prominent. Corporate culture and corporate strategic management have also received attention as an important factor in corporate development, and have a profound impact on corporate growth and development. Therefore, the comprehensive realization of the analysis of the impact of corporate culture on corporate strategic management has more important theoretical and practical significance for corporate strategic management. Based on this, this article analyzes and explores the impact of corporate culture on corporate strategic management, focusing on four important factors in corporate culture (values, social norms, management practices, and government) and four influencing factors of corporate strategic management (business model, Internal environment on, external environment, market competition), and then analyzed the impact of corporate culture on corporate strategic management, thereby promoting better development of the company, and also providing references for related scholars. China is a multicultural country, and Shanghai is an important development city in China, and its status in China cannot be underestimated. Shanghai's unique geographical location and economic development advantages, as well as diversified business types, have increased the research persuasive. Therefore, this study will be conducted in Shanghai in the form of a questionnaire.

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