

Research on the Innovative Ideological and Political Work of Young Employees in Electric Power Enterprises

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Abstract: As the backbone of the development of electric power enterprises, young employees' working attitude determines the vitality of an enterprise to a large extent. Therefore, enterprises need to carry out scientific and reasonable ideological and political work for young employees for the current development needs and to promote the rapid growth of young employees. Based on this, the study carries out detailed research and discussion on the current ideological and political work of young employees in electric power enterprises with personal practical research experience, to innovate and provide a steady stream of ideological and political momentum for their high-quality development.

Keywords: Power enterprises; Young employees; Ideological and political work

Online publication: April 29, 2024

1. Introduction

As a generation of young people who grew up with the rise of the Internet, the young employees of electric power enterprises have diversified ideas, and their pursuit of value is more intense. They are also more susceptible to the influence of the external environment, resulting in changes in their thoughts and affecting future development. Therefore, electric power enterprises need to provide a good ideological and political education environment for young employees and fundamentally promote the healthy development of young employees in electric power enterprises. Based on the summary of relevant references and personal practical work experience, this paper discusses the research on the ideological and political work of young employees in electric power enterprises.

2. The significance of the ideological and political work of young employees in electric power enterprises

The reason why power enterprises should strengthen the ideological and political work of young employees is not only the need for enterprise development and reform but also the demand for the progress of

the current time. Especially at present, China's electric power enterprises have hundreds of thousands of young employees, each of them having a different academic level, rooted in different electric positions. However, no matter what degree they have, they have made great contributions in the field of innovative power enterprise technology and service. Strengthening the ideological and political work and providing a good ideological and political education environment for young employees can precisely unify the thoughts of young employees and encourage them to contribute their wisdom and strength to the reform of electric power enterprises so that the enterprises can adapt to the needs of the progress of the time to achieve successful reform ^[1].

Secondly, it can help promote the role of party organizations. Young people are the best assistants for the party organization. This is because young people start to learn the party's education from a young age so that they have mainstream ideas, at the same time, a good education can also make their ideas and the party organization's ideas maintain a high degree of unity so they will share the same goals as the party organization. Therefore, when carrying out ideological work, power enterprises must pay special attention to the ideological and political work of young employees by combining the ideological situation of contemporary young employees, adopting the most effective ideological and political methods, and carrying out ideological and political education for them, so that the role of party organizations can be effectively played among young employees, and provide a steady stream of ideological and political power for the healthy and stable development of power enterprises.

3. Problems existing in the ideological and political work of young employees in power enterprises

First, the ideological and political education and value guidance of electric power enterprises need to be improved. According to an incomplete data survey and analysis, 81.4% of young employees of electric power enterprises at present think that the current political theory learning effect is quite remarkable, but there are still 18.6% of young employees of electric power enterprises that are not satisfied with the current political theory learning effect, thinking that the combination of political theory and practical needs is not close enough, the content form is too old-fashioned, and the learning content is not comprehensive enough. The key to this problem is that political theory learning and policy teaching are not systematic enough, the methods of political theory learning are too general, the implementation of strategic learning concepts and management ideas is not innovative, and young employees lack the learning channels for political theories, coupled with the insufficient dissemination of ideological and political culture, and the lack of cultural positions in line with their characteristics. It is difficult to create an efficient and multidimensional social and cultural communication matrix so that advanced ideological and political culture will be deeply rooted in the hearts of the people ^[2].

Secondly, there is a lack of an accurate and efficient ideological and political work system. The production and operation tasks of electric power enterprises are often relatively heavy, and their energy is mainly focused on the explicit indicators that can be evaluated and quantified, ignoring the unquantifiable indicators of ideological and political work. Without combining ideological and political work with production and operation tasks, various departments cannot achieve coordination and resource sharing. The key to this problem lies in the lack of accurate and efficient ideological and political working systems in electric power enterprises, and the lack of ideological and political awareness. Moreover, the closed-loop feedback mechanism of power enterprises is not smooth enough in actual operation, and young employees lack two-way communication channels with enterprises, so they cannot accurately grasp the dynamic changes of young employees' thoughts ^[3].

Thirdly, the ideological and political education and guidance function of grass-roots front-line employees is not perfect. The power enterprises today have changed from simple repetitive labor-intensive operations to

intelligent and digital information equipment investment, and its grass-roots first-line production environment has undergone earth-changing changes. However, the ideological and political education and guidance of grass-roots front-line employees have not yet adapted to the development and change of time, so the process is currently outdated. Additionally, compared with long-term positions on the front line, the vast majority of young employees are more inclined to management positions, and the proportion of young front-line employees participating in scientific research and innovation is relatively low in the work process. The main reason is that the ideological and political education and guidance function of the grass-roots front-line employees in power enterprises is not perfect, and the young employees lack accurate understanding and positioning of the grass-roots work. The enterprises cannot actively adapt to the new needs to improve their ability and quality, and cannot promote the growth and success of young employees ^[4].

Fourth, the ideological and political practice of electric power enterprises lacks innovation. Given the difficulties in carrying out and implementing ideological and political work in electric power enterprises, the main reason is that electric power enterprises lack a group of professional ideological and political teams who can accurately grasp their internal development laws, adapt to the current development trend, and understand the youth discourse, so they cannot identify, predict, analyze and solve problems based on the actual situation of young employees. Additionally, the ideological and political education platform also lacks innovation, and the new media platform cannot give full play to its advantages, so it cannot advance with time and new trends ^[5].

4. Strategies to innovate the ideological and political work of young employees in electric power enterprises

First, enterprises should carry out targeted ideological and political work and implement value guidance. If electric power enterprises want to keep up with the current trends, combine the characteristics of young employees, and innovate ideological and political work, they must perform well in top-level design, carry out targeted ideological and political work, and implement value leadership. Therefore, before carrying out ideological and political education for young employees, power enterprises should have a general understanding of the basic situation of young employees, conduct a systematic analysis of their situation, find out the incentives that cause young employees to have wrong thoughts, and on this basis, formulate effective targeted ideological and political education programs and build education platforms that meet the ideological characteristics of young employees to provide more targeted ideological and political work for young employees, and further strengthen the effect of ideological and political education. In addition, it is necessary to highlight the guiding effect of value, actively use learning opportunities such as youth schools and youth theme days, and guide young employees of electric power enterprises to actively participate in the learning of ideological and political theories and maintain continuous learning enthusiasm. Enterprises should launch educational platforms for them, release educational works with a clear value orientation and in line with the characteristics of youth ideology and policy, guide young employees to establish a firm faith, and build a firm faith in grassroots work ^[6].

Second, enterprises should emphasize institutional construction and build a sound ideological and political work system. Enterprises should let young employees actively participate in the study of ideological and political theories so they can maintain a rigorous and serious work attitude and a hard-working spirit during their work. It is necessary to explore the work potential of young employees so that young employees can love their work. A perfect ideological and political work system should be built to encourage and urge young employees to grow. To this end, electric power enterprises should strengthen overall planning, starting from the enterprise system and operation system, build a hierarchical work process, integrate the ideological and political

work into the professional work of each department, further clarify the responsibilities of party organizations at all levels, perform well to unified grasp and co-management, form a joint force within the enterprise, and work together on the ideological and political work of young employees. In addition, enterprises should strengthen the research activities on the ideological state and actual demands of young employees, to accurately grasp the dynamic changes of young employees' thoughts and work demands, effectively understand the problems that young employees may encounter in the process of work and life, and help young employees solve their problems and overcome the difficult period in work and life. It is also necessary to strengthen the opinion tracking and supervision of young employees to solve the causes of forming wrong ideas with a closed-loop feedback work system to effectively reduce the work pressure of young employees [7].

Third, enterprises should emphasize ideological guidance and strengthen the life planning of young employees to allow young employees to set up lofty ideals and take root in grassroots front-line positions. It is necessary to provide excellent and comprehensive ideological guidance for young employees with the help of ideological and political work to strengthen the life planning of young employees by customizing special training and experience plans for them so the young employees can transition from college graduates to productive industrial workers. Therefore, power enterprises should take life planning as the key point of ideological guidance when carrying out ideological and political education for young employees. First of all, power enterprises should assist young employees in career planning, help young employees establish correct career development goals, and unify them with enterprise development, to provide a stronger driving force for the subsequent development of young employees. Secondly, electric power enterprises should provide more vocational learning platforms and skill exchange platforms for young employees, broaden the channels for young employees to grow and become talented, provide a lifelong learning environment for young employees, and continuously improve their professional quality, so that they can be better qualified for their jobs, and thus better realize career planning to help young employees to succeed and grow. Third, power enterprises can cooperate with universities and scientific research enterprises to create a joint talent training model, achieve a joint training system, and deepen the integration of production, university, and research training platforms. Finally, the power enterprises should guide the young employees to form correct views, ensure that they build the correct ideological and political consciousness, and ensure the young employees' thoughts are not affected by external factors. Enterprises should make good use of the past ideological and political work means with modern multimedia technology, emphasize communication and exchange with young employees of electric power enterprises, and train young employees to establish the correct concept of modernization ideal [8].

Fourth, enterprises should select suitable personnel to carry out the ideological and political work of young employees because every young employee of the power enterprise has different personality characteristics. Therefore, if the power enterprise wants to effectively innovate the ideological and political work, it must utilize persuasive words to carry out the ideological and political work of the young employees and ensure that the young employees have the ideological and political consciousness consistent with the socialist core value to correct their wrong ideas in time. Therefore, in the process of carrying out the ideological and political work of young employees in electric power enterprises, leading cadres with rich ideological and political knowledge, excellent self-image, and certain personal authority should be responsible for the ideological and political work of young employees to actively and enthusiastically respond to and deal with various problems of young employees. To this end, electric power enterprises should comply with the development law of ideological and political work, create a professional ideological and political work team that is good at thinking and research, and listen to the opinions and ideas of young employees from multiple angles. Based on the characteristics of the department, enterprises need to explore the methods of the ideological and political system of young

employees, and promote the fundamental transformation of the ideological and political work from lagging to leading, and from instilling to motivating. The enterprises should always adhere to the principle of front-line cadre inspection and emphasize their roles. This requires power enterprises to adhere to the correct employment orientation, strictly follow the principles of party management of cadres and standards, and improve the front-line cadre inspection process. Enterprises should carry out front-line inspections of cadres, boost the spirits of special investigation inspectors, and strictly regulate the cadre appointment procedures. Outstanding cadres should be chosen so that they can better serve the ideological and political work of electric power enterprises, serve the ideological and political education of young employees, and create a good ideological and political learning atmosphere and work environment for young employees, thus growing better under the escort of power enterprises^[9].

Fifth, enterprises should actively explore and apply new ways of improvement. There are a large number of young employees in electric power enterprises, and their state of mind and way of life are very different. Therefore, when carrying out ideological and political work for young employees in electric power enterprises, it is necessary to combine the different characteristics of young employees, properly make use of this difference, find the pattern, innovate the ways and methods of ideological and political work, and improve the flexibility and diversity of ideological and political work itself. At the same time, electric power enterprises should also utilize mass media to publicize ideological education. In particular, it is necessary to make more use of emerging media that are popular with contemporary young employees, such as the Internet, mobile phones, and short videos. With the help of these emerging media, enterprises can implement ideological and political work and make use of the preferences of contemporary young employees to better exert the effectiveness of ideological and political work. In the process of implementing ideological and political education in line with the new situation, power enterprises should combine the principles of local resources and innovative sublimation. Local resources refer to utilizing the local regional cultural characteristics of power enterprises, that is, the local regional customs and local customs, and integrating them into the ideological and political education work of young employees of power enterprises, creating an ideological and political culture of power enterprises with its own characteristics, providing good educational materials for the development of ideological and political work of power enterprises. This can achieve a good integration of local culture and political culture, better attract people's attention, and improve image publicity. Innovation sublimation refers to innovating the original ideological and political work content so that it is more in line with the ideological characteristics of contemporary young employees. Power enterprises can carry out different volunteer activities to cultivate the ideals of young people, such as dedication, friendship, and mutual assistance^[10].

5. Conclusion

Only by providing a good ideological and political education environment for young employees, can enterprises fundamentally promote the healthy development of their thoughts and form a good ideological quality. Therefore, electric power enterprises must attach great importance to the ideological and political work of young employees, vigorously strengthen the development of this work, comply with the current development trend, and constantly innovate the ideological and political work of young employees, to create a high-quality and high-skill innovative electric power team.

Disclosure statement

The author declares no conflict of interest.

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