

The Application of Attribute Structured Description and Fuzzy Evaluation Thought in the Construction of Non-state-owned Entrepreneur Team

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Abstract: Entrepreneurs play a core role in the survival and development of Non-state-owned enterprises, and the construction of the team of Non-state-owned entrepreneurs should be differentiated. Based on analyzing and summarizing the differentiated characteristics of the construction of Non-state-owned entrepreneurial teams in different regions, this article points out the methods required in the process of building differentiated teams, and proposes the idea of attribute structured description and fuzzy evaluation to guide the role positioning and construction level division in the construction of Non-state-owned entrepreneurial teams.

Keywords: Construction of Non-state-owned Entrepreneur Team; Structured Description of Attributes; Fuzzy Evaluation; Role Positioning; Construction Level

1. Introduction

Non state-owned ownership economy is a term that arises relative to public ownership economy. It is all forms of economic structure in China at present, except for public ownership. It is also an important component of the socialist market economy[1]. The Non-state-owned economy mainly includes individual economy, private economy, foreign-funded economy, etc. Since the convening of the 18th National Congress of the Communist Party of China, the view that Non-state-owned economy is an important component of China's socialist market economy has once again been emphasized by leaders at all levels and various media. The importance of Non-state-owned economy has been regarded as a theoretical viewpoint for adhering to and improving the basic economic

system in the primary stage of socialism. The healthy development of China's Non-state-owned economy has promoted the healthy development of society. In the "the Belt and Road" strategy, the economic development trend of "mass entrepreneurship and innovation", and the changes in the economic structure of the "new normal", Non-state-owned enterprises have a strong sense of participation and presence[2][3]. The non-state-owned economic holding enterprise legal persons have accounted for more than 97% of the volume, and also provided about 60% of GDP and 50% of the tax proportion [2] [3]. In the Decision of the Central Committee of the Communist Party of China and the State Council on Further Strengthening Talent Work, it is explicitly proposed to eliminate institutional and policy barriers, treat talents from Non-state-owned economic organizations and social organizations equally in politics, unify talent policies such as government rewards and professional title evaluations, and make equal and open access to public resources such as subsidies, funds, training projects, and talent information databases for the society, Actively providing services to improve the entrepreneurial environment and working and living conditions. From the above policy guidance and actual statistical data, it can be concluded that endowing Non-state-owned enterprises with the necessary political and social status and guiding Non-state-owned economy to reasonably support the development and construction of socialist economy are of great significance to functional departments at all levels.

The cultivation of entrepreneurs and enterprise managers has been placed in an important position in the construction of high-level talent teams, and it is necessary to utilize available domestic and foreign resources to build this

team. For Non-state-owned enterprises, entrepreneurs usually directly or indirectly determine the proportion of equity, the determination of strategic development direction, the management style and level of the enterprise, and the key attributes of the enterprise's social responsibility. To some extent, the political and economic development concept, legal awareness, social responsibility, and moral character of Non-state-owned entrepreneurs themselves have an irreplaceable decisive role in the future direction and social role of the enterprise, the core competitiveness of entrepreneurs is the source of core competitiveness for Non-state-owned enterprises. Highlighting the construction of the entrepreneurial team in Non-state-owned enterprises is a powerful lever to guide the discovery and development level of Non-state-owned economy.

2. The Situation and Problems in the Construction of Non-state-owned Entrepreneur Teams

The proposition of building a team of Non-state-owned entrepreneurs has already been put into practice by corresponding functional departments and social organizations[3][4], such as economic research institutions under democratic parties or entrepreneurial associations in various regions. In the construction of the entrepreneurial team, policy guidance, platform construction, and effect analysis have been carried out to cultivate the concepts, knowledge and skills, and perspectives of Non-state-owned entrepreneurs, The specific methods, problems encountered, and approximate causes of the problems encountered by these units during the process of carrying out this work are listed below:

In the process of building the team of Non-state-owned entrepreneurs, units and social organizations at all levels, starting from their own expertise in business, have set up a series of platforms such as weekend lectures, chairman salons, expert training courses, and peer exchange meetings to enhance the political awareness of Non-state-owned enterprise owners, enhance their industry dynamic knowledge, and strengthen communication among Non-state-owned enterprises. The contents and forms of these

organizations' activities have played a role of association under the non Internet economy model and the initial stage of the construction of the Non-state-owned entrepreneur team. They have upgraded the original way of relying mainly on private exchanges to the mode of government guidance, social organizations, and Non-state-owned enterprises' active participation, playing a key role in the development and exchange of non-state-owned economy.

But with the passage of time and the increasing demand for Non-state-owned economic development, the shortcomings of this primary model have begun to be exposed, such as knowledge fragmentation, dispersion, and unclear training objectives. In addition, as a government functional department, it is not easy to over step in the construction of Non-state-owned entrepreneurial teams. Due to the needs of the operation of the market economy system, the government pays more attention to supervision in the construction of the entrepreneurial team. Many methods and measures at the government level that are conducive to the construction of the entrepreneurial team should not be too organized and carried out. Some social organizations have not played their due role and are very active in paying membership fees[2]. However, there are very few that involve providing services to enterprises and entrepreneurs, Causing entrepreneurs to generally reflect a lack of belonging towards these organizations[6]. Summarizing these shortcomings or deficiencies, the main focus is on the lack of concentration in team building goals and the lack of systematic team building platforms, which is inevitable in the process of team building in Non-state-owned enterprises. The fundamental reasons for this are the diversity of industry types, diverse sources of capital, inconsistent regional development concepts, inconsistent levels of enterprise development, and prominent characteristics of Non-state-owned economic interests, It is difficult to form a comprehensive understanding of Non-state-owned enterprises, such as the inconsistency between the development characteristics of Non-state-owned enterprises in Henan Province and Jiangsu Province, which is influenced by their respective traditional industrial concepts and regional policies.

Therefore, for complex and large economic participants such as Non-state-owned enterprises, it is difficult to summarize systematic team building models or methods, and it is even more difficult to form a unified platform that takes into account the characteristics of market economy and government guidance; Furthermore, the construction of the core leadership team in public owned enterprises is guaranteed by strong liquidity and work experience. For example, public owned enterprises generally have party committees, and the main leaders of the party committees can be held by government staff or appointed by the government, usually by party and government leaders with rich work experience. Although this allows government departments and social organizations to have rich experience in team building in public owned enterprises, However, this approach cannot be directly applied to Non-state-owned enterprises, which often makes it difficult for the government to form a comprehensive understanding of the enterprises in which Non-state-owned entrepreneurs work when building their teams. If there is a set of methods to fully describe the characteristics of Non-state-owned economic enterprises, it will help to position the specific roles of Non-state-owned enterprises and guide the construction of the Non-state-owned entrepreneur team.

The construction of Non-state-owned entrepreneurial teams should be carried out in a centralized and unified manner, and differentiated construction needs to be improved

In the early stages of regulating the development of Non-state-owned economy, whether providing knowledge platforms or communication platforms for Non-state-owned entrepreneurs, offline Non-state-owned economic entrepreneur team construction was carried out in a centralized and unified manner. This approach can achieve the maximum effect with low labor and time costs, and has strong universality. However, this approach ignores the diverse characteristics of Non-state-owned entrepreneurs in all aspects, which is not conducive to the sustainability of cultivating Non-state-owned entrepreneurs, especially in the current situation where higher requirements are put forward for the role positioning of Non-state-owned entrepreneurs

[5], and the construction of differentiated teams is the key point of this work. In the new generation of Non-state-owned entrepreneurs, they usually have diverse knowledge reserves, international business concepts, distinct personalities, and broad interests. This is inseparable from the objective material conditions created by the first generation of Non-state-owned entrepreneurs, which provide them with sufficient opportunities to engage in international education during the knowledge accumulation stage. These characteristics determine that when dealing with the role positioning of the new generation of Non-state-owned entrepreneurs, full consideration should be given to their educational background, personality traits, enterprise development level, the foundation of previous entrepreneurs' success, corporate culture characteristics, and even their attitude towards international politics and the economy.

Based on the analysis of the above two parts, it is necessary to have a relatively systematic method to describe the attributes of Non-state-owned entrepreneurs clearly and with hierarchical characteristics, and to conduct certain analysis and evaluation after description, in order to clarify the specific role positioning of Non-state-owned entrepreneurs, and then carry out targeted team building by categorizing them.

3. Structured Description of Non State Owned Entrepreneur Attributes and Fuzzy Evaluation Thought

The structured description of the attributes of Non-state-owned entrepreneurs mainly refers to the multi-dimensional consideration and classification of all related information related to their own production and operation, as well as the hierarchical summary processing of the information, in the process of recognizing Non-state-owned entrepreneurs, without violating relevant laws and regulations on citizen privacy protection, and forming an induction of the attributes of Non-state-owned entrepreneurs. Guided by the structured description concept, Being able to form a comprehensive understanding of objects with a fixed information processing mode. For example, under the guidance of this structured description concept, a four-dimensional structured attribute model can be established to

describe specific Non-state-owned entrepreneurs. Some attributes have three-level attributes, while others only have secondary attributes. In theory, the richer the dimensions of establishing an attribute structured model, the more comprehensive the description of the object will be.

Structured description of Non-state-owned entrepreneurs is not the purpose, but rather serves as an informational support for their role positioning, which needs to be combined with the discriminative thinking of role positioning. When the role positioning of Non-state-owned entrepreneurs is accurate, the goals of team building become clear. Here we propose the idea of fuzzy evaluation, which refers to the process of matching the attribute characteristics of Non-state-owned entrepreneurs with the goals of team building, and making a non quantitative and hierarchical comprehensive evaluation. For example, the promotion of entrepreneurial spirit mentioned in reference [5] can be divided into three levels: high, medium, and low. The high level mainly refers to social responsibility, including environmental responsibility, employee development responsibility, responsibility to upstream and downstream enterprises, and responsibility to treat peers fairly; The middle level mainly refers to development responsibility, including innovation responsibility, resource integration responsibility, reasonable pricing responsibility, risk awareness responsibility, etc; Low level refers to the responsibility for survival, including learning responsibility, fighting spirit, learning ability, etc. And for the matching degree of each level, it is divided into five fuzzy levels: strong, strong, medium, weak, and weak. The fuzzy mentioned here refers to non quantitative evaluation. For example, a structured description of a Non-state-owned entrepreneur named Zhang XX. Assuming that Zhang XX's educational attribute is only domestic compulsory education, without any experience in higher education or obvious political views; In terms of family attributes, the age is 32 years old, there are siblings in the family, and the parents are still alive; In terms of credit attributes, an individual has a loan of 100000 yuan and a loan of 150000 yuan from a rural credit cooperative; In terms of enterprise attributes, work experience before the age of 30 is

farming, and starting a business at the age of 30. The core product of the company is insulated glass cups, with an annual output value of 200000 yuan. The development goal is to increase production by 35% annually. According to the above description, the fuzzy evaluation of Zhang XX's entrepreneurial spirit is shown in Figure 3. To promote his entrepreneurial spirit, he should focus on maintaining the survival of the enterprise. If he is guided in team building, he should start from learning enterprise management knowledge, expanding market sales, increasing product competitiveness, and alleviating entrepreneurial pressure, and appropriately introduce guidance on reasonable pricing awareness.

4. Conclusions

This article analyzes the current situation and problems of the construction of Non-state-owned entrepreneur teams from the perspectives of construction objectives, methods, and team building forms. It summarizes that in the context of the new era, it is necessary to systematically analyze the information of Non-state-owned entrepreneurs, and position the roles of specific Non-state-owned entrepreneurs, in order to carry out targeted team building. The idea of structured description and fuzzy evaluation of attributes for Non-state-owned entrepreneurs was proposed, and corresponding definitions and attribute structured description models were provided. With specific application examples, the process of structured description of attributes and fuzzy matching of entrepreneurial spirit for a certain Non-state-owned entrepreneur under this idea was demonstrated. The research findings in this article contribute to exploring new ideas and methods for building a team of Non-state-owned entrepreneurs, in order to promote the development of the Non-state-owned economy. The idea of structured description and analysis can be applied not only to the Non-state-owned economy, but also to other industries or industries with evaluation and matching processes. Subsequent research should focus on the establishment of structured description models and the study of fuzzy evaluation mechanisms in specific application areas.

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