

## **THE IMPACT OF TEAMWORK, INNOVATION MANAGEMENT AND CORPORATE CULTURE FACTORS TOWARDS ORGANIZATIONAL EFFECTIVENESS IN CHINA'S INTERNET INDUSTRY**

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### **Abstract**

This study aims to understand the impact of teamwork, innovation management, and corporate culture on organizational effectiveness in China's Internet industry. This study explores the impact of teamwork, innovation management, and corporate culture on organizational effectiveness in China's Internet industry. Specifically, it analyzes the relationship between teamwork and work efficiency, knowledge sharing, and organizational cohesion; innovation management focuses on the importance of innovation and change, sustainable development, and competitiveness; corporate culture examines the connection between worldview, employee attitudes, and corporate image. This study quantitatively analyzed the data of 400 Chinese respondents, which were collected on social media through snowball sampling. The questionnaire contained multiple-choice questions and Likert five-point scales. Descriptive and inferential statistical methods were used for analysis. The results showed that teamwork, innovation management, and corporate culture had a significant impact on organizational effectiveness, supporting the research hypothesis.

**Keywords:** Organizational Effectiveness, Teamwork, Innovation Management

### **Introduction**

This study aims to explore how the three independent variables of teamwork, innovation management, and corporate culture affect organizational effectiveness, and further reveal their importance and existing problems. In China's Internet industry, organizational effectiveness is closely related to teamwork, innovation and change capabilities, and corporate culture. In order to maintain competitiveness in the market, organizations need a good corporate culture, teamwork spirit, and continuous innovation and adaptation to change to achieve goals, improve efficiency, and make rational use of resources.

However, there is still room for improvement in organizational effectiveness in China's Internet industry. This study will explore how to improve organizational effectiveness based on the definition, improvement methods, and practical applications of organizational effectiveness.

Organizational effectiveness refers to the efficiency and results of an organization in achieving its goals, covering multiple levels such as strategy, resource allocation, process, culture, innovation, and learning. It not only focuses on the achievement of goals, but also attaches importance to the process of achievement. Efficient organizations usually have clear missions and goals, reasonable resource allocation, efficient processes, active employee participation, and high customer satisfaction.

Improving organizational effectiveness requires comprehensive consideration from the aspects of strategy, resources, process, culture, and innovation, which will enhance the competitiveness and profitability of the organization and is an important goal of the organization. The reason why China's Internet industry has achieved great success in a short

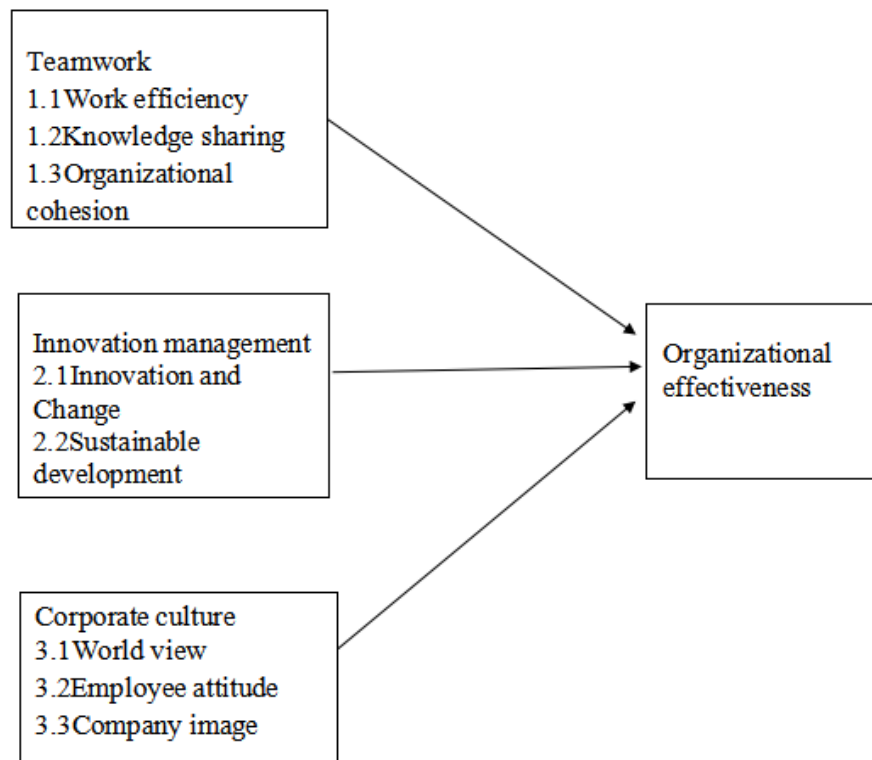
period of time is closely related to its unique teamwork style, innovative thinking, and corporate culture. Godlove & Kongnyuy (2024) further theorized that through teamwork, organizations can better achieve resource sharing and cost sharing between the market and the organization, thereby reducing operating costs. The sub-variables used to test teamwork include its connection with work efficiency, knowledge sharing, and organizational cohesion; the innovation management sub-variable covers the importance of innovation and change, the long-term nature of sustainable development, and the criticality of competitiveness; and the corporate culture sub-variable includes the strategic impact of worldview, employee attitudes, and corporate image.

### Objective of the study

1. To study the impact of teamwork factor work efficiency, knowledge sharing & organizational cohesion on organizational effectiveness.
2. To study the impact innovation management factor innovation and change, sustainable development & competitiveness on organizational effectiveness.
3. To study the impact of corporate culture factor world view, employee attitude & company image on organizational effectiveness.

### Scope of the study

#### Conceptual Framework



#### Hypotheses Test

1. H1 is the impact of teamwork (Efficient work efficiency, Knowledge sharing and Organizational cohesion between teams) on Organizational effectiveness.
2. H2 is the impact of innovation management (Adaptive innovation and change, Sustainable development and Effective competitiveness) on Organizational effectiveness.

3. H3 is the impact of corporate culture (Correct world outlook, Employee attitude and Positive corporate image) on Organizational effectiveness.

### Literature Review

Item no.	Authors (Year)	Finding	Variables
1	Shet, S. V., Patil, S. V., & Chandawarkar, M. R. (2019).	Competency based superior performance and organizational effectiveness. International Journal of Productivity and Performance Management, 68(4), 753-773.	Organizational effectiveness
2	Yuan Dongmei. (2024). (2022)	How can trade unions promote teamwork and cohesion among employees within an enterprise? Modern Corporate Culture (06), 158-160	Teamwork
3	Liu Qi. (2024).	Innovative management of material procurement in state-owned enterprises under the background of "Internet +". Chinese Businessmen (05), 142-144.	Innovation management
4	Hu Haibo, Wang Yiqin, & Mao Chunbing. (2024).	Implementation Research evolution and system construction of China's innovation management theory. Journal of Innovation Management (01), 13-28.	Innovation management
5	Shang Huipeng. (2024).	The Research on the synergistic effect of corporate culture construction and high-quality development of the seed industry. Molecular Plant Breeding (02), 670-675. doi:10.13271/j.mpb.022.00067	Corporate culture
6	Fombrun, C. J. (1983).	Corporate culture, environment, and strategy. Human Resource Management, 22(1-2), 139-152.	Corporate culture

### Methodology

#### Population and Sample

Population is primarily of individuals familiar with China's Internet industry. Based on Yamane's table for sample size, Selecting over 100,000 populations with 400 sample sizes is required to be collected with a precision level of  $\pm 5\%$  for reliability.

#### Type of Research and Tool

Quantitative research was adopted to collect the data from the 400 respondents, and the convenience sampling technique, which is a non-probability sampling method was used to collect the data by using the Google forms. This questionnaire contains five parts: 1) Part 1: demographic data of the respondents (7 questions), Part 2: Teamwork factor (9 questions), Part 3: Innovation management factor (9 questions), Part 4: Corporate culture factor (9 questions), Part 5: Organizational effectiveness (9 questions by using nominal, and ordinal scale for Part 1, and interval scale (The least 1 to the most 5) for Part 2-5.

### Validity Test

The online questionnaire was checked for validity and approved by the advisor.

### Reliability Test

30 samples, the data from the questionnaires were analyzed by using Cronbach's Alpha in the statistical software, with total reliability of 0.9334. The required value to be accepted is 0.7-1.00.

### Statistics

1. Descriptive statistics consisted of frequency, mean, and standard deviation.
2. Inferential statistics consisted of multiple regression analysis tests.

## **Result**

### Demographic Data

The most respondents are between 20 and 30 years old (63.0%). Among them, the proportion of female respondents is 45.8%, and that of male respondents is 54.2%. Most participants have a bachelor's degree (53.0%), followed by a master's degree (31.8%). The type of work is mainly full-time (45.0%), followed by freelancer (27.0%). Most respondents have an income of 5000-7000 Yuan (40.5%), followed by 3000-5000 Yuan (29.5%). Most respondents have worked for 1-2 years (44.8%), followed by 3+ years (32.0%).

### Mean and Standard Deviation

- Teamwork Factors: ( $x = 4.05$ , S.D. = 0.906), SATISFIED
- Innovation management Factors: ( $x = 4.06$ , S.D. = 0.909), SATISFIED
- Corporate culture Factors: ( $x = 3.68$ , SD = 0.890), SATISFIED
- Organizational effectiveness: ( $x = 4.08$ , S.D. = 0.870), SATISFIED

### Multiple linear regression

1. Teamwork VS Organizational effectiveness: Accepted with Adjusted R-square = 0.862,  $F = 831.215$ ,  $*P \leq 0.05$  (Work efficiency = .000, significance, knowledge sharing = .000, significance, and Organizational cohesion = .000, significance)
2. Innovation management vs Organizational effectiveness: Rejected with Adjusted R-square = .482,  $F = 124.880$ ,  $*P \leq 0.05$  (Innovation and Change = .000, significance, Sustainable development = .000, significance, and Competitiveness = .000, insignificance)
3. Corporate culture vs Organizational effectiveness: Accepted with Adjusted R-square = .478,  $F = 122.810$ ,  $*P \leq 0.05$  (World view = .000, insignificance, Employee attitude = .000, significance, and Company image = .000, significance)

## **Conclusion**

### Demographic Data

Most respondents are young adults between 20 and 30 years old, with a slightly higher number of males than females. The majority hold a bachelor's degree, followed by those with a master's. Most are full-time workers, with freelancers as the second-largest group. Common income levels are between 5000-7000 Yuan and 3000-5000 Yuan. Most have 1-2 years of work experience, with a significant portion having over 3 years.

### Attitudes towards variables

Independent Variable 1: Teamwork Factors, the most of the respondents satisfied with the Work efficiency, the knowledge sharing, and the Organizational cohesion. Overall, Participants were satisfied with the Teamwork Factors.

Independent Variable 2: Innovation management Factors, the most of the respondents satisfied with the Innovation and Change, the Sustainable development, and the Competitiveness. Overall, Participants were satisfied with the Innovation management Factors.

Independent Variable 3: Corporate culture Factors, the most respondents satisfied with the World view, the Employee attitude, and the Company image. Overall, participants were satisfied with the Corporate culture Factors.

### Hypotheses

- H1: Teamwork (work efficiency, knowledge sharing and organizational cohesion) has a significant impact on the effective organization of China's Internet industry.

- H2: Innovation management (innovation and change, sustainable development and competitiveness) has a significant impact on the effective organization of China's Internet industry.

- H3: Corporate culture (world view, staff and company image) has a significant impact on the effective organization of China's Internet industry.

### **Recommendation**

The study pointed out that emerging technologies have driven significant progress and future growth potential in China's Internet industry, but there are also limitations such as small sample size and insufficient attention to Internet practitioners. It is recommended to expand the sample to 800 people in the future, focus on Internet practitioners, adopt a more sophisticated sampling method, and absorb more expert opinions. To improve the organizational effectiveness of China's Internet industry, we can start with corporate culture, teamwork and innovative changes. First, it is crucial to establish an open and innovative corporate culture. Organizations should encourage employees to actively participate in decision-making and innovation, enhance team cohesion, promote cross-departmental collaboration, and ensure smooth information and resource sharing.

Secondly, optimizing resource allocation and process management can significantly improve operational efficiency. By dynamically adjusting resources and reasonably allocating support to key areas, organizations can streamline unnecessary expenses. At the same time, improve business processes, reduce unnecessary links, and establish a rapid response mechanism to ensure that organizations can quickly adapt to market changes.

In addition, employee training and data-driven decision-making are also key to improving effectiveness. Provide employees with training opportunities regularly so that they can master the latest technology and management knowledge and enhance the company's resilience. Using big data and artificial intelligence technology to assist decision-making can more accurately optimize resource allocation and market strategies and improve the overall performance of the organization.

Finally, introduce a scientific performance appraisal system and a professional manager system to ensure the fairness of performance appraisal and motivate employees to achieve higher goals. Pay attention to customer feedback, continuously optimize product and service quality, improve customer satisfaction, and enhance the market competitiveness of the organization. Through these comprehensive measures, the organization can effectively improve performance and consolidate its dominant position in the Internet industry. Through these measures, the competitiveness of China's Internet industry organizations can be enhanced

and organizational effectiveness can be improved, thereby maintaining a leading position in the rapidly developing market environment.

Regarding the improvement of organizational effectiveness in China's Internet industry, some professionals have different views. Tian (2024) pointed out that corporate culture plays a vital role in improving the organizational effectiveness of China's Internet industry. Therefore, it is recommended that enterprises continue to deepen corporate culture construction, create a positive working atmosphere, and enhance employees' sense of belonging and loyalty.

At the same time, Chen Jianjun (2024) believes that innovation management should be used as the core driving force for enterprise development, and management and employees should be encouraged to establish an innovative consciousness and actively explore and practice new management concepts and methods. To this end, enterprises should increase innovation investment, encourage employees to put forward innovative suggestions, establish an innovation reward mechanism, and stimulate employees' enthusiasm for innovation. On this basis, Wang Jianjun (2024) suggested introducing a professional manager system to improve decision-making capabilities. Li Hefang (2024) pointed out the importance of teamwork, emphasizing trust and clear roles, and enterprises should strengthen team building and communication.

Finally, Liu Jianjun (2024) believes that artificial intelligence and big data can be used to improve management efficiency, accurately grasp market dynamics, and optimize resource allocation. Enterprises should actively explore these technologies to promote sustainable development and innovation.

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