

Field Research of Environment Identity System Based on Corporate Identity System

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ABSTRACT

Since the 1980s, corporate identity system (CIS) has been a methodology for many enterprises to improve their brand image. After continuous practice and application, MOMA Design Team put forward a new analysis of CIS, believing that mind Identity, behavior Identity, visual Identity, products Identity and environment Identity together constitute the five elements of CIS. As enterprises are increasingly relying on the assistance of external environment in the fierce competition environment, in-depth research on environment identity is conducive to the future development of enterprises. Using the “field theory”; this paper conducts longitudinal analysis from the three dimensions of macro field, meso field and micro field, and further verifies the internal correlation between different dimensions of field through case study. On the basis of environment identification system, promote the cooperative evolution of enterprise itself, enterprise and enterprise, enterprise and the outside world.

Keywords: Corporate identity system, Environmental identity system, Field theory, Case study

INTRODUCTION

Every era needs design, designers are closely related to their environment when choosing trend elements and design direction. Now in the 21st century, large and small enterprises will set up design departments or outsourcing professional design companies, which shows that enterprises need to improve their competitive advantages according to specific environmental identification, form a unique corporate image, and attract consumers to generate purchasing power. This paper will further explore on the basis of the original CIS research, focusing on the concept of EI environment identity, and expounding the multi-dimensional impact of environment on enterprises.

CIS CONCEPT AND NEW ANALYSIS

Basic Concepts of CIS

The full English name of CIS is Corporate Identity System. CIS originated from the United States, then developed and perfected in Japan, and began to rise in China in 1980s. As the CIS in Taiwan developed earlier, it has reference value for the correct introduction of CIS in the mainland. Professor Lin

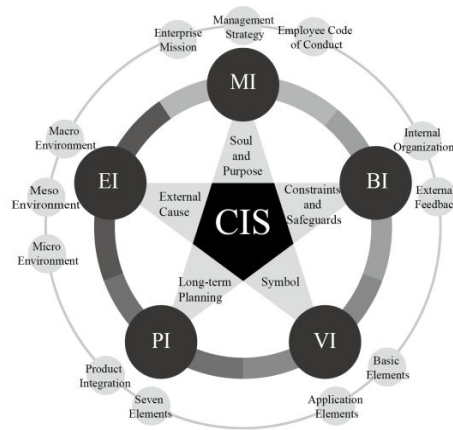


Figure 1: Corporate identity system.

Pansong (1994) from Taiwan has made some contributions to the academic exchanges of CIS across the Taiwan Strait. Professor Li Xingguo (2008) put forward the five elements of CIS as early as 1993. They are MI (Mind Identity), BI (Behavior Identity), VI (Visual Identity), AI (Audio Identity), and EI (Environment Identity). CIS is a method to standardize the corporate image. Most references believe that CIS mainly contains three parts: MI, BI and VI, which are undoubtedly three elements, and there are different views on the remaining two elements. Some scholars (Sun, Q.X., 2010) believe that hearing and smell should be the remaining two elements in the five elements of CIS, respectively AI (Audio Identity) and SI (Sense of Smell Identity), according to the psychological experiment of “Through what channels do humans acquire information?”

A New Interpretation of CIS by MOMA Design

In 2002, MOMA industrial product design Co., Ltd. (hereinafter referred to as “MOMA design”), founded in Shanghai, is one of the top ten design companies in China. MOMA design has been groping in this field for nearly 20 years, which has been highly recognized by the industry. There is a new interpretation of the composition of CIS enterprise identification system, and it is believed that CIS should include five subsystems: MIS (Mind Identity System), BIS (Behavior Identity System), VIS (Visual Identity System), PIS (Products Identity System) and EIS (Environment Identity System) (see Figure 1).

Mind identity is the core of CIS. In the long-term development of an enterprise, it will gradually form a unique cultural value, which is the inner driving force of spirit and will subtly affect the internal employees and external social environment (Wang, Z.G., 2007). MIS mainly includes three parts: enterprise mission, business strategy and employee code of conduct. The establishment of MIS is the first step in building the corporate image. It is the soul and purpose of the enterprise, and also paves the way for the formation of the other four elements.

BIS refers to the process of dynamically presenting MI to the organization, education, management, and system of an enterprise, and expanding it to market research, product development, service delivery, promotion, social welfare, sponsorship activities, and public relations outside the enterprise (Fan, G.Y., 2003). BIS includes two parts: internal organization and external feedback. It is the second step to build the corporate image. It is the constraint and guarantee of the enterprise, and also better consolidate the leading position of MI.

VI the development of relatively mature because it is the most easy to transform a part of the enterprise, through the systematic visual symbol design and effective information dissemination, the enterprise culture idea and service rules and regulations and other abstract language design into the infectious concept of visual symbol, and through the multi-dimensional marketing channels (Zhao, J.J., 2012). VIS with basic elements and application elements of the two systems. VIS is the third step in building the corporate image. It is the symbol of the enterprise and shows the unique image of the enterprise to the public.

PIS combines enterprise design management, marketing and industrial design related theoretical knowledge, its core is to integrate a variety of products into a system image design with the connotation of enterprise culture concept (Yang, D.L., 2012). PIS is the fourth step to build the corporate image. It is a long-term and effective plan for the enterprise, so that the concept of the product gradually becomes popular.

EIS is an identification system that companies use to change public perception and evaluation by creating a favorable environment. MOMA design believes that “environment” plays a key role in the development of corporate image in the long-term project practice, and has organized a framework for EIS. This paper hopes to verify the theory on the basis of practice and elaborate new views on EI.

FIELD STUDY OF EIS

Field Concept Analysis

“Field” is derived from Bourdieu’s field theory, which refers to “the network or configuration of objective relations between positions” (Wacquant, L.D., 1998). Field, capital and habitus constitute the core of Bourdieu’s sociological theory, which embodies the characteristics of relational thinking. Capital is the quantity and type controlled by actors, including economic capital, cultural capital, social capital and symbolic capital. Habitus is an actor’s temperament of perception, judgment and action according to different fields.

On the basis of this concept, Professor Li Xingguo (2008) proposed “CIS field” and “CIS field effect”, in which “field” is a kind of information field, referring to a specific space, and “field effect” represents the coupling effect of one plus one greater than two formed under the interaction of multiple fields. What Professor Li Xingguo considers is the cross-field relationship among the five elements of CIS (see Figure 2). EI is a sub-field of CIS, considering that the mining of EI vertical field has certain reference value in improving the overall integrity of CIS. MOMA design utilizes field theory, it is helpful to

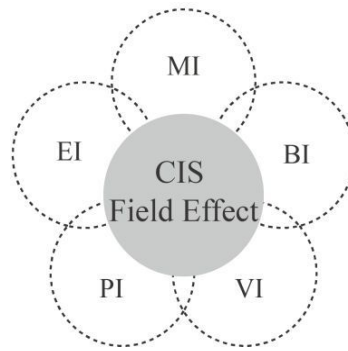


Figure 2: CIS field diagram.

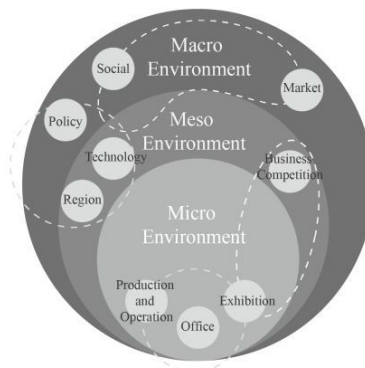


Figure 3: EIS field diagram.

analyze the logical structure among macro field, meso field and micro field, which is helpful to sort out the deep vein of EIS (see Figure 3).

Macro Field Concept

The connotation of corporate social responsibility is constantly changing, which is affected by the political, economic, legal and social environment. Scholars in different periods have different understandings and views on corporate social responsibility. Nowadays, many scholars believe that environmental protection is one of the core contents of corporate social responsibility. (Li, G.P., Wei, X.X., 2014) The development of enterprises needs to be built on the basis of the changes in the social environment, and only by fully recognizing the trend of changes can we follow the trend in the development tide.

Policies belong to the national system management level, and enterprises will be restricted and affected by policies. For example, in the context of everyone advocating environmental protection, the government has issued a series of environmental policies and encouraged the development and use of new energy vehicles. At this time, new energy vehicle enterprises will face huge development opportunities. Through the development of new energy vehicles, we can save fuel, reduce exhaust emissions, and effectively protect the environment while developing the industry.

Market environment factors are closely related to the healthy development of enterprises. On the one hand, the market environment is uncertain, and competition intensity and demand uncertainty are two key factors (Guo, H., Shen, R., 2014). On the other hand, enterprises should gain consumers' attention and purchasing power through marketing. With the rapid development of the Internet, the increase of marketing channels, how to attract more attention in the new market environment becomes more important. (Fu, Z.G., 2016)

Meso Field Concept

China's vast territory, the eastern, central and western regions have obvious differences in development, the regional environment is also very different. In order to achieve the goal of rapid national economic growth, China will implement special opening policies for some regions according to strategic needs, and promote the construction of several special economic zones (such as Shenzhen Special Economic Zone) and new areas (such as Xiongan New Area) successively, which also provide better strategic opportunities for the development of enterprises.

The pattern of commercial competition is changing rapidly, and the development paradigm of enterprises is also different. On the whole, manufacturing enterprises are divided into four types: OEM- Original Equipment Manufacture, ODM- Original Design Manufacture, OBM- Original Brand Management, and OSM- Original Strategy Management. Different types of enterprises can be derived at different stages of industrial development. Enterprises need to find their core capabilities in the competition and complete their evolution in the competitive environment.

Technological development often leads to industrial revolution, followed by subversion of the old economic order. As China enters an important period of economic transformation, high-tech enterprises need continuous investment in scientific research to cultivate their independent research and development capabilities (Li, W.Q., Liu, Y., 2017). At the same time, the construction of a scientific technology management system, the improvement of platform construction and the cultivation of technical talents can bring higher economic and social value to the enterprise, and become the superior in the commercial competition environment (Tang, Z.X., 2021).

Micro Field Concept

In the construction of enterprise working environment, cultural environment will help enterprises to improve the overall competitiveness imperceptibly. A good internal environment of an enterprise can have a huge impact, and the normative behavior of employees in compliance with rules and regulations can improve work efficiency. The rules and standards of the enterprise to restrict employee behavior, so that employees can conduct effective activities in a controllable and reasonable environment, so as to ensure that employees' behaviors meet the requirements of the healthy development of the company. (You, Y.Y., 2015)



Figure 4: Rizhao industrial design center.

Exhibition space is a place for an enterprise to present its excellent corporate image to the public. Through integrated planning of information, publicity guidance and interactive feedback, the exhibition theme can be interpreted (Wang, J.H., 2015). How to reasonably divide the main space and auxiliary space, users can absorb from the organizers want to express the corporate culture content, this is the designer should focus on consideration.

Production and operation environment is the space environment for enterprises to produce products and provide services. A good environment can effectively convey the spirit of enterprise, improve operational efficiency, and establish an effective communication platform with employees and customers. For industrial enterprises, the consideration of factory environment design is conducive to the spiritual happiness of employees and the improvement of work efficiency, and the humanized factory environment is also conducive to the development of enterprises (Guo, L., 2017).

EIS CASE STUDY – A CASE STUDY OF MOMA DESIGN COLLABORATION

Shandong Rizhao Industrial Design Center

Rizhao industrial design center (hereinafter referred to as the “center”) depends on the background of urban renewal, Rizhao Korea industrial park update practice, for example, put forward the rational use of urban stock assets to build urban creative synthesis, in order to design power driven industry, business and city three systems common development, show the core values of creativity of regional development. Urban renewal is a concrete manifestation of environmental identification. Through comprehensive consideration of macro field, meso field and micro field, a new system with urban development contribution is constructed (see Figure 4).

At the beginning of the renewal, in order to conform to the development concept of Rizhao city, Shandong Province, to retain the traditional features of the city, and to highlight the cultural atmosphere of the center as a leadership, research and development and incubation institution. To a certain extent, it satisfies the requirement of building “landmark” proposed by the owner. The renovation of the landscape outside the park and the design of the

cafe and art gallery inside demonstrate the organic integration of the urban creative system and ecology of the new landmark.

CONCLUSION

In this paper, EI of the five elements of CIS is taken as the research object, and the macro field, meso field and micro field in EI are longitudinally analyzed by field theory. The environment contained in each field is subdivided and the overall logical framework of EIS is sorted out. Through the MOMA design case, capital and habitus as the media to verify the intersection between the three dimensions of EIS segments. This paper aims to further improve CIS and put forward the importance of EI, hoping to bring some reference value to some practitioners and academic staff in this field.

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