

10.70711/neet.v3i3.6690

# Research on the Inheritance and Innovation of the Cultural Management Model of Education Group X

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**Abstract:** With the progress of the times, people's demand for high-quality educational resources is increasing day by day. The goal of education collectivization is to integrate multiple educational resources and optimize resource allocation. X Education Group is the first private education group in Henan Province, mainly engaged in education training and full-time teaching. This article takes the group development of X educational institution as an example, and provides experience for the group development of other institutions by exploring the cultural patterns and challenges faced in its internal development process.

**Keywords:** Education collectivization; Inheritance; Innovate

## 1. Introduction

In today's education field, education group management has become an important trend. However, the current high-quality development of educational grouping faces the dilemma of involution, formalisation and homogenisation, which leads to grouping into scale expansion without quality<sup>[1]</sup>. X educational institution, as a typical representative of educational grouping, has a unique research value in the practice of its cultural management model.

## 2. Education collectivization

In the basic education document issued in 2023, on the one hand, group school operation is encouraged to continue to expand quality education resources, and on the other hand, it is requested to accelerate the excavation of new quality schools for growth<sup>[2]</sup>. Group based education refers to the educational model of combining single dimensional schools within a certain region into educational group schools through diverse and pluralistic organizational methods.

## 3. The Development of the Cultural Management Model of X Education Group

### 3.1 Early stage (2000)

At the time, in the context of the education market, there was a popular saying: "Mastering math, physics, and chemistry makes you fearless wherever you go." X Education Group seized this opportunity and focused its early development primarily on the direction of math, physics, and chemistry. In the initial stage of entrepreneurship, companies often concentrate most of their efforts on how to ensure survival, and at this stage, corporate culture lacks specific manifestations<sup>[3]</sup>. X Education Group's organizational culture in its early stages was mainly a distillation of the leaders' values, without forming a concrete organizational culture.

### 3.2 Development period (2010-2011)

With the continuous expansion of its scale, its teaching achievements have also attracted much attention. In December 2010, Zhengzhou X Education Group was established, and it became the first private education group in Henan Province. The expansion of its scale has integrated various teaching resources and built a complete education and teaching system, including curriculum development, teacher training, etc. In March 2011, the CPC Zhengzhou X Education Group Committee was established, which integrates the Party's philosophy into the Group's development, injecting a constant stream of spiritual vitality into its development<sup>[4]</sup>.

### 3.3 Maturity (2013-present)

Entering the maturity stage, the company gradually began to build its culture with a sense of purpose, and gradually established its corporate philosophy, mission, vision, welfare and promotion system, etc. The sense of identity of its employees towards the corporate culture has also been gradually strengthened<sup>[3]</sup>. In terms of culture, we have recognised the leading role of culture in education, established the mission of "exploring the beauty of mathematics and science, inspiring comprehensive growth" and the value of "treating you and me well, caring for the future".

## 4. The inheritance dimension of cultural management model

### 4.1 Adherence to and transmission of educational philosophy

The development of human educational activities must be based on the premise and foundation of educational philosophy, without the upholding and inheritance of the educational philosophy that has been accumulated and sublimated by countless educational practices of human society, there is no continuation of the history of education and educational thought, and the yesterday of education has been lost, and thus there will be no education today and tomorrow<sup>[5]</sup>. The X Education Group has set up a “red culture corridor” in key campuses and carried out the “red journey” party building and study activities. The company also actively plays a leading role in fulfilling the social responsibility of party members, requiring all party branches and party members to actively carry out and participate in various forms of social welfare activities, and do a good job of helping the poor and needy within and outside the group and humanistic care, so as to continue to enhance the group’s social welfare image and brand value.

### 4.2 Teacher culture

X Education Group has set up a school specialising in regular training for teachers, which is committed to training teachers and empowering professionalism. Over the past 20 years since the establishment of Zhengzhou X Education Group, it has always adhered to the principle of “loyalty to the Party’s educational cause”, closely integrated party building with business operations, Secondly, teaching quality and teaching service are the key factors for the survival and development of teaching and training institutions, and X Education Group has always regarded teaching, teaching and research, and teaching materials as the lifeblood to be maintained.

### 4.3 Brand culture heritage strategy

The construction of brand culture can better help private education groups to establish brand image and convey the concept of education, strengthen brand recognition and enhance brand equity, cohesion of core strength and standardisation of school management. The deep development and systematic construction of private education groups cannot be separated from the construction of brand culture. If you want to become the leader in local private education with “high recognition” and stand out from the competitors, then it is imperative to strengthen the brand culture, build the education brand, and develop innovatively.<sup>[6]</sup> The X Education Group builds its brand image in many ways. multiple aspects to build its brand image. Firstly, to strengthen its brand culture through brand upgrading and inheritance, X Education Group’s one-to-one brand upgrading is not only embodied in the name change, but also includes comprehensive upgrading of image, creativity, service, teaching, environment and other aspects. Secondly, in terms of social responsibility, it enhances its brand image by helping the poor through education and donating money to schools. Finally, use media to tell brand stories online, convey their educational concepts and arouse parents’ resonance, and use unified brand logo offline.

## 5. Advantages and disadvantages of X Education Group

### 5.1 Advantage

Tiered teaching can respect the individual differences of students and implement tailor-made teaching according to the cognitive characteristics and learning needs of students at different levels, which is of positive significance for improving the quality of teaching and promoting the all-round development of students<sup>[7]</sup>. Tiered teaching is one of the characteristics of X Education Group, according to the individual differences in students to match students with different teaching strategies. X Education Group takes into account the individual differences in student learning, students will be divided into superior, intermediate, potential students for tiered teaching, but there may be a subject superior to the other subjects of the ordinary students, the school of this type of students to give autonomy to the students to let the students choose. At the same time, teachers also carry out stratified teaching in teaching, the superior students learn independently, the intermediate students learn cooperatively, and the potential students learn with the help of teachers.

### 5.2 Disadvantages

#### 5.2.1 Lagging teaching methods

Accelerating the reform of teaching mode is the basic requirement for building a strong country of higher education, and the development of information technology provides conditions for the vertical development of the reform of teaching mode in higher education<sup>[8]</sup>. X Education Group is mainly based on offline lectures at present, relying only on the traditional offline teaching mode is likely to lead to low efficiency of teaching, and how to better innovate the teaching mode in conformity with the development of the times has become the top priority of X Education Group at present.

#### 5.2.2 Balance between innovation and tradition

Only by taking the essence and discarding the dregs in the state of adhering to tradition and pushing forward, finding a balance point

between cultural innovation and tradition, combining history with the future, and doing a good job of cultural inheritance, is the purpose of cultural innovation<sup>[9]</sup> X Education Group must avoid excessive commercialisation or entertainment in its cultural innovation, and continue to be led by the advanced party culture so as not to undermine the essence of its fine traditional culture.

### 5.2.3 Changes in market demand

In recent years, the decline in the birth rate has had a huge impact on China's basic education system, with some schools facing closure, teachers facing unemployment and a host of other problems. From the national level after our country enacted the double-decrease policy, many educational institutions are also facing the risk of closure. In such a background how educational institutions can accurately grasp the market demand and transformation and upgrading, combine traditional culture with modern educational concepts, and develop an innovative curriculum that meets the market demand, is the problem that X Education must face.

### 5.3 Targeted response strategies

X Education Group should set up a professional technical team, actively develop the online education platform, implement the combination of online education + offline education education mode of education. Secondly, in terms of cultural innovation, X Education Group must resist the temptation of the digital age and always adhere to the essence of education. Finally, X Education Group should establish a market monitoring mechanism to grasp consumers' educational needs.

## 6. Conclusion

This paper studies in depth the organisational culture, mission and educational philosophy of X Education Group at various stages of its development from a cultural perspective to analyse the key factors of its success. It is found that the group is special in its culture supported by party culture, a feature that is more prominent among educational institutions. Looking to the future, if the group is to be revitalised and energised, it needs to constantly innovate its teaching methods in line with the development of the times.

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