

Staff Motivation and Human Resource Management Strategy

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Abstract: The purpose of this study is to explore the influence of employee motivation and human resource management (HRM) strategies on enterprise development. This article analyzes in detail the effectiveness of various employee incentive strategies such as salary incentive, promotion incentive and emotional incentive, and discusses the key roles of recruitment and selection, training and development, and performance management in HRM. The research results show that optimizing employee motivation strategies and improving HRM processes have a significant impact on improving employee enthusiasm, enhancing enterprise cohesion and improving enterprise performance. Based on these findings, this article puts forward a series of targeted management suggestions to help enterprises better implement employee motivation and refined HRM strategies. It is expected that this research can provide enterprises with more comprehensive and scientific management tools and methods to cope with the increasingly fierce market competition and talent flow challenges.

1. Introduction

Under the background of globalization, knowledge economy and network era, enterprises are facing unprecedented competitive pressure. As the core asset of an enterprise, the management of human resources is particularly critical [1]. However, at present, HRM is facing many challenges, such as brain drain, increased recruitment difficulty and low employee enthusiasm [2]. Moreover, as the new generation of employees have higher requirements for working environment and career development, how to attract, retain and motivate employees has become the primary problem that enterprise management needs to solve [3-4]. As an important means of modern enterprise management, employee motivation has become increasingly important. Through effective incentive measures, employees' work enthusiasm and satisfaction can be improved, and then the overall performance of enterprises can be improved [5].

The purpose of this study is to explore effective employee motivation methods and HRM strategies, and analyze their impact on enterprise development. By comparing the effects of different incentive strategies, we can provide more scientific and reasonable management suggestions for enterprises in order to stand out in the fierce market competition. Optimizing employee motivation and HRM strategies will not only help to improve employees' enthusiasm and work efficiency, but also enhance the cohesion and centripetal force of enterprises. When employees feel the care and recognition of the enterprise, they are more likely to devote themselves to their work and contribute to the long-term development of the enterprise. In addition, through this study, enterprises can more accurately grasp the needs and expectations of employees, so as to formulate more practical incentive and management strategies, and finally achieve an all-round improvement of enterprise performance.

2. Analysis of employee incentive strategy

Salary incentive:

Salary incentive is one of the most commonly used and effective incentives in enterprise management. A reasonable salary system can stimulate employees' work motivation and improve their work efficiency [6]. When designing the salary system, we should follow three principles:

fairness, competition and encouragement. Fairness means that the salary should match the employee's efforts to avoid the phenomenon of different pay for equal work; Competitiveness requires that the salary level of enterprises be in line with the market in order to attract and retain outstanding talents; Motivation is reflected in the link between salary and performance, that is, employees' salary should be adjusted according to their work performance. Through scientific salary system design, employees' work enthusiasm can be stimulated and the overall performance of enterprises can be improved [7].

Promotion incentives:

Promotion motivation is another important employee motivation method. For most employees, career development is a matter of great concern to them [8]. Therefore, enterprises should provide employees with clear promotion channels and fair promotion opportunities. The design of promotion channel should consider the personal characteristics and career development needs of employees, and ensure the fairness and transparency of the promotion process. When employees see that they have clear promotion channels and opportunities in the enterprise, they will work harder in order to get better career development.

Emotional motivation:

In addition to material incentives, emotional incentives are also very important incentives. Employees not only care about their salary and career development, but also care about their sense of belonging and loyalty in the enterprise [9]. Therefore, enterprises should pay attention to cultivating the team spirit of employees, strengthen the construction of corporate culture, and improve the satisfaction and loyalty of employees. Moreover, enterprises can also enhance employees' sense of belonging and loyalty through employee care plans and regular employee activities. When employees feel the concern and recognition of the enterprise, they will be more actively involved in their work and contribute their own strength to the development of the enterprise [10].

3. Discussion on HRM strategy

Recruitment and selection:

In HRM, recruitment and selection are the primary links to ensure that enterprises obtain outstanding talents. In order to attract and retain top talents, enterprises should establish a scientific recruitment process and selection mechanism. First of all, it is necessary to clarify the job requirements and ensure the accuracy and attractiveness of the recruitment information. Secondly, use diversified recruitment channels, such as campus recruitment, online recruitment and internal recommendation, to expand the talent pool. In the selection process, besides examining the professional skills of candidates, we should also pay attention to their teamwork ability, innovative thinking and problem-solving ability. Through these measures, enterprises can more accurately select talents suitable for corporate culture and business needs.

Training and development:

The design of employee training system is very important for improving the ability of employees and the overall development of enterprises. Enterprises need to have a deep understanding of employees' job requirements and personal career planning. Different positions require different skills and knowledge, and employees' personal career plans are also different. This requires the human resources department of the enterprise to communicate with employees in depth and make clear their specific needs and expectations. In terms of training content, in addition to professional skills training for job requirements, we should also pay attention to the cultivation of soft skills such as teamwork, communication skills and innovative thinking. These soft skills are paid more and more attention in modern enterprises, and they play an important role in improving team cohesion and work efficiency. In order to ensure the training effect, enterprises should organize training activities regularly and encourage employees to actively participate. Training forms can be diversified, such as online courses, workshops, seminars, etc., to meet the learning needs of different employees. Moreover, enterprises can also invite industry experts or senior employees to share, so that employees can benefit from their experiences and insights.

Through continuous training and development, employees can constantly update their knowledge system and improve work efficiency, thus creating greater value for enterprises. In addition, a perfect training system can also enhance employees' sense of belonging and loyalty to the enterprise and reduce the brain drain rate.

Performance management:

Performance management is an important link in enterprise management. It aims to regularly evaluate employees' performance by setting clear performance standards, so as to encourage employees to continuously improve. First of all, enterprises should set specific and measurable performance standards. These standards should be consistent with the strategic objectives of the enterprise and can reflect the key responsibilities of employees in their respective positions. Through clear performance standards, employees can clearly understand their work goals and expected results. Next, companies need to regularly evaluate employees' job performance. The evaluation process should be open, transparent and based on objective data and facts. In order to ensure the accuracy and fairness of evaluation, enterprises can adopt 360 degree feedback evaluation, that is, collecting evaluation information from superiors, subordinates and colleagues. Through performance appraisal, enterprises can find out the shortcomings of employees in their work in time and provide targeted feedback and guidance. This timely feedback mechanism helps employees to know their own improvement direction and stimulate their motivation for continuous improvement. In addition, linking performance results with salary and promotion can further motivate employees to improve their work performance. When employees see that their efforts can bring tangible returns, they are more likely to devote themselves to their work and contribute to the long-term development of the enterprise.

4. Management suggestion

Based on the above in-depth analysis and research, this section puts forward the following specific suggestions for enterprises:

Table 1 Continuous optimization scheme of employee incentive strategy

Incentive strategy	Specific optimization suggestions	Implementation objectives and expected results
Base pay	1. Regularly investigate the market salary level to ensure that the salary of this enterprise is in line with the market. 2. Adjust the salary level according to the job difficulty, responsibility and employee experience.	Ensure that the salary is in line with the market and avoid brain drain caused by salary problems.
Achievement bonus	1. Establish a monthly, quarterly and annual performance bonus system. 2. Clear performance indicators to ensure the fairness and transparency of bonus distribution. 3. Performance bonuses are linked to the overall performance of individuals, teams and companies.	Encourage employees to improve work efficiency and quality through performance bonuses, and enhance the sense of teamwork.
Project bonus	1. Set up special bonuses for major projects or innovative projects. 2. Distribute the bonus according to the completion and benefit of the project. 3. Encourage employees to participate in project management and innovation.	Stimulate employees' pursuit of project success and innovative motivation, and improve project execution efficiency.
Welfare treatment	1. Provide diversified welfare benefits, such as health insurance, staff quarters, etc. 2. Organize employee activities regularly to enhance employees' sense of belonging. 3. Set up employee assistance plan and pay attention to employees' mental health.	Improve employee satisfaction and loyalty, reduce employee turnover rate, and build a harmonious corporate culture.
Career development	1. Clear promotion channels to provide employees with promotion opportunities. 2. Establish an internal post rotation system to increase employees' work experience. 3. Provide career planning and counseling services.	Help employees plan career development path, promote personal growth and improve work enthusiasm.

First of all, enterprises should continuously optimize employee incentive strategies. Employees are the most valuable resources of enterprises, and how to stimulate their enthusiasm and potential for work is the key to the sustainable development of enterprises. As the most direct incentive means, the salary and welfare system is very important in its rationality and attractiveness.

Enterprises should consider the market salary level, employee contribution value, industry characteristics and other factors to formulate a fair and competitive salary and welfare system. For example, performance bonuses and project bonuses can be set up to encourage employees to create more value, as shown in Table 1.

By continuously optimizing the salary and welfare system, enterprises can motivate employees more effectively, improve their job satisfaction and loyalty, and then promote the sustainable development and competitiveness of enterprises.

Secondly, providing a clear promotion channel is also an important means to motivate employees. Enterprises should plan a clear career development path for employees and let them see their future and possibilities in the enterprise. This can not only stimulate employees' work motivation, but also help cultivate employees' loyalty and sense of belonging. The design of promotion channel should be open and transparent, and based on the performance and ability evaluation of employees to ensure fairness.

In addition, emotional care can not be ignored. Enterprises should pay attention to employees' mental health and work-life balance, and enhance employees' team cohesion and sense of belonging through regular employee activities, symposiums and employee assistance plans. A warm and harmonious working environment can make employees more engaged in their work, thus improving the overall work efficiency.

In addition to optimizing employee motivation strategies, enterprises should also improve HRM processes. See Table 2 for details.

Table 2 Suggestions for optimizing HRM processes

Link	Optimization suggestion	Implement the goal
Recruit	1. Clear job requirements 2. Formulate scientific selection criteria 3. Use diversified recruitment channels.	Attract and screen out the most suitable talents.
Training	1. Provide a systematic training plan 2. Cover professional skills and comprehensive quality training 3. Update the training content regularly.	Help employees to continuously improve their professional skills and comprehensive quality.
Performance management	1. Establish a fair assessment mechanism. 2. Feedback employees' performance in time. 3. Performance results are linked to rewards and guidance.	Encourage employees to continuously improve and improve work efficiency.

Every link from recruitment to performance management should be carefully designed to ensure that excellent talents can be attracted, retained and cultivated. In the recruitment process, enterprises should define job requirements and formulate scientific selection criteria to screen out the most suitable talents. In the training process, enterprises should provide employees with systematic training plans to help them continuously improve their professional skills and comprehensive quality. In the aspect of performance management, enterprises should establish a fair assessment mechanism, feedback employees' performance in time, and give corresponding rewards or guidance.

To sum up, by continuously optimizing employee motivation strategies and improving HRM processes, enterprises can better stimulate employees' work enthusiasm, promote their personal growth, and then promote the overall development of enterprises. The implementation of these measures requires the great attention and strong support of the enterprise leadership, as well as the careful organization and effective implementation of the human resources department.

5. Conclusions

Through in-depth discussion of employee motivation and HRM strategies, this study finds that employee motivation plays an irreplaceable role in modern enterprise management, which is directly related to employees' work enthusiasm, satisfaction and loyalty, and then affects the overall performance of enterprises. The formulation and implementation of HRM strategy is equally critical, which covers recruitment, training, performance and other links, and each link has a far-reaching impact on the long-term development of enterprises. Moreover, this article also finds that effective

employee motivation and HRM strategies can significantly enhance the competitiveness of enterprises and help enterprises stand out in the fierce market competition. To sum up, enterprises should attach great importance to the formulation and implementation of employee motivation and HRM strategies, and constantly optimize and improve relevant systems and processes to stimulate the potential of employees and improve the overall operational efficiency of enterprises.

Although some achievements have been made in this study, there are still limitations. For example, the research scope is not wide enough to cover all types of enterprises and industries. Future research can further expand the sample size and explore the differences and commonalities of employee motivation and HRM strategies in enterprises of different industries and sizes. In addition, with the progress of science and technology and the change of working environment, future research can also pay attention to the influence of emerging trends such as digitalization and telecommuting on employee motivation and HRM strategies.

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