

Analysis of Human Resource Performance Management in International Trade-based Enterprises

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Abstract: Human resource management in modern international trade enterprises advocates the concept of "performance management". The concept of this concept has attracted the attention of international trade enterprises, and a related performance management system has been established. But looking deeper, the performance management system of many enterprises is not perfect, which leads to the incomplete performance of the concept of performance. Therefore, this article will analyze this in order to improve the performance management of international trade enterprises.

1. Introduction

The core idea of the performance management concept is "incentive", that is, the salary of each manpower in the performance concept is determined by performance. Therefore, in order to obtain higher salaries, manpower will work hard to improve performance, which is the motivation. Reflect. However, in fact, although the performance management system in most international trade enterprises has an incentive function, it does not actually work in human work. Many staff members are not interested in the performance management system and there is a certain degree of resistance. Performance has significantly limited the role of performance management, so improvements are needed.

2. Major Issues in Performance Management of International Trade Enterprises

The main problems in human resources performance management of modern international trade enterprises are: imperfect performance indicators, unified performance standards, narrow scope of performance management, and excessively high requirements for performance management.

(1) Incomplete performance indicators

There are problems with the performance indicators of many modern international trade enterprises, that is, most companies believe that the performance information of human resources is the economic benefits generated by work, so the performance indicators set are related to the human economic benefits. However, from the perspective of human resources of international trade enterprises, the impact of human performance on economic benefits is divided into direct and indirect. If only performance indicators are set up for economic benefits, it means that the indicator system includes only those that directly affect economic benefits. Performance information, while performance information that indirectly affects economic benefits will be ignored, which will cause staff to be uninterested in performance management systems or to appear in conflict, indicating that such performance indicators are incomplete and not conducive to the quality of human resources performance management [1].

Table 1 Common performance indicators

Economic Benefit Production Index		Economic Benefits Production Impact Indicators
Sales	Business volume	Business success rate

(2) Unification of performance standards

At present, the performance standards proposed by many international trade enterprises for all staff are uniform (except for internship staff). As long as the staff does not meet the performance standards, the performance information generated by them will be considered negative information,

a certain performance of the staff member will be deducted. However, if we look in depth at the working experience of workers with different working ages, this gap is irreparable. At this time, the workers with lower working ages are difficult to meet the performance standards because of the experience gap, resulting in a reduction in their salary income. This will easily cause such staff to leave, which is not conducive to the stability of corporate human resources [2]. Table 2 shows the performance standards of an international trade enterprise.

Table 2 Performance Standards of an International Trade Enterprise

Performance job types	Performance standard
Internship positions	No
One-year employment	Annual sales of 800,000
Two-year employment	Annual sales of 800,000
More than three years of employment	Annual sales of 800,000

(3) Narrow scope of performance management

Some international trade-type enterprises have insufficient knowledge of the concept of performance management, so their performance management only affects jobs that directly affect economic benefits, such as sales positions. This is a manifestation of the narrow scope of performance management. Under this condition, in addition to the sales staff in the enterprise, the staff in other positions can only get a fixed salary no matter how hard they work. In the long run, staff in other positions will lose their enthusiasm for work, and they have " Seeking meritorious but no-merit attitudes, these performances will lead to stagnation of the company's development and limit the energy efficiency of performance management. Table 3 shows the results of the assessment and evaluation of the performance management system of an international trade enterprise's administrative positions.

Table 3 The results of the survey and evaluation of the performance management system of an international trade company's administrative positions (50 persons)

Evaluate survey indicators	Evaluation of survey results
Job satisfaction under the performance management system	Very satisfied (4 people), satisfied (12 people), average (31 people), dissatisfied (3 people)
Do you want your salary to be calculated based on performance	Yes (44 people), No (6 people)
Have you ever thought of leaving due to your existing performance management system	Yes (37 people), No (13 people)

(4) The intensity of performance management requirements is too high

Some international trade companies that realize the incentive role in performance management will deliberately increase the incentive role in the performance management system, leading to the transformation of incentives into pressure. In order to improve their own profits, such companies will propose High standards require manual completion of the standards, and each time the standards are completed, the standards will be raised again, resulting in increased manual work pressure and physical and psychological pressure, which means that the intensity of performance management is too high Standard. Under the pressure caused by high-intensity performance management, the vast majority of laborers choose to leave, causing the instability of human resources in enterprises, which is not conducive to enterprise development. Table 4 shows the performance management requirements of an international trade enterprise in the past three years.

Table 4 Performance management requirements for an international trade enterprise since its establishment 3 years ago

Time	Performance management requirements
The first year	Annual sales 3,000,000
The second year	Annual sales 3,000,000
The third year	Annual sales 3,500,000

3. Strategies for improving the performance management of international trade enterprises

3.1 Improve the performance index strategy

In response to the impact of imperfect performance indicators, international trade enterprises should add performance information indicators that indirectly affect economic benefits based on the original performance indicator system, such as economic risk prevention and control performance information, project operation management performance information, etc. So that we can build a complete performance indicator. The function of this indicator is more complete, which can more comprehensively record all the performance information of the staff, improve the salary of the staff, play a role in cultivating the staff's trust and loyalty to the enterprise, and is conducive to the stability of human resource management Sex.

3.2 Establishment of "differentiated" performance standards

Considering the inevitable work experience differences between different working-age workers, it is recommended that international trade enterprises adopt a "differentiated" performance standard strategy to set performance standards. The "differentiated" performance standard strategy is to set reasonable performance standards mainly based on the working age of the staff. After the staff's work performance and work experience have reached a high level, they will adopt unified standards for performance management. Thinking, this standard is more in line with the concept of "humanized" human resource management, which can improve the impact of unified performance standards.

3.3 Full coverage of performance management system

Any position in an international trade enterprise has its own value, and the value is reflected in the enterprise itself, so all positions can be included in the category of performance management. Under this condition, international trade enterprises should achieve full coverage of the performance management system, set up corresponding performance indicator systems and standards according to the job requirements of different positions, give full play to the incentive function of performance management, and comprehensively improve the quality of human resource management.

3.4 Rationalize the intensity of performance management requirements

Excessive performance management requires the command to have the opposite effect. Therefore, international trade enterprises must reasonably set the intensity of performance management requirements. Reasonable performance management requirements need to be established based on human performance, that is, analyzing the ability of manual work in daily work, from which the current achievable performance standard of human resources as a whole can be calculated, and finally this standard can be slightly improved, so that it gradually Performance management will not cause problems with excessive intensity.

4. Conclusion

In summary, performance management is very popular in the human resource management of modern international trade enterprises, but various problems in it lead to the lack of management energy efficiency and threaten the stability of the enterprise human resources, so it needs to be improved. Through the strategy in this article, the purpose of improvement can be achieved, and performance management can be improved in international trade enterprises.

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