

Analysis on the Implementation Path of Public Management and Enterprise Human Resource Management Incentive Mechanism

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Abstract

At present, the market economy environment is becoming more and more complex, and the competition between enterprises is also becoming increasingly fierce. In the fierce market competition environment, if an enterprise wants to occupy more market share and make it invincible, it must conduct a comprehensive analysis of the enterprise development status and the market competition situation. At the same time, it is necessary to attach importance to the role of talent factors in the development of today's enterprises, continuously improve the human resources management of enterprises, and fully combine enterprise human resources management with public management, so as to formulate incentive mechanisms that are more beneficial to enterprise development. Improve the work enthusiasm of employees, improve the quality and efficiency of employees' work, improve the overall operation speed of the enterprise, and ultimately promote the sustainable development of the enterprise. This article mainly analyzes the implementation path of the incentive mechanism of public management and enterprise human resource management for reference.

Keywords

Public Management; Human Resource Management; Incentive Mechanism; Implementation Path.

1. Introduction

In human resource management, the establishment of a corresponding incentive mechanism has an obvious incentive effect on employees. It can not only give full play to the subjective initiative of employees, make employees more enthusiastic and motivated for work, but also make internal and public employees more enthusiastic and motivated. The atmosphere in the management sector is more positive, thus laying a good foundation for the better development of the enterprise and the public management sector. For public management and enterprises, although their human resource management incentive mechanisms have certain similarities, they also have certain differences. Therefore, the two should be combined. Only in this way can the substantive effect of the incentive mechanism be improved.

2. The Situation of Public Management Departments and Enterprises in Human Resource Management in the New Era

At present, the human resource management of public administration departments and enterprises is facing a new situation, which mainly includes the following outstanding situations:

First, social diversity. With the development of the economy, the social production mode presents a variety of characteristics, and the way of life has changed greatly compared with the previous one. However, there are many challenges.[1]

Second, the concept of the supremacy of interests. With the continuous improvement of the market economy, people have higher and higher requirements for their own salary and benefits,

and even some people risk breaking the law because of the concept of money first. Therefore, under the current situation, both public management departments and enterprises should pay attention to spiritual and material rewards, so as to have a better incentive effect.

Third, the social atmosphere is gradually deteriorating. In recent years, my country's economy has developed rapidly, and people's living standards have been improving, but some people's ideals and beliefs are lacking, which has resulted in endless corruption in enterprises and public management departments. Therefore, when formulating specific incentive measures, it is necessary to ensure that the incentive measures are fair, just, open and transparent, so as to ensure that the incentive mechanism can play its due role.[2]

3. Similarities and Differences between Public Management and Enterprises in Human Resource Management Incentive Mechanism

3.1. Common Points of Public Management and Enterprises in the Incentive Mechanism of Human Resource Management

The common points of public management and enterprises in human resource management incentive mechanism mainly include the same development goals, similar development principles, and similar management methods.

First, the development goals are the same. In the development process of modern enterprises or public management departments, human resource management plays an important role, whether it is to formulate a series of incentive mechanisms, or to achieve the set management goals in a short period of time, the work content and purpose of human resources management It is to acquire more talents to maintain the normal operation of the whole system. Whether in public management or enterprise management, the incentive mechanism of human resource management can strengthen the training of staff, improve the overall quality and professional level of staff, and enable staff to better meet the requirements of their jobs , improve the operating efficiency of the entire system; at the same time, a good incentive mechanism can also improve the enthusiasm of the staff, so that the staff can give full play to their potential, thereby improving the overall working atmosphere, which is not only conducive to the stable development of employees, but also Conducive to the great progress of public administration or enterprises.[3]

Second, the principles of development are similar. Whether it is enterprise management or public management, they all follow the principle of common development, that is, combine the development goals of public management or the enterprise itself with its talent goals, so that the incentive mechanism of the enterprise or public management can play its due role. In the process of the operation of the incentive mechanism[4], material incentives and spiritual incentives should be placed on the same important position, so that employees can obtain corresponding material rewards through their own efforts. By giving outstanding employees material rewards, their work ability can be further recognized; at the same time, it is also necessary to pay attention to spiritual motivation, that is, on the spiritual level (such as the use of leadership behavior incentives, role models and typical incentives, emotional incentives, and reward and punishment incentives).To reward employees, so that employees can get a stronger sense of pride, belonging and achievement, so that employees can do their best to contribute to the realization of development goals.[5]

Third, the management methods are similar. No matter in public management and enterprise management, the means of human resource management are similar, both of which are based on salary and benefits, which mainly include providing generous salary and benefits for employees and broadening the way of promotion for employees.[6] Make all employees in a fair competitive environment, can effectively exert their own advantages and prevent the phenomenon of human resource loss. For example, providing employees with five insurances

and one housing fund can enable employees to maintain a stable living standard and enable employees to devote themselves to work wholeheartedly; providing employees with vocational training opportunities can improve their professional level and provide employees with personal stability. The development of the company has laid a certain foundation, and at the same time, this move can also attract more outstanding talents.[7]

3.2. Differences between Public Management and Enterprises in the Incentive Mechanism of Human Resource Management

The similarities and differences between public management and enterprises in human resource management incentive mechanism mainly include different functions, different effects, different emphases and different procedures.

First, the roles played are different. The public administration department itself has the characteristics of public welfare and publicity, and it can demonstrate the relationship between the government level and social interests and the interests of the masses. Therefore, the main role of the incentive mechanism of the public administration department is to mobilize the enthusiasm and enthusiasm of the staff, so that the working atmosphere of the public administration department can be active, so as to provide better public services for the society. However, as the main body of the market economy, the main purpose of the incentive mechanism of the enterprise is to mobilize the subjective initiative of the employees, and at the same time, through a series of incentive measures, the employees themselves have a high professional level, which lays a solid foundation for improving economic benefits and enhancing the overall competitiveness of the enterprise. Base.[8]

Second, the resulting effects are different. At this stage, the bureaucratic ideology of public administration departments is still strong, and some public administration departments have imperfect staff assessment mechanisms and reward and punishment mechanisms. Therefore, the imperfect incentive mechanism of public administration departments cannot make public administration work play its due role.[9] It complicates some simple problems and seriously affects the work efficiency of employees. However, in enterprise management, the incentive mechanism actually plays an important role. A good incentive mechanism enables employees to have high work enthusiasm and initiative in their work, and plays a significant role in optimizing the working atmosphere of enterprise employees; at the same time, incentives The mechanism will also put some pressure on employees, fully mobilize the enthusiasm and creativity of employees, so that employees have good competitiveness, so as to better achieve the strategic goals of the enterprise.

Third, the focus is different. Due to the difference between the organization of the government and the enterprise, the implementation of the incentive mechanism of public management and enterprise management has different emphases. The focus of public management is to make employees have a greater sense of service and responsibility, and only on this basis can the overall service quality of public management departments be improved. Therefore, the incentive mechanism of government public management departments is mainly to improve employees' own moral sense and overall quality. . The focus of the incentive mechanism of enterprises is different from that of the public management department of the government. The purpose of implementing the incentive mechanism is to ensure that the company's own image is not damaged, and at the same time to improve the overall work efficiency and quality of employees, and improve the business efficiency and market competition of the enterprise. force.

Fourth, the procedures are different. The government and enterprises have different procedures in the process of implementing the incentive mechanism. In the process of public management, some legal measures will be adopted to strictly restrict the private change of the incentive content, so as to ensure the standardization of the incentive mechanism and the fairness and impartiality of the employee incentive process. However, compared with the

government, the incentive mechanism formulated by the enterprise is more concerned with the actual needs of the enterprise, so the main purpose of the implementation of the incentive mechanism is to mobilize the enthusiasm of the employees, but the incentive mechanism of the enterprise is not static, but based on the development of the enterprise. The situation should be adjusted appropriately, and there will be slight differences in the incentive mechanism between different types of enterprises of different sizes.

4. The Application Method of Human Resource Management Incentive Mechanism in Public Management and Enterprises

4.1. The Application Method of Human Resource Management Incentive Mechanism in Public Management

In the field of public management, the implementation path of human resource incentive mechanism mainly includes the following aspects:

First, pay attention to material rewards for employees. When applying the incentive mechanism, the public management department should pay attention to the material rewards of employees. Material rewards can directly mobilize the enthusiasm and enthusiasm of the staff, ensure that the staff make various decisions with a stronger sense of responsibility, and at the same time improve the staff. own moral level, so that employees deal with all kinds of work with a high moral sense. However, when implementing the material incentive mechanism, it is necessary to let employees understand the deep meaning behind material incentives, so that employees can be more motivated and responsible in their work, so as to better serve the government and public management departments and provide better quality for the people. of public services. At the same time, in order to ensure the role of the incentive mechanism for human resources in public management, managers should combine the actual work quality of employees with material rewards, adjust the scope of material rewards reasonably, and use spiritual incentives as auxiliary incentives to comprehensively improve the field of public management. Staff service awareness.

Second, flexible application of incentive mechanisms. Compared with enterprise management, public management has certain particularities. Therefore, whether it is the formulation of the public management incentive mechanism policy or the specific implementation later, it is necessary to follow the relevant national laws and regulations, so that the public management incentive mechanism is in a relatively stable state. . At the same time, due to the differences in the functions of various departments of public management, there may be some differences in the specific implementation process and final implementation results of the incentive mechanism. The mechanism and assessment standards should be adjusted accordingly, so as to ensure that the incentive mechanism can play its due role and enable the public administrators to effectively solve the problems existing in the society.

Third, broaden the incentive channels. In the field of public management, the incentive means of human resource management are too single, which leads to the failure of incentive measures to play their due role, and enterprises have flexible incentive channels, so this is the part that public management departments need to learn. Therefore, in order to enhance the role of the incentive mechanism, the public management department needs to broaden the incentive channels, such as the use of the responsibility incentive method or the target incentive method, which can increase the enthusiasm of employees to a certain extent and improve the atmosphere of the entire public management department.

4.2. Application Methods of Human Resource Management Incentive Mechanism in Enterprises

In the field of enterprise management, the implementation path of human resource incentive mechanism mainly includes the following aspects:

First, change the relevant concepts of the enterprise. In today's increasingly mature market economy, enterprises are faced with more severe market competition, which requires enterprises to change their original concepts, gradually form a people-oriented advanced management concept, pay attention to talents and cultivate talents in the process of enterprise operation, Integrate relevant human resources to enhance the competitiveness of talents, give full play to the role of enterprise human resource management, and enable talents to truly lay a good foundation for enterprise development. In addition, for enterprise managers, it is necessary to follow the principles of openness, fairness and impartiality, scientifically arrange the positions of staff, actively train employees, and fully integrate human resource management with enterprise development, so as to improve the employees of the enterprise. The comprehensive level and the overall competitiveness of the enterprise can maximize the operating efficiency of the enterprise.

Second, ensure the stability of the incentive mechanism. Compared with the public management department, the incentive mechanism implemented by the enterprise needs to have a certain degree of flexibility in the fierce market competition environment. The flexible incentive mechanism can promote the steady development of employees and enable employees to work for the enterprise wholeheartedly. It lays a good foundation for the development of the enterprise itself, and can improve the competitiveness of the enterprise. However, if the incentive mechanism of human resource management is too flexible, it is necessary to grasp the degree. In addition, an overly stable incentive mechanism is likely to mean a higher employee elimination rate. Therefore, enterprises need to do a good job of adjusting the stability of their incentive mechanism correctly, so as to make employees feel at ease and improve their sense of belonging and identity. .

Third, improve the standardization of the incentive mechanism. When an enterprise formulates an incentive mechanism for human resource management, it is necessary to take into account its own development status and the overall market competition, so as to ensure the stability of the incentive policy formulated by the enterprise. When enterprises formulate incentive mechanisms, they need to carry out diversified innovations. However, some enterprises blindly pursue their own business benefits and formulate incentive mechanisms that are not standardized, which has a certain impact on their own development. Therefore, when enterprises formulate their own incentive mechanism, they should learn from the relevant experience of public management departments, so that employees can supervise the incentive mechanism in a timely manner, so that the incentive mechanism is more fair, open and transparent, so as to give full play to the role of the incentive mechanism.

5. The Implementation Path of Public Management and Enterprise Human Resource Management Incentive Mechanism

5.1. Strengthen the Construction of Professional Teams

Whether it is an enterprise or a public administration department, in its development, the construction of a talent team is very important. Therefore, it is necessary to fully combine the goals of enterprise management or public management, scientifically and reasonably select the corresponding training content and carry out targeted training activities, which can not only improve the overall quality and professional level of the staff, but also provide enterprises or the public. The management department reserves abundant human resources, which in turn contributes to its long-term development. At the same time, it is also possible to formulate targeted education plans according to the nature of the

enterprise and the nature of the public management department, which is not only beneficial to the development of employees themselves, but also improves the quality of employees and can directly affect the enterprise or public management department. Promote the better development of enterprises or public administration.

5.2. Ensure the Rationality of the Incentive Mechanism

In order to make the incentive mechanism play its due role, the enterprise or public management department needs to formulate corresponding measures to ensure the effective implementation of the incentive mechanism, so as to achieve effective management of human resources, and this requires Follow the development goals of the enterprise or public administration to formulate corresponding strategies. For the public administration, the incentives developed need to be integrated with the current state of the public administration. Through the effective application of the incentive mechanism, the overall service quality level can be improved, and high-quality public services can be brought to the public; and for enterprise management, the competition situation faced by the enterprise and the social and economic development in which it is located should be considered. Adjust the incentive mechanism in time to ensure the rationality of the incentive mechanism, so that the incentive mechanism can fully mobilize the enthusiasm of employees, and then enhance the cohesion and competitiveness of the enterprise.

5.3. Creating a Positive Working Environment

The implementation of the human resource management incentive mechanism is based on material incentives and supplemented by spiritual incentives, so that human resources within the enterprise and public management can be developed, and the operation of enterprises and public management departments can be more efficient. In order to be efficient; at the same time, a good incentive mechanism can also improve the overall quality and professional level of employees, improve employees' values and ideas, and then mobilize the overall atmosphere of the employee's working environment, so that employees can work in a positive environment, and actively The working environment, whether it is for public management or enterprises, is beneficial to the improvement of its operating efficiency.

5.4. Improve the Authority of the Incentive Mechanism

In the process of public management and the implementation of the enterprise incentive mechanism, the principles of fairness, justice and openness should be followed, and the implementation process of the incentive mechanism should be supervised and managed accordingly to protect the employees of the public management department and the enterprise. Personal interests will not be harmed, and employees are provided with generous benefits, so that employees can fully integrate into their jobs. At the same time, the implementation of the incentive mechanism for public management and enterprise human resource management will help to better solve the problems faced by employees at work, and provide convenient conditions for employees to communicate with enterprises and public management departments. Therefore, incentives The implementation of the mechanism can help improve the overall efficiency of enterprises and public administrations. V. Conclusion Human resource management plays an important role in the field of public management and modern enterprise management, and the incentive mechanism of human resource management is helpful to improve the efficiency of public management and enterprise management, thereby making the overall service of the public management department better. The level can be improved, so that the operating efficiency and overall competitiveness of the enterprise can be improved. Therefore, the article mainly analyzes the situation of public management departments and enterprises in human resource management in the new era, expounds the similarities and differences between public management and enterprises in human resource management

incentive mechanism, and studies the application of human resource management incentive mechanism in public management and enterprises. Finally, we will analyze the implementation path of the incentive mechanism of public management and enterprise human resource management, so that the incentive mechanism of human resource management can better play a role in the improvement of the overall efficiency of public management departments and modern enterprises, and give full play to the incentive mechanism of human resource management. effect.

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