

Problems and Innovative Measures faced by Enterprise Personnel Incentives in the Digital Economy

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Abstract

With the rapid development of the digital economy, the pace of modern management reform is accelerating. Enterprise human resource management work is also facing new problems, and now, the establishment of a scientific and perfect employee incentive mechanism has become the main driving force for human resource management. Therefore, based on the era of digital economy, this paper analyzes the problems faced by the company's personnel incentive mechanism, and proposes corresponding innovative reform measures to ensure that enterprises implement comprehensive management of human resources, tap talents, attract talents, and improve the overall management level and internal cohesion of the company.

Keywords

Incentive Mechanism; Human Resource Management; Innovative Measures.

1. Introduction

Nowadays, the internal and external environment faced by enterprises is very complex, from an international perspective, since the new crown pneumonia epidemic in 2019, the world economy has been complexed in form and international policies have changed in real time, so that domestic enterprises are facing many uncertainties. From a domestic point of view, the development of the digital economy has become a new situation in the company's current business development, which directly affects the enthusiasm and satisfaction of the company's personnel. Therefore, how to innovate and change the employee incentive mechanism in human resource management has become the most important issue for most enterprises to consider.

2. Based on the Role of Employee Incentive Mechanism in the Digital Economy

The term motivation originated from the study of psychology, that is, the process of influencing people's thoughts through external factors, making people have a positive psychology, and adopting positive actions to achieve a certain goal, and this concept is now widely used in the field of management. In the daily human resource management work of the enterprise, the improvement and improvement of the employee incentive mechanism is an indispensable part. The most direct way to judge whether the employee incentive mechanism of a company is scientific and perfect is to examine the cohesion of employees within the enterprise and the satisfaction and loyalty of employees to the enterprise. Below, a specific analysis of the positive role of employee incentive mechanisms on enterprises in the context of the digital economy is carried out.

2.1. Enhance Employee Motivation

The scientific and perfect innovative personnel incentive system can significantly improve the work enthusiasm of enterprise employees. In the post-epidemic era, the development of the

digital economy is unprecedentedly high, in this environment, if the company formulates perfect incentive measures, appropriate spiritual and material rewards for outstanding employees to meet the differentiated needs of all kinds of employees, so that employees can appreciate the care of the enterprise, not only can effectively improve employee loyalty, mobilize employee enthusiasm for work, but also effectively ensure that employees are always in a driving state in the work process, so as to further ensure that the enterprise achieves the expected goals. On the contrary, if the incentive mechanism of the enterprise is not perfect or even unsatisfactory, it will lead to passive sabotage, laziness and procrastination of employees, so that the entire enterprise will fall into a vicious circle of low efficiency, affecting the overall atmosphere of the enterprise and the sustainable development of the enterprise.

2.2. Reduce the Loss of Employees and Attract Outstanding Talents

The use of incentives in a company's human resource management can also help companies attract people with high potential for development. Using the incentive mechanism, the job performance of enterprise employees can be comprehensively evaluated, and the value innovation development and contribution made by the enterprise can be fully reflected, which can not only intuitively and clearly display the future development and post characteristics of outstanding employees of the enterprise, but also help the enterprise to optimize the allocation of talent training resources, so that the enterprise staff can carry out work in their own professional fields and give play to the individual value of the employees. At the same time, employee satisfaction with the enterprise can also be achieved through the incentive system, with the corresponding remuneration or spiritual prizes to give outstanding employees affirmation, so that employees can experience the recognition and care of the enterprise, thus helping the enterprise to reduce the loss of human resources.

2.3. Improve the Overall Management Level of the Enterprise

In today's booming digital economy, companies are facing fiercer competition than ever before if they want to gain a foothold in the market, and talent competition is the key to competition between enterprises. Therefore, if you want to further improve the company's own competitive advantage, you must further promote the innovation of human resource management, the more important of which is to transform and innovate the company's current personnel incentive system, so as to enhance the company's attractiveness to talents, in order to attract some excellent professional personnel to join the company's operation and construction. So as to further maximize the company's benefits and improve the overall personnel level of the enterprise.

3. Based on the Problems Existing in the Incentive Mechanism of Enterprise Employees in the Digital Economy

3.1. Lack of Attention to Employees

If the company's management of personnel fails to conform to the development trend of the times and fails to move forward with the development of the times, it is easy to affect the development prospects of the company itself. At present, some companies still use traditional management concepts and methods in the personnel management process, but they do not fundamentally recognize the major role of management and social interests, nor do they give employees full attention and care, so that employees cannot experience the company's care and culture, neither can fully mobilize their own positive work force, nor can they realize their own life value in their posts, resulting in talent loss. At the same time, some companies lack attention to the needs of employees, and the treatment regulations also lack scientific perfection, such as overtime without allowances, etc., which will not only greatly weaken the enthusiasm of employees, but also cause a large number of employees to resign if the situation is more serious.

3.2. The Way of Enterprise Incentive Mechanism is not Scientific Enough

If enterprises want to achieve long-term development goals, they must establish a scientific system of personnel incentive system. However, the current employee incentive mechanism of some companies is not scientific and perfect, which is mainly reflected in the following two points: First, the company has not studied from within the employees, resulting in employee incentives mainly related to the degree of employees paying to the company, but does not consider the actual inner needs of employees. Second, the incentive evaluation indicators for employees are not systematic. Generally speaking, employee motivation methods can only give full play to their maximum effectiveness and practical value if they are scientific and systematic. However, nowadays, because the evaluation indicators in some companies' incentives are not systematic, the incentive method cannot fully exert its maximum effect. For example, when the company evaluates excellent employees, it often treats different categories of ordinary employees, technicians, financial personnel and other personnel as the same category, thus formulating a unified evaluation standard, but such an evaluation method obviously cannot truly reflect the specific value of personnel, and thus cannot implement fair and reasonable rewards and punishments for personnel through the evaluation results. Third, some of the personnel incentive mechanism system does not meet the company's development needs, the evaluation is not systematic, And the existing appraisal system does not divide the time period, such as annual appraisal, quarterly appraisal and monthly appraisal, which in turn makes it easy for employees to start a surprise workload every time they are about to carry out appraisal work, work pressure is larger, work quality cannot be improved, there is also a resistance to performance management.

3.3. Lack of Long-term Incentive Goals

In the process of designing the incentive mechanism, in addition to motivating the existing work performance of employees, some long-term incentive goals should also be set in combination with the actual situation of the enterprise itself. At present, the incentive mechanism system of most domestic enterprises is still short-term or temporary, and only evaluates the amount of work completed by employees in a certain period of time and gives appropriate incentives. However, if enterprises want to consolidate their position in the long run, maintain their core competitiveness, and reduce talent loss, they should set up a series of long-term employee incentive systems in combination with their own development strategies, and some medium- and long-term incentives should be carried out in many aspects such as employee shareholding and profit sharing. In terms of long-term incentive mechanism, a better example is Lenovo Group, where employees who contribute to enterprises have the opportunity to hold shares in enterprises and share development results with enterprises. On the contrary, if there is a long-term incentive mechanism, it is difficult to truly connect employees and enterprises, resulting in a lack of ownership of employees and hindering the long-term development of enterprises.

3.4. Existing Incentive Mechanisms Lack the Necessary Constraints

In the establishment of company personnel incentives, you can mobilize the enthusiasm of personnel through cash and other material rewards, and this method is mainly for the company's better work performance and the encouragement method taken, is a more incentive effect of the means. However, for some people in the company who are not enthusiastic about work or frequently make mistakes, there is a lack of necessary punitive measures and restraint mechanisms. Although some companies have established punitive measures and their constraint mechanisms, in the later implementation process of the company, because the management is often affected by external influences, such as: face-saving, acquaintances, good friendship and other factors, so that the punitive measures and constraint mechanisms are often in the form, it is difficult to truly implement. In the long run, the company's incentive mechanism and constraint system will be difficult to achieve long-term reward and spur

purposes, and it will also make some company employees' sense of mission and sense of responsibility gradually weaken.

3.5. Lack of Employee Training and Promotion Channels

In addition to paying attention to basic material incentives, enterprise employees are more concerned about their own training and promotion. However, many companies often neglect to train employees in human resource management, and most of the time only arrange individual employees to participate in learning when the enterprise needs it, resulting in other employees not being able to get training opportunities and meeting the demands of employees who want to learn new knowledge and master new skills. If the professional knowledge and skills of employees cannot be updated and improved, they will increasingly fail to keep up with the development requirements of the times, and even risk being eliminated. In addition, some enterprises have not set up a reasonable promotion mechanism, and the promotion channel is narrow. Directly affecting employees think that promotion is hopeless, it is easy to appear in a state of passing and passing, reducing work enthusiasm, often cannot do the work better, affecting the overall efficiency of the enterprise.

4. Innovative Measures based on the Improvement of Employee Incentive Mechanisms in the Digital Economy

Under the vigorous development of the digital economy, the existing incentive mechanism of enterprises is more or less insufficient, so this paper puts forward the following innovative suggestions in combination with the problems faced by enterprises in improving the incentive mechanism for employees:

4.1. Strengthen the Spiritual Incentive Mechanism of Employees

The company should fully recognize the necessity of spiritual incentives, accelerate the construction and improvement of spiritual incentives, and collect the actual needs of employees at all levels in the company, so as to effectively enhance the universality and pertinence of incentives. For middle and senior managers, it is also necessary to formulate a more flexible incentive mechanism and adopt a comprehensive decentralization method to enable middle and senior managers to exert their sense of personal value, thereby increasing the interest of middle and senior managers, and mobilizing the work passion of middle and senior managers to bring greater value to the company. For technical workers, the needs of such employees are not the same as those of managers, they need more recognition of their work, and ask more about their opinions on technology to meet their sense of honor. In addition, combined with the dual methods of material and spiritual motivation, their enthusiasm for work is comprehensively improved, so that their enthusiasm for work can be maximized.

4.2. Take a Scientific and Diverse Approach to Motivation

Under the background of the development of the digital economy, the needs of staff are also diversified, so it is the same as the traditional bonus incentive method, in the construction of the incentive mechanism for enterprise personnel, do a good job in the study of incentive means, diversified development, and combined with the actual specific conditions of the enterprise, choose the corresponding incentive means, you can better fully play the positive effect of incentives. At the same time, the company should also pay attention to the psychological and spiritual incentive strategy for employees, combine the traditional material incentive with the spiritual incentive in the new environment, and further play the positive role of the incentive mechanism. Managers should also choose effective incentive methods according to their specific requirements, including safety needs, dignity needs and character needs, etc., to better stimulate their career enthusiasm. The incentive mechanism method is divided into equity

incentive, training incentive, target incentive and flexible treatment and salary system, which are the key methods in enterprise incentives. Through the rational use of diversified incentives, a competitive wage system can be established, which helps the company to absorb and retain excellent talents and ensure the reasonable realization of the company's personnel development requirements.

4.3. Improve the Performance Appraisal and Evaluation System

If enterprises want to effectively stimulate the creativity of employees and maximize the role of the incentive mechanism, the first task is to improve the performance appraisal and evaluation system. Enterprises must adhere to fairness and openness, implement the principle of people-oriented, and establish a scientific and sound company performance appraisal and evaluation system. At the same time, for technicians, managers and other different types of staff, scientific and reasonable evaluation indicators should be used for performance appraisal, the establishment of this indicator is conducive to enhancing employees' trust in the enterprise, thereby improving employee loyalty. In addition, through a sound performance appraisal and evaluation system, enterprises should also formulate a suitable development plan for the performance appraisal results of each employee, so that the personal value of each employee can be maximized, thereby improving the overall performance level of the company.

4.4. Improve the Staff Training System and Broaden the Promotion Channels

In the era of digital economy, more and more jobs have higher requirements for the knowledge level and application skills of staff. Therefore, if enterprises want to improve the loyalty of employees and reduce the loss of talents, they should establish an employee training system to provide employees with scientific and systematic training methods, which can not only make employees feel the company's attention and attention, but also improve the overall level of employees of the enterprise. Furthermore, enterprises should understand the training needs of employees, collect employees' opinions through research, and develop a reasonable training plan. In addition, further promotion is one of the basic requirements for the rapid development of human capital, and enterprises must effectively open up promotion channels, so that employees can feel the fruits of their efforts, see the goal of vigorous development in the future, and can engage with enthusiasm. Specifically, the company must first establish an effective internal competition mechanism to create a level playing field, cultivate the basic qualities of the company's personnel, and adopt the way of competitive induction to select outstanding employees with both ability and political integrity. Secondly, the company must improve the "can go up and down" management system, cannot blindly emphasize the "upward" circulation, once the ability of the relevant management personnel does not meet the requirements of the post, the same should be "up and down" circulation, reflecting the "can go up and down" fair competition dynamic work mechanism.

5. Conclusion

In summary, if enterprises want to enhance their core competitiveness and promote long-term development, they must pay attention to human resource management. In the era of digital economy, human resource management can no longer only use the bonus incentive model like the traditional model, but should pay attention to the innovative incentive system that combines the spiritual incentive and material incentive of employees. At the same time, when innovating the employee incentive mechanism, it is also necessary to find the problems faced in the process and continuously improve the mechanism, so as to maximize the enthusiasm and satisfaction of employees through rich incentive methods, thereby effectively improving the overall performance level of the enterprise.

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