

Innovation strategy of incentive mechanism mode in enterprise management

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Abstract: with the rapid development of social economy, in the process of management, in order to effectively improve the competitiveness of enterprises, it is necessary to optimize and innovate the incentive mechanism mode. Based on the analysis and discussion of the effective measures of the innovative incentive mechanism mode of the enterprise management center, combined with its own practical significance, this paper effectively promotes the sustainable development of enterprises from the following aspects: improving the salary and welfare system, applying information technology to increase openness, establishing a humanized spiritual incentive mechanism, carrying out diversified incentive forms, and carrying out perfect training projects to expand the growth space of employees.

Key words: enterprise management; Incentive mechanism mode; Innovation strategy

1 Introduction

in recent years, in the process of enterprise management, the importance and function of the incentive mechanism model have become increasingly prominent. The development of a scientific, efficient and reasonable incentive system can better promote the sustainable and stable development of enterprises, which is an important help for their optimization and upgrading in the direction of specialization and modernization. Therefore, promoting the optimization and innovation of incentive mechanism mode in enterprise management can significantly enhance the development vitality of the enterprise itself, promote the formation and development of enterprise culture, enhance the cohesion within the enterprise, improve or solve the problems existing in the operation, and promote the steady growth of enterprise economic benefits.

2 Practical significance of Applying Incentive Mechanism Model in enterprise management

2.1 Improve the actual work efficiency of internal office staff

The implementation of incentive mechanism mode in enterprise management can, to a certain extent, significantly promote the overall optimization and improvement of the quality of human resource management, improve and reduce the development problems of low operating efficiency, fully resolve the contradictions and conflicts between employees, and encourage them to keep working hard. According to relevant data, the application of incentive mechanism mode to carry out enterprise management can effectively stimulate the subjective initiative and practical creativity of employees. Therefore, managers need to set appropriate task objectives for them, guide them to constantly strive for them, and then drive the overall improvement of internal work efficiency, stimulate employees' sense of identity and responsibility for the current enterprise, and effectively promote the efficient display of employees' personal abilities.

2.2 Promote talent introduction and training

Under the current social background, talents have gradually become the key factor affecting the production and operation of enterprises. The introduction of talents can inject new vitality into the development of enterprises. Therefore, in the process of enterprise management, the relevant responsible person needs to develop a perfect incentive mechanism, which can effectively attract the attention and participation of external high-quality professionals and enhance the development activity of the enterprise itself. On the other hand, it is to drive the internal benign competition of the employees in the enterprise, so that they can actively move forward to a higher level, and then provide strong support and guarantee for the optimal development of the enterprise.

2.3 Promote the formation of corporate culture and the shaping of internal cohesion

For enterprises, the formulation and implementation of scientific and perfect incentive mechanism mode can significantly promote the stable journey of corporate culture, enable employees to feel the attitude and support from the enterprise itself in the process of daily work, avoid the development environment of vicious competition, form a positive concept of corporate culture, and promote the formation and development of excellent corporate culture. At the same time, under the influence of a good incentive system, employees have a deeper sense of belonging and centripetal force to the enterprise, thus driving the emergence and strengthening of the internal cohesion of the enterprise and making outstanding contributions to the optimization and development of the enterprise. As shown in Figure 1, the incentive mechanism model is used to promote the effective achievement of enterprise management.

3 The current application of incentive mechanism in enterprise management

3.1 Unable to match the actual business situation of enterprise development

At present, there are many types of enterprises in China, of which private enterprises account for the vast majority. Due to their late development, they have not yet developed into a large scale.

There are certain defects and deficiencies in the internal human resource management and the structure of various departments. Although they will not affect the operation of the enterprise itself, they will more or less cause a corresponding blow to the enthusiasm of employees. According to statistics, in the process of operation, some enterprises often have the problem that the

incentive mechanism mode does not match the actual operation situation, which leads to the gradual loss of employees' willingness to work, and produces obvious discrete psychological changes in the enterprise's operation state, which has a certain interference and impact on the overall development state of the enterprise.



Figure 1 Correlation between incentive mechanism mode and enterprise management

3.2 The internal incentive evaluation mechanism of enterprises is not completely transparent and open

The survey found that during the operation of some enterprises, there are a lot of uncertain factors in the relevant mechanism of employee performance appraisal, such as their personal enthusiasm, participation and satisfaction, which are mainly evaluated and judged according to the subjective wishes of the managers. It is inevitable that personal thoughts will be mixed, resulting in the results not being objective. Moreover, some enterprises did not make explicit and public the incentive mechanism when they formulated it, resulting in that most employees did not understand the specific form of their performance appraisal, and were unable to make their personal salary treatment in an open and transparent way. Taking advantage of the current employees' vision, it was easy to create problems such as internal imbalance of members and the loss of professional talents.

3.3 The incentive measures set cannot stimulate the expectation of employees

Generally speaking, the purpose of formulating the incentive mechanism model is to attract employees' attention and guide them to constantly strive for it with the actual content they want to obtain or achieve. Therefore, the incentive measures set up need to better meet employees' current expectations and aspirations. However, in the process of setting up incentive measures, some enterprises directly expand the level of material incentives, and only use oral praise or unattractive items to motivate employees, which not only can not achieve the expected effect, but also can attack employees' expectation of the enterprise, causing serious personnel loss.

management needs to build a perfect enterprise management incentive mechanism model, and its innovation path requires enterprise managers to provide employees with superior salary, development direction and promotion space based on a sound incentive mechanism model. As the basis of the incentive mechanism model in enterprise management, it is necessary to improve the salary and welfare system in the incentive mechanism. According to Maslow's hierarchy of needs theory, the satisfaction of human material needs mentioned in this paper is the prerequisite for the generation of their spiritual needs. At present, the optimization of incentive mechanism implemented by Chinese enterprises at this stage must first establish and improve a reasonable and perfect compensation and welfare system within the enterprise, so as to balance the psychology of ordinary employees and make them feel the realization of their own value. First of all, enterprise managers should set up a clear salary system and make public explanations, so that the salary system and job promotion path are fair and just, so that all employees can break through the position restrictions of virtual factors such as age and education, so that enterprise employees can get better salary treatment and promotion opportunities by virtue of their ability and effort. Secondly, enterprises should pay attention to appropriately narrow the pay gap between management and ordinary employees, increase the flexibility and flexibility of pay and benefits, and improve the enthusiasm of employees through the payment mechanism of pay and benefits. When formulating the salary treatment, there is a certain gap in the basic wages of employees at different levels, but each employee can get hierarchical welfare awards to make up for the wage gap through full attendance, performance bonus Commission and other ways, so that each employee can fully realize their own value, and promote the overall production efficiency of the enterprise through the vision and self-improvement of employee value. Finally, enterprise managers should understand that key technical talents and high-quality management talents are the main factors for enterprises to occupy advantages in the industry competition. Enterprises should form a consensus to give high salary and welfare treatment to high skilled compound talents

4 Efficient innovation strategy for optimizing incentive mechanism mode in enterprise management

4.1 Improve the salary and welfare system of enterprise incentive mechanism

The realization of employees' own value in enterprise

and high-quality management talents, and attract and retain talents for enterprises through superior material conditions and promotion and training system, Establish and improve the salary and welfare treatment system of the enterprise incentive mechanism to help

the high-quality development of enterprises. As shown in Figure 2, combined with the corresponding design concept, the optimization setting of the incentive mechanism for innovation is reasonable.

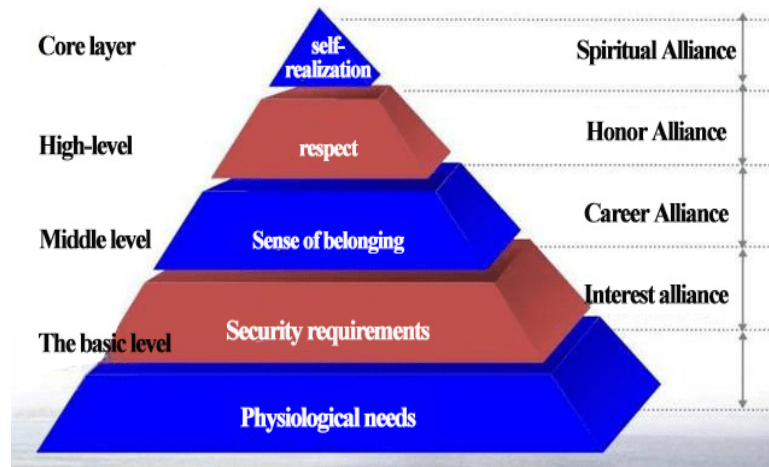


Figure 2 design concept of innovation incentive mechanism mode

4.2 Applying information technology to ensure the fairness of performance management evaluation mechanism

Enterprise management should combine the latest information technology means, and apply information big data technology to help the enterprise performance appraisal work, so as to ensure the fairness and justice of the enterprise performance management appraisal mechanism. In the era of big data, big data technology collects the performance data information of the whole enterprise and completes the system integration. On the basis of scientific analysis of enterprise performance information, it puts forward scientific reference and guidance for enterprise performance management. The application of big data information technology plays an extremely important role and value in building a scientific and reasonable incentive mechanism for enterprises. In the process of human resource management, the enterprise establishes the basic information database of all employees through the personal resume data filled in by employees when they enter the company. According to the actual work situation, the daily work status information of employees is input into the database in time, and the data is changed in time for the special information in real time, which is really the purpose of adjusting the salary and welfare treatment according to the work situation of employees. When applying information technology, enterprises should pay attention to the comprehensiveness of data collection when inputting and storing big data information, try to eliminate the interference of human subjective factors in the process of information collection and performance evaluation, make the performance evaluation fair and just, and use information technology and artificial intelligence technology instead of manual operation. On the other hand, enterprises need to arrange special personnel to observe the changes of big data information in the enterprise system at any time, timely understand the completion of employees' work tasks, and combine it with the results of performance appraisal. The enterprise can understand the employees' work performance and the company's development through the employees' performance information data, and adopt targeted performance assessment and incentive mechanism for employees in different positions according to the

actual work, so as to make the performance assessment standards and incentive mechanism adapt to the characteristics of employees' jobs and actual work. The application of information technology enables enterprises to collect information through big data for real-time sorting and analysis when implementing incentive measures, improve the efficiency and accuracy of enterprise performance assessment, and provide data protection for the fairness and fairness of enterprise performance management and compensation incentive mechanism.

4.3 Establish a more humane incentive mechanism for enterprise spirit

The innovation of enterprise management incentive mechanism mode needs to establish a more humanized spiritual incentive mechanism system with the direction of enterprise spirit. In addition to the material compensation and welfare incentives, the enterprise management incentive mechanism also has an internal incentive mode at the level of enterprise spirit. Both material and spiritual incentives can help employees improve their work enthusiasm and actual work performance. After a series of investigations and studies, it has been proved that the internal incentive of corporate culture spirit plays a more significant role in promoting the work enthusiasm and performance of knowledge and technology-based high-tech qualified talents. The enterprise spirit incentive mainly includes the acquisition of employees' work autonomy, the path of employees' training and promotion opportunities, the edification of enterprise culture, people's emotional care and other incentive methods. The enterprise spirit incentive is the ultimate incentive means for employees to realize their self-worth. In some large-scale enterprises, the proportion of enterprise spirit incentive mechanism should be appropriately enlarged according to the actual operation situation. Enterprise managers should think about problems and needs from the perspective of employees, provide employees with as much room for development and promotion as possible, provide employees with better training and learning opportunities, enable employees to obtain knowledge, skills and spiritual progress, and enable employees to realize their own value, so as to better help the development of enterprises. In addition, enterprise managers

should strengthen the people-oriented enterprise management concept, pay more attention to each employee, pay attention to the improvement of their own ability, and provide reasonable spiritual incentives for each employee according to their own characteristics, so that enterprise employees can put their skills and abilities into their daily work, and truly realize their own value. In large-scale group enterprises, enterprise managers and human resource management departments can adopt share authorization or operation decentralization to implement incentive mechanisms, enhance employees' sense of mission and responsibility for enterprise development, and take enterprise operation as part of their own discovery. Enterprises should implement a humanized spiritual incentive system within the enterprise, so that each employee can improve their ability and work quality in their daily work, better integrate into the enterprise, and help the development of the enterprise .

4.4 Form diversified internal incentive forms and always pay attention to the value demands of employees

Enterprise managers should formulate diversified enterprise incentive forms according to the characteristics of enterprise development, and pay attention to the demands of the realization of the staff's own value. There is an inseparable relationship between the development of enterprise staff and the development of the enterprise. The better development of enterprise staff can promote the development of the enterprise. For most enterprise staff, work can not only obtain economic remuneration, meet the material needs of their daily life, but also fully demonstrate their own value. When the development goals formulated by the enterprise are consistent with and integrated with the development goals of the enterprise staff, the win-win situation between the enterprise staff and the enterprise can be effectively realized, and the common development of the two can be promoted. In the process of formulating the incentive mechanism, enterprises should not only provide material incentives for staff, but also pay attention to spiritual incentives for staff. They should also constantly adjust the development goals of enterprises, improve the ability of employees, help staff realize the pursuit of personal value, and combine the development goals of enterprises with the development needs of staff within a certain range. In addition, enterprises should formulate rich and diversified enterprise incentive forms, pay attention to the construction of enterprise culture, increase training and promotion opportunities, comprehensively improve the professional quality of enterprise staff, pay more attention to the actual demands of employees, improve the cohesion and centripetal force of enterprises, improve enterprise management, and promote the development of enterprises while meeting the material needs of staff.

4.5 Organize and formulate perfect training mechanism to expand the development space of employees

With the continuous development of enterprises, the innovation of incentive mechanism mode in enterprise management has become more and more important. Perfect training mechanism

can improve the competitiveness of employees and enterprises, promote the personal development of employees, and improve the working skills and efficiency of employees. First of all, according to the strategic development plan and the talent demand of the enterprise, the enterprise determines the training plan, selects the appropriate training methods and contents, and adopts internal training, external training, apprenticeship and other methods for training. At the same time, relevant evaluation standards and assessment mechanisms are formulated to ensure the training effect and quality. Enterprises should also provide employees with broader development opportunities to help them grow and progress. Enterprises should provide employees with promotion opportunities to achieve incentives, formulate perfect incentive policies, encourage employees to actively participate in training, improve organizational competitiveness and work efficiency, and promote employees' personal development. In order to improve the work quality and professional skills of employees, organizations need to develop a perfect training mechanism to give employees more room for development. In the context of the current market economy, enterprises have ushered in new development opportunities, but they are also facing enormous challenges. With the increasing demand for modern comprehensive and qualified high-quality talent resources, high-end talents have become an important factor in improving the competitiveness of enterprises. Therefore, in enterprise management, it is necessary to enhance the talent competitive advantage of enterprises. Enterprises not only need to introduce high-end talents through generous salary and welfare benefits, but also should pay attention to the training of existing talents, create development space and promotion path for enterprise staff, provide learning opportunities, and develop a perfect evaluation and promotion system. In addition, in order to ensure that the development of the enterprise has fresh blood at all times, the enterprise should also provide new employees with the same learning opportunities and promotion opportunities as older employees, create a fair and just competitive environment, improve the training and promotion mechanism on the whole, and comprehensively expand the development space of employees .

5 Conclusion

To sum up, in order to effectively improve the overall effect of enterprise management, starting from the innovation of incentive mechanism mode, we can supplement and optimize the salary and welfare treatment system, improve the reliability of performance appraisal combined with technologies such as big data, build a humanized spiritual incentive mechanism, formulate diversified incentive forms, pay attention to the value demands of employees at all times, and organize and improve the internal training mechanism of enterprises, Expand the development space of employees, give better play to the optimization characteristics of the innovation of incentive mechanism mode, reduce the pressure and burden of employees' life, and promote the positive realization of the long-term strategy of the enterprise.

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