



Human Resource Management Strategy Based on Employee Loyalty Promotion

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Abstract. Lack of employee loyalty may cause problems, such as the outflow of enterprise information or core technology, and may also cause the stability of the employee team. Therefore, it is necessary to study the problem of employee turnover in enterprises. The improvement of employee loyalty problem of enterprises is conducive to improving the development power of enterprises and the stability of production and management. Targeted research on employee loyalty can help enterprises alleviate employee loyalty and attract more talents to feel at ease and actively work in the enterprise, which is conducive to further development of enterprises.

Keywords: Employee Loyalty; Human Resource; Management Strategy

1 Introduction

With the increase of market competition, talent has become one of the important strategic resources of enterprises. High-level talent team is crucial to the production and operation of the enterprise, skilled production personnel can provide stable production capacity for the enterprise, and high-level management personnel is to provide the necessary guarantee for the strategic plan and long-term development of the enterprise. The loss of personnel may cause the interruption of production and operation of the enterprise. The loss of employees caused by the lack of employee loyalty is not uncommon for many enterprises in our country, especially for private enterprises or small-scale private enterprises, the problem of staff loss may have an impact on the survival of enterprises. For labor-intensive industries such as production and processing, the turnover rate of employees is relatively high. When the turnover rate reaches a certain proportion and there is insufficient staff to supplement it, the production and operation of enterprises and long-term stable development will be threatened.

1.1 The Definition of Employee Loyalty

Employee loyalty refers to the degree of loyalty of employees to the company, including both the employee's recognition of corporate culture and the sense of belonging in the heart, as well as the employee's best service degree in behavior and specific work.

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Employee loyalty usually has two aspects: attitude and behavior, attitude loyalty and behavior loyalty complement each other and are inseparable. Employee loyalty can be divided into active loyalty and passive loyalty [1]. The active loyalty of employees refers to that employees spontaneously show recognition, loyalty and risk to the enterprise. The specific performance is that the personal will of employees is highly consistent with the development strategy of the enterprise. The enterprise and employees cooperate with each other to reach a better cooperative relationship, maximize the personal strengths and values of employees, and employees also have a sense of belonging to the enterprise and generate enough loyalty. Passive loyalty, as the name suggests, is a passive attitude, not from the will of the employees themselves, but by the company's requirements or norms and forced loyalty, and can not really produce positive and positive work effects.

Employee loyalty is related to many factors, and employee's work performance is directly related to its loyalty. The influence of the working environment also has a certain impact on the loyalty of employees. Factors such as interpersonal relationship, leadership style, and employee treatment in the work environment have a certain relationship with employee loyalty. When employees are disappointed with the environment, their loyalty will decline. When employees have a fresh sense of work, members of the organization will maintain a high level of work enthusiasm and loyalty. After employees work in the organization for more than one stage, most organizations will lack freshness, the connection between members will decline, lack vitality, and some members will choose to make changes. Therefore, according to the organizational life span, enterprises should enhance the loyalty of staff through different means to avoid the decline of employee loyalty due to loss of vitality.

1.2 The Significance of Employee Loyalty

With the rise of positive psychology, the positive psychological status of employees at work has become a hot topic of research. Driven by this trend, loyalty has been paid more attention by everyone, and scholars generally believe that the impact of loyalty is far greater than that of satisfaction, loyalty or organizational commitment. Employee loyalty includes the attitude of employees towards their work, team and organization. The improvement of loyalty can effectively reduce the level of employee burnout, bring better benefits to the organization, and enable employees to show their enthusiasm and initiative in conscious efforts for the goals of the organization. [2]

2 Analysis of Influencing Factors of Employee Loyalty

2.1 Salary and Welfare Level

In some companies, the performance assessment of the company was unreasonable and could not reflect the actual workload. For example, overtime hours on holidays and working hours were treated the same, and there was no special material reward, which discouraged the enthusiasm of some employees. Some evaluation activities were also lack of fairness, and employees with better personal relationships with managers were

more likely to get evaluation rewards. Whether the performance appraisal is reasonable or not is directly related to the staff's attitude towards work. If the staff thinks that their work is not respected for a long time, they will be bored with their work and then have the willingness to quit. Every company needs a reward system for employees that should pay, benefit, recognize and appreciate them. The company should recognize and reward the work of its employees. Pay is usually the first priority when setting up a reward system, because few people are willing or able to work for free. The improvement strategy should also include reward programs that are directly related to the company's goals for that period. Provide some type of long-term reward for key people in the organization.

2.2 Corporate Decision-Making Participation

Corporate decision-making participation directly affects employees' sense of belonging to the company and is closely related to employee loyalty. Grassroots managers, in particular, attach great importance to whether their opinions can be listened to and accepted by the company. Long-term inability to participate in the decision-making of the company will make these grass-roots managers discouraged, so as to give up participation in the decision-making of the company, and then lose loyalty. Every year during the recruitment season, low-level managers leave Fujian Yongtai Construction when they find better-paying job opportunities. In the past three years, with the improvement of the requirements for grass-roots managers of The company, the performance appraisal system has put forward strict requirements for the work performance of grass-roots managers. Many grass-roots managers choose to leave their jobs due to excessive work pressure or dissatisfaction with the treatment, and the turnover of grass-roots managers has increased. The loss of grass-roots management personnel is a serious loss for the company, because most of the grass-roots management personnel are trained from the personnel, have rich experience in the production content of the workshop, and have a better understanding of the production requirements of the enterprise, and can drive employees to complete the production work efficiently. The loss of these basic management personnel is the loss of intangible assets for The company.

2.3 Personal Career Development Prospects

Career development is an important aspect of the necessary planning of each employee's work. At present, The company has no clear plan and system for staff's ability improvement and further training. Most of the staff have no specific consideration for their career development and no clear career plan, and are at a loss for their future work and life, feeling that they have no achievements. They don't know how to get ahead and lack opportunities for advancement. Through the interview with the employees of The company, it is found that many employees lack a clear career development direction and can not see the opportunity for promotion. In the investigation, the author learned that a large part of the office staff of The company were satisfied with the company's promotion system. In the human resource market, there is a lack of personnel with rich management experience and a certain management theory foundation. On the one hand,

The company tries to train some managers through grass-roots selection, and also recruits college graduates with a certain management background to carry out management work. But there is discontent among ordinary workers who have long been denied promotions. Most of the employees are fixed in the production line and lack of effective incentives, so they start to think about quitting in the long run ^[3].

2.4 The Smoothness of Communication within the Company

Corporate culture provides a code of moral behavior for employees, and the corporate culture formed by internal managers and employees has a binding effect on everyone. The company's corporate culture is obviously restrictive, dedication to the enterprise, requiring employees to be able to reach an agreement with the enterprise in actual work, and promote the better development of the enterprise through cohesion. The purpose of Ensmat's corporate culture is to strengthen each employee's identification with the company, enhance the centripetal force of employees, and improve the production capacity and efficiency of production operations. But in reality, many employees have been in the company for a short time, lack an understanding of the corporate culture, and feel depressed by this constraint. Corporate culture reflects the business objectives and interests of the company, but employees can not find their own interests in it. Corporate culture sets a set of systematic norms and standards for employees, which employees should integrate and comply with. Some employees lack loyalty to the company and cannot integrate into the corporate culture smoothly.

Due to the lack of integration into the corporate culture and the lack of communication with other personnel, the gap between employees and management will increase, and in the long run, there will be a willingness to quit. Therefore, the staff can not integrate into the corporate culture atmosphere, which will cause the loss of employees.

3 Human Resource Management Strategy Based on Employee Loyalty Promotion

3.1 Optimize the Salary System and Improve the Welfare System.

Employee loyalty has a certain degree of convenience. Whether it is material or spiritual level, employee loyalty is related to better realization of self-interests. ^[4] Turnover is usually accompanied by higher salaries, higher titles, better working conditions and so on. Salary management system needs to be implemented in daily work. First of all, The company needs to develop reasonable job description, build corresponding measurement indicators for each job and determine the plan when conducting job evaluation. Managers formulate the company's salary strategy and inform employees of it. Communication in this step is a very crucial step. If the salary optimization plan is not accepted by employees, the final effect must be bad.

The company needs to determine the corresponding evaluation indicators in the salary management system, which can make the salary assessment of employees have rules to follow. Indicators are closely related to the company's overall business strategy,

reflecting the company's overall operating results and prospects for a period of time. Only the more detailed salary evaluation index can guide the salary of employees. The salary evaluation index must be fully in line with the actual work situation. If the salary evaluation index is too high and does not meet the actual work ability of employees, it will not only fail to promote the enthusiasm of employees, but will increase their dissatisfaction and reduce their investment in work projects. Therefore, the compensation evaluation index must adopt a scientific and reasonable setting method, according to the actual situation in the management process, to ensure the rationality and effectiveness to the greatest extent. Through improving the salary system, we can timely understand the opinions of employees on the salary optimization plan, so as to solve problems in time and realize the interests of employees and the interests of enterprises.

3.2 Expand the Scope of Decision-Making and Enhance the Sense of Participation

In order to strengthen the professionalism and effectiveness of the performance evaluation system, the current performance evaluation lacks external supervision, cannot manage the work in time, and conceals the illegal operation of the work, lacking truth and transparency. In order to achieve the true and objective performance evaluation, internal evaluation should be reduced and effective external evaluation should be adopted. ^[5]The lack of supervision results in the lack of enthusiasm of the public. At the same time, some staff members lack a fair evaluation attitude, confuse the subject and object of work, lack understanding of work-related professional knowledge, and lack understanding of specific operations, resulting in errors in reports and misunderstandings of work by the public, which are not conducive to effective supervision of work. For the project, we should not only pay attention to the scale, but also pay attention to the quality, and be included in the scope of performance assessment. The company to help employees have a clear plan for the work, and staff planning and the development of the enterprise link. The selection system for excellent employees should run through the human resources management department of The company, and the promotion and selection of employees should take into account the actual work of employees. Considering the promotion of employees, it is necessary to consider various aspects according to the comprehensive performance of employees, eliminate favoritism, and strive to ensure the fairness of the promotion system for each employee of Ensmil. At the same time, promotion activities need to have a certain amount of external supervision, and the results are publicized, and the evaluation is accepted during the publicity period. The promotion system should integrate various factors and take into account the staff's ability, work experience and ability to withstand pressure. Emphasis should be placed on technical professionalism, but also on the ethics, adaptability and potential of employees. The company should provide adequate promotion channels for employees, so that staff can see the development of space in The company. Managers should fully recognize the ability of staff, give active promotion to those with excellent ability, or establish a reserve talent file to recommend to the promotion and selection manager.

3.3 Establish a Scientific Training System

The company must establish a standard and scientific training system is the premise of training work. In order to improve the quality and efficiency of production, improve the professionalism and effectiveness of training, and better commit to the development of employees' abilities. [6] Training activities should combine theory with practice to impart truly useful skills and knowledge. The selection of training qualifications must also be equitable, and staff in different departments should have the same opportunities to receive training, and there should not be wide differences in the frequency of training. Production requires professional staff. Each staff member needs to have a thorough understanding of the specific work plan and implement it continuously in their own work practice. At present, there are already some experienced staff who have accumulated certain experience in the work, and the driving effect of these experienced staff should be brought into play to help other staff who lack practical experience. The managers and cadres of the company are usually responsible for the formulation of training plans, the determination of training directions and other important work. Strengthened scientific practice requires leaders to improve their professional quality, strengthen the grasp of the profession, and to understand the production skills, managers need to have a rigorous work attitude, the specific details of the training content should be set an example, and lead the staff to treat the work with a more serious attitude. Leaders themselves need to strengthen their own learning in time.

3.4 Build-Up Effective Communication Channels

The employee's loyalty to the enterprise determines whether the employee will easily choose to quit, so it is very important to build the employee's loyalty to the enterprise and strengthen the care for the employee. The company should clarify the importance of the corporate culture of loyalty. Corporate culture is a collection of business ideas and concepts, which can promote employees to work in a coordinated work atmosphere. The company should carry out different kinds of activities to create a corporate culture atmosphere and promote employees to integrate into the corporate atmosphere. At the same time, the leadership of The company should respect the value of employees, pay attention to the needs of employees, and enhance the sense of belonging of employees to the company. In addition to material rewards, enterprises should also pay attention to the spiritual needs of employees. Enrich the rest days of employees, organize recreational activities, and strengthen the communication between employees and employees, and between employees and leaders. Many staff work overtime for a long time, and they also work overtime on holidays. If certain rewards or benefits are given to employees during overtime work, it will improve employees' satisfaction with the enterprise and reflect the company's care for employees' life. When an employee has a strong sense of belonging to The company and links the interests of the company with his own interests, he will have a sense of loyalty to the company, and it is not easy to have a tendency to quit, which can avoid the problem of employee turnover to a certain extent.

4 Conclusion

In the situation of fierce competition in the talent market and shortage of outstanding talents, the acquisition and maintenance of high-quality human resources are conducive to the construction and maintenance of a company's long-term competitive advantage. Professional evaluation criteria are the basis for measuring human resource management, and a broad rather than a single evaluation factor is an important guarantee to avoid employees sacrificing other important aspects of the company to pursue a single performance. Employee performance appraisal objectives should consider both business team and individual factors to achieve the purpose of motivating individual employees while avoiding staff turnover, and thus building long-term competitive advantages of the company.

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