

Research on the Restrictive Factors and Countermeasures of Human Investment Mechanism of Private Enterprises in Jiangxi

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Abstract—With the rapid development of Jiangxi economy, private enterprises have become one of the important forces to promote their economic development. Facing the situation that the development trend of private enterprises is becoming worse and worse, the root cause of human capital investment is the problem of human capital investment. Based on the analysis of the current situation of human capital investment of private enterprises in Jiangxi, reveals the influencing factors of human capital investment in private enterprises, and put forward the corresponding optimization strategy from the human capital investment theory, increasing human capital investment, improve the internal training system of occupation education and improve the assessment and incentive system etc.

Keywords—Private enterprise, Human capital, Influence factor, Investment philosophy

I. INTRODUCTION

Human capital is a kind of capital embodied in people, that is, the capital of the investment in the education, training and other aspects of the laborer. With the coming of knowledge economy, the competition among the private enterprises is becoming more and more intense. If the private enterprises want to get better development under the new economy, they need to improve the quality of the human resources inside the enterprise. The quality of human capital has been improved, and the ability of enterprise products in innovation and management will be improved accordingly. Therefore, the managers of private enterprises should gradually strengthen the management of human capital, and make necessary investment to improve the quality of human resources, which can enhance the competitiveness of private enterprises in the market.

II. THE PRESENT SITUATION OF HUMAN CAPITAL INVESTMENT OF PRIVATE ENTERPRISES IN JIANGXI PROVINCE

Private enterprises have become an important force to create market vitality and stimulate national economic growth, as well as the main force to promote China's economic development. Nowadays, only some private enterprises have developed well, while most private enterprises have not developed well, while profits have plummeted, and bankruptcy has collapsed. One of the important reasons is that there are some problems in the investment of human resources, which hinder the development of private enterprises.

A. The human capital investment consciousness is not strong

Most of the private enterprises are family style, and many operators themselves are not very professional. They only focus on the growth of corporate profits, not pay attention to the development of human capital, and then ignore the investment of human capital. There are also some managers who do not have the foresight to think that the investment in human capital will increase the operating costs of enterprises, thereby reducing the profits of enterprises. However, they fail to see that the input to human capital will bring greater economic and social value to the enterprise than it does. Therefore, a large part of the business mismanagement is due to the lack of knowledge of human resource management in the heads of private enterprises. Not really understand the important role of human capital in enterprise development.

B. The total investment in human capital is insufficient

With the development of private enterprises, the decline of its operating performance is becoming more and more obvious. The loss of human capital in the enterprise is serious, and the overwhelming majority of the employees are the backbone of human capital and technical personnel. Most of them go to strong foreign companies and private enterprises, and hold important positions in better platforms. Many people use private enterprises as an exercise and training factory for human capital. Many employees in the company hold the "not long to do" mentality in this post. Once there is a good opportunity in the market, many people "job hopping", resulting in frequent employee access, and thus affect the future development of private enterprises. The important reason of this phenomenon is that private enterprises do not strengthen the pre job education for enterprise employees, and the funds invested in this regard are seriously insufficient. At the same time, when the employees are in office, the enterprises do not put in the reserve funds for the high-end management personnel and technicians, which will inevitably make the private enterprises, lose to the enterprises in the same industry in the competition.

C. The form of investment in human capital is too single

The investment of human capital consists of five forms: health care, on-the-job training, formal education, adult education and labor mobility. Through the development of economy and private enterprises in Jiangxi province, it can be

seen that the investment of private enterprises in human capital is mainly focused on health care. Part of the private enterprises, although on-the-job training are not systematic, "master with apprentice" style, and the rest is self-exploration learning style. The private enterprise with better condition will make the on-the-job training plan, but its training content is one-sided, aiming at training the professional skills of staff, but it does not involve all other aspects of staff's ability. In addition, most private enterprises do not carry out the targeted personal career development plan for employees, and make investment in it. This is bound to affect the long-term healthy development of enterprises.

D. The risk of human capital investment is too high

The brain drain of private enterprises is the most serious. In the face of such a high rate of brain drain, enterprises are very cautious in making personnel decisions. Even so, brain drain has not been effectively reduced. The high rate of brain drain will make the cost of investment in the brain drain away, and then increase the risk of investment in human capital and reduce its income. Moreover, the existing investment mechanism of human capital in private enterprises is not scientific, and the standards set by them are not reasonable, so the effect is often not up to the expected benefits. Even some of human capital investment mechanism is only a form, resulting in poor returns on human capital and low investment efficiency.

III. THE RESTRICTING FACTORS OF HUMAN INVESTMENT MECHANISM OF PRIVATE ENTERPRISES IN JIANGXI PROVINCE

The biggest difference between human capital investment and other forms of investment is the investment in people, but the investment purpose is the same, which is to obtain greater economic benefits for the enterprise. In the long run, investment in human capital is also an investment in the future development of enterprises. No matter what form of investment, is bound to be subject to many factors.

A. External environmental factors

The uncertainty of human capital investment is mostly due to the uncertainty of external environment. The performance of private enterprises in their own operation will directly affect their ability to pay the investment of human capital and determine their quota on human capital investment. The adjustment of national policy will affect the private enterprises in the direction of human capital investment decision-making to meet the needs of the development of the times. The demand for human capital in the market will affect the size of the investment costs of private enterprises. There are many kinds of uncertain factors such as the change of the economic landscape is likely to be at a certain level to influence private enterprise human capital investment decisions. It can be seen that the human capital investment mechanism of private enterprises is greatly influenced by external environment factors.

B. Internal incentive factors

The human capital investment of private enterprises is greatly influenced by many incentive mechanisms such as salary and welfare within the enterprise. The compensation, welfare and other mechanisms within the enterprise are

unreasonable, which directly affect the enthusiasm and creativity of the staff. When employees make a contribution to the enterprise, the enterprise should also give some response accordingly. Give them a fair, objective evaluation and reward for the human capital that contributes and creates additional revenue from the enterprise. This will strengthen the recognition of enterprises and make extraordinary achievements in their ordinary positions to create more profit for enterprises. On the contrary, if employees are actively creating income for the enterprise, they are not fully recognized and rewarded. This can seriously affect employees' enthusiasm and morale, and it can be a breeding ground for workers. Therefore, the incentive factors within the private enterprise, in the process of human capital investment can't be underestimated the influence.

C. Brain drain factor

In today's society, spring and autumn is the time for employees to hire the high tide and the "job-hopping" period of employees. The reasons for this phenomenon can be attributed to two points, one is that the external conditions of the enterprise are very attractive, and the other is that employees have lost confidence in the enterprise. First of all, in this highly prosperous era of knowledge economy, the enterprise is very lack of high content of human capital. In order to attract the high content of human capital, many enterprises give high compensation and high platform to attract talents, so as to ensure the self-value of human capital can be realized. Secondly, the enterprise human capital management is not reasonable, bad work environment, interpersonal relationship is complex, and many other adverse factors, makes employees feel no room to improve in this enterprise, the development prospects are grim. Therefore, the high content of human capital outflow is an important factor affecting the investment of human capital in private enterprises.

D. Object selection factor

A private enterprise in order to get better development, it must be on the new hiring staff training, formal education and a series of investment. In this human resources investment and development process, we must always pay attention to the growth of employees. An important reason is that different individuals' human capital is subject to the same investment behavior; due to the impact of their own conditions have different effects. Some human capital can play the biggest role in this job; some are not qualified for this position. If private enterprises choose the non-applicable investment object, the investment cost will not be recovered, which will affect the operation efficiency of the enterprise. Therefore, private enterprises in the process of human capital investment decision-making, should be selected with the corporate culture and the recruitment of jobs in line with the best candidates. This will reduce the investment costs that are not received at the training level.

IV. THE OPTIMIZATION STRATEGY OF HUMAN CAPITAL INVESTMENT MECHANISM IN JIANGXI PRIVATE ENTERPRISES

If private enterprises want to occupy a certain share in the market, they rely on the internal human capital rather than the abundant capital. Only efficient human capital can make full use of other kinds of resources owned by enterprises to

enhance the overall strength of enterprises. Therefore, we should pay more attention to human capital investment and cultivate a large number of excellent talents for enterprises to enhance the competitiveness of enterprises.

A. Strengthen the concept of human capital investment

The operators of private enterprises should be good at transforming their inherent thinking and deeply understand the concept of human capital investment, and actually see human capital as a great resource of enterprises. Managers of private enterprises should also recognize that investment in human capital is essentially an investment in enterprises, and read the "story" behind human capital and enterprise economic benefits. Human capital in the end can play much of the utility, depending on the private enterprise decision-makers to its degree of attention. Only by strengthening the management's understanding of human capital investment, can we better cultivate excellent talents and apply them to the production and operation of enterprises to create greater profits for enterprises. Therefore, strengthening the concept of human capital investment is the premise to promote the human capital investment of private enterprise managers.

B. Increase investment in human capital

In the process of human capital investment, the total amount of investment of private enterprises in Jiangxi province is small. Private enterprises in other developed cities attach great importance to human capital investment. They carry out training on human capital as a basic system of enterprise management. We should learn from those companies that value human capital investment. The education fund that is used for human capital is extracted from the operating profit of the enterprise every year, and the human capital investment is actually implemented. Only human capital investment in place can make the human capital in the future become large intangible assets available to enterprises. In the process of increasing human capital investment and total investment, private enterprises should also strongly encourage their employees to make self-investment. Make it realize that human capital investment is not only beneficial to enterprises, but also affects its future career, thus enhancing its enthusiasm for improving comprehensive ability. Therefore, it will be more conducive to the joint development and progress of enterprises and employees.

C. Improve the internal professional education and training system

Private enterprises are not only human capital investors, but also human capital users. To make the human capital better serve the company, we should improve the internal training system for vocational education. Today's society is a society of universal learning. If there is no vocational training for internal staff, enterprises will be eliminated in the flood of knowledge. Keeping up with the trend of The Times, constantly updating employees knowledge will make the enterprise more dynamic. Only by making scientific and effective human capital education training system can the human capital realize self-improvement and contribute its own strength to the development of enterprises. Enterprises will also get greater economic income. Therefore, the private enterprise should combine the external environment and the actual situation of

the enterprise, and establish a complete and efficient human capital training system. This helps to improve the quality of human capital and promote the development of private enterprises in a better, faster and stronger direction.

D. Improve the appraisal incentive system

Private enterprises should improve the internal evaluation system, and give corresponding rewards and punishment measures according to the assessment results of enterprises. In this way, according to the contribution of human capital to the company, different material and spirit incentives will motivate employees to improve their comprehensive abilities. At the same time, private enterprises also made clear the direction of investment in human capital object, and then achieve the harmonious development of business and human capital, improve the recovery rate of human capital investment and enhance business performance. To a certain extent, it will make employees feel fair. What is called get more pay more work and get less for less work. Let some inactive employees feel the crisis, forcing them to learn and improve themselves. Therefore, it is necessary to establish and improve the appraisal incentive system. A good appraisal incentive mechanism can motivate employees to work hard, so that they don't lag behind others. And to some extent effectively manage the talent; promote the competition between human capitals, so that enterprises get better development.

E. Establish a talent introduction mechanism

In this era of human capital prosperity, to make private enterprises big and strong, we must attach great importance to talents. Only to make good use of talent in order to make their work in the light, fever, so that the role of human capital to the extreme, and promote the steady growth of the economy. In this way, we can expand and develop reserve talents for the business. In order to retain high-quality human capital, companies should also be their degree of reward and salary levels of the division, to enable them to create more wealth for the enterprise. Private enterprises must think of talents as a large intangible asset of enterprises and make full use of their creative ability to create competitive products and increase corporate profits. At the same time, we should also introduce high-quality talents to lay the foundation for future enterprises to create greater wealth.

F. Strengthen the construction of enterprise culture

Corporate culture is a business philosophy, is recognized by the common values of employees, it has a stable and cohesive staff an important role. Good corporate culture can play a positive role in the sustainable development of the enterprise. The construction of bad enterprise culture will weaken the cohesion of enterprise human capital, which will lead to disunity among employees and influence the development of enterprises. Private enterprises should strengthen internal cultural construction, cultivate "people-oriented" corporate culture, and deepen corporate culture to the hearts of every employee. This will enable employees to strengthen the corporate culture of identity, thereby increasing the centripetal force and cohesion of human capital. At the same time, the construction of enterprise culture should also focus on

cultivating the innovation ability of human capital and building the core competitiveness of the private enterprise. Therefore, strengthening enterprise culture construction will become an important part of human capital investment mechanism.

G. Optimize the talent cultivation environment

Brain drain is the most common phenomenon of private enterprises. The reason for this phenomenon is that the self-owned mechanism of enterprises is not attractive, and the working environment is not suitable for talents. More than 60 percent of the private enterprises in Jiangxi are family-owned enterprises, and almost all of them are family members with various blood ties. However, some family business managers themselves do not have the relevant professional knowledge and management skills; they did not really play the role of talent in the management of talent. Some managers ignore advice from good people and even crack down on some of them. Employees feel extreme chilling for this; there is no nostalgia for the enterprise at all. Therefore, private enterprises to provide a good platform for talents, the internal management of the enterprise should be good at communicating deeply with talents from the heart, and carefully review their Suggestions. And use their useful advice in the business process. This will make them feel great respect, more conducive to its maximum to play their ingenuity.

V. CONCLUSION

Human capital is one of the driving forces for the steady growth of the economy, while the stable and high quality human capital is an important resource to ensure the growth of [7]

private enterprises. The role of human capital in the production process of enterprises has been played out, which can be the greatest potential resource for enterprises and bring greater and more benefits to enterprises. Therefore, the managers of private enterprises in Jiangxi should be fully aware of the necessity of human capital investment and control their investment in human capital within the enterprise. Only at the appropriate time, proper, moderate to invest in human capital, to create "human capital" as the core competitiveness of private enterprises, in order to achieve the enterprise in the invincible position in market competition.

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