

ANALYSIS AND IMPROVEMENT OF THE EMPLOYEE MOTIVATION IN CHINA

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The world's new energy industry is developing rapidly. This article introduces the particularity of human resources, points out that the loss of human resources in this industry is very serious, and analyzes the environmental characteristics of human resources work in China's new energy industry based on the motivation of human resources. In view of these characteristics, this paper uses the hierarchy of needs theory, two-factor theory and other professional theories to analyze. Finally, the paper puts forward some suggestions on how to motivate employees in the new energy generation industry more efficiently.

Keywords: new energy industry; motivation; non-remuneration incentives; work environment; efficiently.

There is no doubt that the core asset of an enterprise is human resources, which is the most important of all the resources an enterprise possesses. Other assets, such as technology, capital, and corporate culture, all originate from and function through human resources, so it is no exaggeration to say that an enterprise's human resources are a necessary condition for its existence. So how to make efficient use of human resources is the core management content of enterprises.

Human resource is a special kind of resource. The most important difference between it and other resources of the enterprise is that human resource has the ability of subjective consciousness and independent thinking, which is also the basic characteristic of human resource. So how to manage and control human resources to make this most important resource run efficiently? The answer is "motivation". Motivation is what explains why people or animals initiate, continue or terminate a certain behavior at a particular time. Motivational states are commonly understood as forces acting within the agent that create a disposition to engage in goal-directed behavior. It is often held that different mental states compete and that only the strongest state determines behavior.[1] Motivation is also the fundamental reason for employees to work for the enterprise in an enterprise. According to Maslow's Motivation Model Theory, the motivation of employees to serve the enterprise should be varied.

We believe that the fundamental motivation for most employees to serve the company is Physiological Needs and Safety Needs. That is, income. The income received by employees represents how much social resources they can bring to themselves. Represents a better life and more possibilities. Other higher-level motivations will only become the main work motivation of an

employee after the employee has received enough income to live on. Therefore, we have never heard of a company that owes its employees 12 months of salary. Only the boss's approval and unrealistic promises can make employees willing to pay.

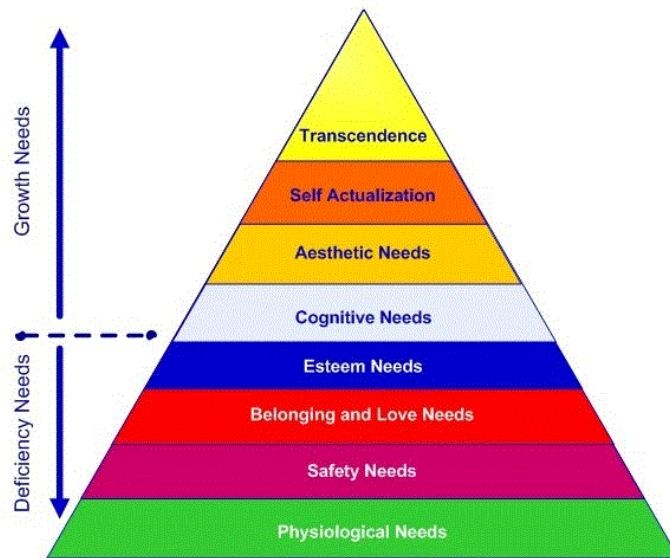


Fig. 1 – Maslow's motivation model

Note – Source: [2]

After satisfying the basic income motivation of employees, how can enterprises manage human resources more efficiently? The efficiency of this sentence refers to how managers can use other enterprise resources in a limited way to obtain higher employee motivation. Here we introduce an economic concept, the Marginal Utility Theory of Austrian economist Friedrich Freiherr von Wieser. As the income level of employees rises, the benefits brought by employees to the enterprise appear marginally diminishing. At this time, the efficiency of enterprises investing too much salary incentives will be very low. American psychologist Frederick Herzberg also explained this phenomenon in other ways in his Two-factor theory of emotion. Employees' income motivation is Hygiene factors, It can not give positive satisfaction or lead to higher motivation, though dissatisfaction results from their absence. Motivators, that give positive satisfaction, arising from intrinsic conditions of the job itself, such as recognition, achievement, or personal growth. [3] These factors become more efficient incentives.

After understanding the basic theory, what are the characteristics of human resources in China's wind power industry?

First, the new energy power generation industry headed by the wind power industry has gradually become the most important green power production method in the world. At present, 10% of the power of human society comes

from green energy such as wind energy and solar energy, of which China's green energy power generation has accounted for China's total power generation It accounts for 11.8% of the world's new energy power generation and accounts for about 65% of the world's new energy power generation, ranking first in the world. Moreover, China plans to achieve no increase in national carbon emissions by 2030 and achieve complete neutralization of domestic carbon emissions by 2060. Achieving this goal is very difficult, let's look forward to it.

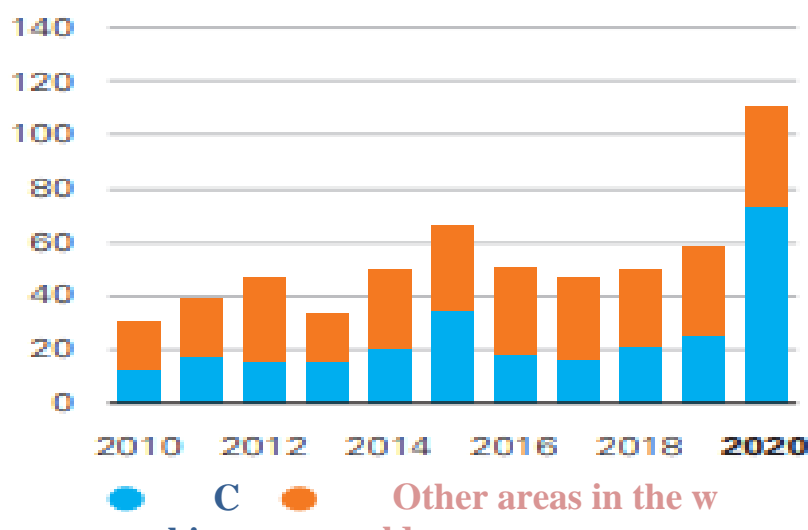


Fig. 2. – New energy power generation (GW)

Note – Source: [4]

The human resources of China's new energy power generation industry have different characteristics from other industries. Their income level is above the middle in China's power industry, but their working environment and vacation methods are the most different from other industries. Because wind and solar farms have high requirements for land and space resources, they are often built in sparsely populated fields, mountains and shallow seas. As this industry is currently developing rapidly in China, there is a very strong demand for mature talents with relevant majors in the industry, and the turnover rate of professional mature talents from various new energy power generation companies is very large. The human resource turnover rate of wind farms in 2019 was 23.8%, which was at an average low level in the industry, but much higher than other industries. Take Shengshou Wind Farm as an example. This wind farm is located in a mountainous area with an altitude of 1700–2000 meters. There are only a few scattered people here. The wind farm workers here are far away from their families and friends, and far away from civilized cities. Only one week off in two months. Their food, clothing, housing and transportation are borne by the company, so the employees themselves have no living costs.

The demand characteristics of human resources serving in the new energy power generation industry are obvious, and their income basically meets the needs of employees. However, the improvement of the working environment and the expectation of increased vacation should be the most attractive incentive for employees. Companies can help employees have more time to reunite with their families by inviting their families to take a vacation and pay all the expenses as an incentive; companies can build activity rooms and game rooms to solve the boring field life of employees; companies can set up two groups of teams to take turns working and taking vacations to increase employees' vacation time; companies can also use extended paid vacations as incentives such as rewards for outstanding employees.

To sum up, the characteristics of the new energy power industry are combined with Maslow's Motivation Model Theory, Friedrich von Wieser's Marginal Utility Theory and Frederick Herzberg's Two-factor theory of emotion. Human resources in this industry requires companies to meet their most desired non-pay expectations on top of their income needs. It is the most efficient incentive method, which can not only reduce the cost of human resources, but also alleviate the serious loss of human resources.

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