

**XU BIHUI,**

*master's student*

*Ternopil Volodymyr Hnatiuk National Pedagogical University;*

**SAVELYUK N.M.,**

*doctor of psychological sciences, professor,*

*professor at the department of psychology,*

*Ternopil Volodymyr Hnatiuk National Pedagogical University*

*Ternopil, Ukraine*

### **PSYCHOLOGICAL TECHNIQUES AND METHODS OF MOTIVATING EMPLOYEES USING IN CHINESE MANAGEMENT**

Introduction. In the vigorous development of social economy environment, market competition intensity significantly intensified, enterprises in the development will be faced with more and more pressure of market competition, in view of the situation, the enterprise to obtain long-term development and progress, you need to make sure to give full play to their own advantages and value, attach great importance to human resources management, continuously enhance its market competitiveness. After research, scholars at home and abroad put forward the view that when effective incentive is given to employees, the potential of employees can be fully tapped, which is usually three or four times of that under normal circumstances [1].

Presentation of the main material of the research. The most effective measure for enterprises to strengthen their competitiveness is employee incentive, which is of great significance to their own health and sustainability, which is also the focus of scholars' research. Therefore, the author analyzes and expounds this topic with AB company employees as the research object.

As a private metal sales enterprise, AB Company, with the rapid development of social economy, has significantly expanded its market scale and increased its competitiveness. It has become a leader in the industry. After analyzing the management method used in the operation and development of the company, we can know that at present, AB company's current management mode in practice there are many urgent problems and the insufficiency, especially at the time of employee incentive management, staff to give full play to the incentive effect and value of no, thereby greatly constrained the development of their own, also suggests that the current management mode and its own development needs of fit is bad. It cannot stimulate employees' work enthusiasm and subjective initiative, nor can it promote the growth and development of employees.

Therefore, the research object of the author is AB Company employee, which is studied by the following three methods: first – literature analysis method is used to sort out and analyze the company's incentive status from the four aspects of performance appraisal, promotion, salary and training, and then summarize the problems existing in the company's employee management based on the survey results and relevant information; second – questionnaire survey method; thirdly – statistical analysis.

First, the reference basis of salary incentive is insufficient. Second, the subjectivity of promotion incentive is strong. Third, the incentive of performance appraisal is poor. Four is the daily training become a mere formality, then in the psychological contract theory under the guidance of optimization to improve the countermeasures and suggestions of incentive methods, and puts forward the strong pertinence and practical operability of safeguard measures, aim to ensure the smooth implementation of incentive countermeasures can, achieve healthy and stable development for AB company to provide strong support [2].

The implementation measures are as follows:

1. Incentive problems. First, there is no clear compensation incentive system. Lead to the lack of recognition of the compensation incentive system. Cannot fully reflect the relationship between employee work and compensation. The fairness and impartiality of compensation incentive cannot be fully guaranteed [3]. Second, no fair and objective promotion incentive system was established, AB has not yet developed a promotion assessment information system, so, in the process of conducting the promotion and assessment of employees. Generally, personnel are assessed by the upper leadership. So that, in the process of promotion and incentives, there is a strong subjectivity. There may even be the risk of black box operation. Third, without developing a relatively sound training system, currently, there are still many problems in the training system developed by AB company. Lead to the inability to effectively play the role and value of training. It cannot effectively improve the training effect. Fourth, without adequate binding, the actual situation of each position to formulate a targeted incentive mode. Fifth, without adequately combining the actual needs of the employees, make a clear career development plan, etc.

2. Incentive scheme design. First, it is necessary to design a more complete and fair salary system to enhance the recognition of the salary system. Second, we should refine the contents of performance management to improve the pertinence and effectiveness of performance management. Third, to construct a more scientific and reasonable training system to improve the enthusiasm of employees to participate in training. Fourth, formulate and career planning to provide career direction plan for employees of all positions. Fifth, build a more perfect welfare system to provide welfare guarantee for employees.

3. Safeguard measures. First, personnel guarantee. AB company should develop a more perfect and scientific grassroots staff incentive optimization plan, and closely supervise and manage the actual implementation process of the plan. Second, organizational guarantee. AB company needs to supervise the actual implementation of the incentive plan through the component supervision team, and requires all departments to timely summarize and feedback the incentive situation. Third, institutional guarantee. AB company needs to develop a perfect incentive collective decision-making system to improve the objectivity and fairness of close incentive. At the same time, it is necessary to actively guide employees to participate in the implementation of incentive plan and promote the full implementation of incentive plan. Fourth, corporate culture guarantee. Enterprises need to strengthen cultural construction, guide employees to participate in corporate culture training activities, improve the educational standards for employee recruitment, and mobilize these high-quality professional employees to participate in the construction of corporate culture.

Conclusions. AB company in the process of spiritual motivation for employees, need this start from the enterprise culture construction. Full enterprise culture influence on employee behavior and attitude, and the enterprise culture and enterprise daily work fully integrated, this can make employees in the process of daily work to strengthen the understanding of enterprise culture and understanding. It also need to actively carry out the corresponding enterprise culture training activities, and guide employees to actively participate in the enterprise culture activities.

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