

The Impact of Sichuan SMEs' Human Resource Management Strategy on the Job Satisfaction of Financial Employees

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Abstract: Employee satisfaction is the ultimate goal of every organization, and essential strategies must be done to improve it, especially in small and medium industries. The effect of human resources management practices on employee satisfaction shows how business development can be vital and sustainable in long-term growth. The three objectives are to analyze the influence of the current SME human resource management strategies on the job satisfaction of financial personnel in Sichuan, to study the impact of job satisfaction from a list of variables, and to propose and improve job satisfaction of SME financial personnel.

Keywords: SMEs; Human Resource Management Strategy; Job Satisfaction

1. Introduction

The sustainable growth and development ability depends on its core competitiveness, and human capital has become essential for an enterprise to maintain its core competitiveness. The size and quality of employees directly affect the survival and development of enterprises. With the enhancement of employees' subject consciousness, employees' overall job satisfaction and its various dimensions have become the bottleneck restricting the development of enterprises. Employee satisfaction is essential among the various human resource management indicators and factors that measure an enterprise's sustainable and healthy growth. Enterprise financial personnel face complex and tedious situations in their work, and with the promulgation of new accounting standards, the difficulty of work increases, and the learning content also increases. The job satisfaction of enterprise financial personnel directly affects the level of competitiveness of the performance. How to recognize and improve the job satisfaction of financial personnel and absorb and retain financial personnel has become a challenge for enterprise development. Therefore, taking Sichuan as an example, this paper discusses the influence of human resource management strategies of small and medium-sized enterprises on the job satisfaction of financial personnel in Sichuan.

2. Theoretical Basis

2.1 Theoretical Significance and Value

Organizations can implement human resource management practices to increase employee job satisfaction to survive the increasing competition. Satisfied employees will provide full service and achieve customer satisfaction, which means that employees will be most productive when serving customers because they are confident at work. Employee satisfaction, customer satisfaction, and organizational performance can be improved by applying human resource management practices in an organization (Sattar: et al. 2015) ^[1].

2.2 Practical meaning and value

The job satisfaction of employees in an organization requires a strategy for managing human resources that has great potential to support the achievement of common goals. It's time for organizations that realize this potential to find ways to manage them. Human resource management is likely to be accomplished through human resource management practices (Suryani: et al. 2017) ^[2].

3. Understanding the Impact of Sichuan SMEs' Human Resource Management Strategy on the Job Satisfaction of Financial Employees

Consumer purchase intention is the driving force that influences a person to consume a given commodity at a specific time.

Generally speaking, consumer purchase intention can be defined as the ability and willingness of consumers to purchase a given type of goods at a particular time and place.

3.1 Research on human resources management

The fundamental purpose of scientific management is to seek the highest labor productivity. The highest work efficiency is the basis for employers and employees to achieve common prosperity. A necessary means to achieve the highest work efficiency is to replace experience management with scientific and standardized management methods (Abbas. 2015)^[3].

Theory X believes that people always avoid work as much as possible and are unwilling to take responsibility. Therefore, to manage effectively and achieve the organization's goals, they must implement coercive means and carry out strict leadership and control. Theory X requires that to achieve effective management and the enterprise's goals, stringent human resource management measures should be taken, and strict supervision and control should be carried out.

Theory Y is based on the fact that individual and organizational goals can be agreed upon. Theory Y argues that work is a human instinct. People respond positively to committed objectives and can derive emotional satisfaction from work; employees are willing to take responsibility under appropriate working conditions.

3.2 Research on job satisfaction theory

Psychological contract is "a kind of cooperation that individuals contribute to the organization, and that the organization will provide for individuals." There are two kinds of contracts in the enterprise: the tangible contract and the relationship between the employee and the enterprise. The formal contract is signed; the other is an intangible contract, which is the employee's expectation of the company, and the expectation that the company can provide employees with an excellent working environment and opportunities for personal development.

Motivation theory mainly includes Maslow's Hierarchy of Needs Theory, which believes that people's needs can be divided into five levels: low to high, they are physiological needs, safety needs, social needs, esteem needs, and self-actualization needs.

4. The Conceptual Framework for the Research Study

4.1 Related studies on human resource management

From the perspective of the six major human resource management modules, the dimension deconstruction of human resource management ethics is studied, and the relationship between human resource management ethics and job satisfaction is further discussed. Guiding management suggestions, strengthening the construction of human resource management ethics, learning from each other, maximizing strengths and avoiding weaknesses, optimizing resource allocation, etc (Gao. 2013) [4].

4.2 Research on employee job satisfaction

Job satisfaction indirectly affects organizational performance. (Zhao 2018) [5] analyzed the current situation, problems, and reform measures of human resource management of financial personnel in Hospital A by systematically sorting and summarizing the large amount of data collected. Research, evaluate the effect of the financial staff incentive reform in hospital A and suggest how to improve employee satisfaction in health institutions by strengthening human resource management.

5. The Impact of Sichuan SMEs' Human Resource Management Strategy on the Job Satisfaction of Financial Employees

5.1 Organizational structure

The organizational structure keeps the parts of the organization aligned and interconnected to achieve maximum performance. The chosen design affects an organization's success in executing its strategy and goals. Leadership should understand various organizational structures' characteristics, benefits, and limitations to assist with this strategic alignment.

5.2 Employee training

Employee training is a program that helps employees learn specific knowledge or skills to improve performance in their current roles. Employee development is broader, focusing on employee growth and future performance rather than direct job roles.

5.3 Employee performance appraisal

Performance appraisal is a process of evaluating and documenting how well employees perform their jobs. It is part of the company's performance management system. Performance reviews are based on the employee's progress against annual goals with

their manager.

5.4 Remuneration package

A compensation package is part of an employee benefits package and is the total compensation for services or work performed by an employee. It may include a base salary and other cash and non-cash incentives such as flexible working, company vehicles, etc.

5.5 Corporate culture

Corporate culture is the collection of values, beliefs, ethics, and attitudes that characterize an organization and guide its practices.

6. Conclusion

The improvement strategies of human resource management in small and medium-sized enterprises and obtain corresponding suggestions for improving the job satisfaction of financial personnel of small and medium-sized enterprises in Sichuan. The study also evaluated the impact of the complementary human resource management factors on the job satisfaction of financial staff; the effect of some human resource management factors is significant, and the result of some human resource management factors is different. When employees feel satisfied, the workforce positively contributes to the business being run, and if consumers receive the best service, they also contribute positively. If this can complement each other's opportunities to increase business profits by increasing employee productivity.

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