A Study on The Influence Mechanism of Human Resource Strategy on the Work Engagement of Sichuan Flow of Youth Groups

Jie He
North Bangkok University, Bangkok 10220, Thailand.

Abstract: In response to young people's changing needs and problems, China and other countries need to involve young people in formulating youth policies. The youth policy in contemporary China is mainly ideological and deeply rooted in training young people to be loyal and moral patriots. However, two decades of economic reform and opening-up policies have prompted a new generation of young people to seek more participation in work engagement, which can not only absorb the opinions of working attitude but also provide a channel for young people to focus on their work. The three research objectives are; to study the influence mechanism of human resource strategy on work engagement of migrant youth groups, to analyze the impact mechanism of human resource strategy on the work engagement of youth group flow, and to explore the relationship between occupational identity and organizational identity on work engagement and its significance.

Keywords: Human Resource Strategy; Work Engagement and Flow of Youth Group

1. Introduction

To achieve its goals or visions, an enterprise organization must effectively manage all aspects, such as strategic management, operations management, financial management, inventory management, etc. All these management activities need to rely on people to complete. The so-called "people make the best use of their talents" tells us the truth of enterprise management that every employee should give full play to their talents in the operation process of the enterprise organization. Substances should provide entire space for their functions. In the process of enterprise organization operation and management, how to make full use of and give full play to the role of employees and then stimulate the potential of employees is the core issue that entrepreneurs (organization management practitioners) and scholars (theoretical researchers) have always paid attention to work. The right to speak has weakened the participation of employees in the enterprise's operation and management and failed to mobilize employees' enthusiasm and initiative fully. Enterprises need employees' limbs to perform physical labor and their minds to master knowledge and technology. They can apply what they have learned to the operation and management of enterprises to create more value for the enterprise organization. So how to fully mobilize employees' participation in enterprise management, improve employees' work enthusiasm and initiative, and improve employees' work engagement has become a problem that more and more entrepreneurs and scholars have begun to pay attention to. Many entrepreneurs and scholars believe that through research and investigation, they can improve the performance level of employees through various methods and, at the same time, pay attention to and meet the psychological needs of employees through internal and external incentives at work. Work engagement research lays the groundwork.

2. Theoretical Basis

2.1 Theoretical Significance and Value

This study is part of a more extensive, formative evaluation of the impact on youth and their communities across ecological, cultural, and sociopolitical contexts. In this effort, a discovery-oriented approach examines youth groups in China and explores

perceptions of the program's impact on Chinese youth members. The first aim is to describe the relatively new R&S groups as they are implemented in context, highlighting program characteristics and practices and the sociopolitical, cultural, and ecological factors that influence program operations, viability, and outcomes. The second aim is to explore perceptions of program impact on members' personal and social development (cognitive and social competence, self-efficacy, bonds with community and institutions, sense of social responsibility, and commitment to civic engagement).

2.2 Practical meaning and value

This paper combines occupational identity and organizational identity as well as the theory and method of work engagement, focusing on the migrant youth group as the sampling area, to discuss and analyze the influence mechanism of work engagement in the migrant youth group.

3. Understanding the influence mechanism of work engagement of Sichuan flow of youth groups

3.1 Research on the concept of work engagement

3.1.1 Work Engagement Theory

Work Engagement Theory is a very mature theory. As the earliest proponent of this concept, Kahn (2010) [1] defined work engagement as "organizational members control the self to integrate the self with the job role." In Kahn's view, the self and the work role are actually in a dynamic and mutual transformation process: when the work engagement is high, the individual will put his energy into the role behavior (self-employment) and show it in the role of self-expression; on the contrary, when work engagement is low, the individual will withdraw the self from the job role to avoid creating the performance required by the job role, and may generate turnover intentions.

3.1.2 Occupational Identity Theory

Occupational identity is a psychological concept that emphasizes the individual's views on the goals, social values, and other occupation factors, consistent with society's evaluation and work expectations. There is much research on occupational identity theory; among them, the theory of competency is a very mature theoretical branch system.

3.1.3 Organizational identity

Derived from Social Identity Theory. It means that members of the organization are consistent with the organizations they join in many aspects of their behaviors and concepts and feel that they have both a rational contract and a sense of responsibility in the organization, as well as an irrational sense of belonging and dependence. The result of due diligence in the activities of the business organization. In this study, the research and analysis are mainly from the two directions of work characteristics and internal management.

4. The Conceptual Framework for the Research Study

4.1.1 Human resource strategy

Human resource strategy is an overall plan for a business to manage its human capital to align it with its business and operational activities. An HR strategy sets the direction for all key areas of HR, including recruiting, performance evaluation, development, and compensation. A useful model here is the HRM standard causal model for improving operations development, which shows the origin of HR strategy and affects HR execution and business performance. (Gong; & Yi. 2018) [2].

4.1.2 Flow of youth group

It is not easy to detect the popularity of youth flow or establish trends in circulation due to its fluidity and unstable data. The flow or movement reflects personal development in social life, educational level in academic achievements, and professional progress in

work engagement for any society.

4.1.3 Work identity in youth group

An individual's work identity refers to a work-based self-concept, constituted of a combination of organizational, occupational, and other identities that shapes the roles a person adopts and the corresponding ways they behave when performing their work primarily in the youth market (Nordhall; & Knez. 2018) [3].

4.1.4 Organizational identity in youth group

Organizational identity often attempts to apply sociological and psychological concepts and theories about identity to organizations. As a research topic, organizational identity is related to but separate from organizational culture and corporate image. It has a larger perspective than work identity (the identity an individual assumes in a work-related environment) and organizational behavior (the study of human behavior in organizational settings).

5. The influence mechanism of work engagement of Sichuan flow of youth groups

The Impact of Industrial Workers' Psychological Ownership on Work Engagement--The Role of Career Identity and Employee-Oriented Organizational Culture" and "The Effects of Different Types of Organizational Cultures on Employee Organizations" Research on the Influence of Identity and Work Engagement" divides into two aspects: occupational identity and organizational identity. According to "The Influence of Preschool Teachers' Competence and Occupational Stress on Occupational Well-being, the Role of Occupational Identity and Occupational Burnout," the influence of occupational identity is divided into two dimensions: occupational stress and competency; Identifying characteristic factors and their role in the research on organizational identity is divided into two dimensions: work characteristics and internal management.

6. Conclusion

The development of an enterprise is inseparable from the work of its employees, so the work commitment of employees is closely related to the positive and orderly development of the enterprise. Business owners pay attention to the management of employees, often ignoring the development of their professional psychological characteristics, but this development is inseparable from the business owner's human resources strategy and policy orientation. Improving employee work engagement from the perspective of corporate employees can not only give full play to the ability and self-worth of individual employees but also greatly enhance corporate influence and demonstrate corporate value in corporate development. How to improve employees' work engagement from the perspective of employees, emphasizing their identification with the enterprise organization and their title with their careers, all require business owners to take the impact mechanism of employee work engagement into consideration when formulating human resource strategies.

References

[1] Kahn W. (2010). The Essence of Engagement: Lessons from the Field. Journal of Business. Vol 43, p.102-118,

[2] Gong T. and Yi Y. (2018). The effect of service quality on customer satisfaction, loyalty, and happiness in five Asian countries. Psychology & Marketing. Vol 35 Issue 6, p.427-442.

[3] Motivation and Justice at Work: The Role of Emotion and Cognition Components of Personal and Collective Work Identity. Frontiers. Vol 15, p.22-39.