

Study on the Influence of Industrial Support Policies on the Job Satisfaction of the Employees in Ningxia Industrial Park

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Abstract: Industrial park as the main body of regional economy, to adapt to the market economy development of marketization, industrialization, urbanization, ecological, modernization and internationalization, makes the park economic innovation in the national economy, guiding role, penetration, strategic role and cluster effect, demonstration effect is more and more important, has become the world to promote the development of productivity and social progress. In the nearly 40 years of development, local governments have gained a lot of useful experience from the development, construction and management of industrial parks, and have received good economic returns. The development of industrial park needs to rely on the development of enterprises to drive, and enterprise is the core of enterprise competitiveness, enterprise competitiveness important factor is the enthusiasm of employees, further when employees satisfied with work performance will have a positive impact on work, and improve the enterprise competitiveness, promote economic growth, promote the development of industrial park. Therefore, it is particularly urgent to understand the situation of employees' job satisfaction, study the influencing factors of industrial park industrial policies on employees' job satisfaction, and put forward targeted suggestions according to the research results.

Keywords: Job Satisfaction; Ningxia Industrial Park; Industrial Policy

1. Background

Industrial parks are the product of the deepening of economic development and the new scientific and technological revolution. These industrial parks have gradually become one of the most important engines of local economic development and occupy a very important position in the local economic development. Ningxia hui autonomous region is located in the eastern northwest region, is one of the five ethnic minority autonomous regions in China, its geographical location close to the geometric center of mainland plate, and in the guanzhong urban agglomeration, package between urban agglomeration, Lanzhou economic circle, is the "two horizontal three vertical" urbanization architecture in the north horizontal axis and west vertical axis intersection, undertake, unique geographical advantage connecting the north and south. The industrial development of Ningxia has formed a spatial cluster system with Ningdong Energy and chemical Industry Base, national economic and technological development zone and high-tech industrial development zone as the guidance, autonomous region-level parks as the backbone, and city and county-level parks as the support. At the same time of the development of the industrial park, it is necessary to continuously improve the job satisfaction of the employees in the industrial park, so as to better drive the development of the enterprises. In this process, we have learned lessons and accumulated experience.

2. Research objectives

Analyze the impact of industrial policies in Ningxia Industrial Park on the job satisfaction of enterprise employees.

Explore the influence mechanism between several groups of factors.

According to the statistical analysis results, compare the importance of various factors, formulate targeted suggestions to improve the industrial policies of Ningxia Industrial Park for employees, provide better policy support for the employees of service enterprises in Ningxia Industrial Park, and provide highly reference suggestions for the improvement of industrial policies.

3. Range of study

3.1 Significance and value

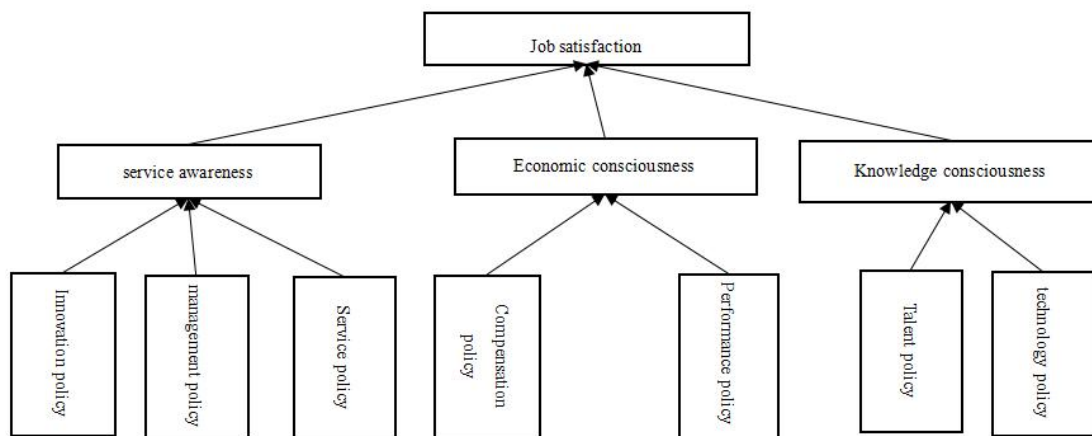
In terms of theory. This study on the basis of classic literature at home and abroad, based on the theory of expectation theory, level of demand, fair theory, the analysis of Ningxia industrial park industrial policy on the enterprise employee job satisfaction factors, build a can fully reveal the Ningxia industrial park industrial policy on enterprise employee job satisfaction factors model, help to enrich related theory.

In practical terms. This study clarified the influencing factors of industrial policy in Ningxia Industrial Park on the job satisfaction of enterprise employees, so that the existing industrial policy in Ningxia industrial park could better meet the development needs of enterprises, and provided theoretical support for Ningxia Industrial Park to serve enterprise employees and provide high-quality industrial policy services. This will help to enrich and enrich the existing theory of expectation, the theory of demand level and fairness theory, and have certain practical value for the industrial policy formulation of Ningxia Industrial Park, the promotion of service enterprises and employees and the considerable economic benefits in the development of industrial park.

3.2 Regional demographic characteristics of the study

The population sample studied in this paper is from Yinchuan region of Ningxia, mainly from the employees of enterprises in Yinchuan Industrial Park of Ningxia. Based on the area limited by the research topic, the researchers strictly limited the scope of the study, limited the scope of sample collection to Yinchuan area, and investigated the influencing factors of industrial policies in Ningxia Industrial Park on the job satisfaction of enterprise employees.

4. The conceptual framework of the study



5. Theoretical principle

Li Nan (2018) can effectively improve the job satisfaction of employees by studying the relationship between employees, which has very practical significance for both state-owned enterprises and employees. At the same time, the research results can provide some reference role for the establishment of the modern system of state-owned enterprises and the management of human resources. Li Jiao (2019) tried to deeply explore the relationship between salary satisfaction, emotional commitment and work performance, and studied emotional commitment as a mediating variable of both. It is hoped to enrich the theory of human resource management to a certain extent and provide guidance and reference for the managers of small and medium-sized enterprises. Xu Jie, hua-an wu, wu degree zhi (2019) supported by the theory of human capital, psychological contract theory, in the Chongqing talent flow, effective and on the basis of the analysis of talent environment satisfaction and talent flow will influence factors of the system analysis, targeted for the Chongqing municipal government and enterprises put forward the talent environment and talent flow policy Suggestions.

6. Correlation studies

Hugg (2015) and others studied the relationship between five influencing factors: work attitude, political means, job nature, company culture and cultural atmosphere, emotional intelligence and employees' job satisfaction. Duggy (2015) and others studied

employee job satisfaction from the individual level and organizational level through a cross-level perspective, influencing factors including work perseverance, working environment, work significance and other variables. Stefanie Mache, Karin Vitzthum, Burghard F. Klapp (2014) and other scholars, 123 surgeons, believed that job satisfaction was significantly related to the personal quality of life of employees. Ali Mohammed Mosadegh Rad (2009) A random sampling of 950 employees in university hospitals, and found that the five factors of loose attendance, recognition and promotion, salary level, working environment and work security can have an impact on job satisfaction.

Conclusion

Service awareness: It is suggested that Ningxia Industrial Park should guide enterprises with innovation, management and service, provide a good business environment for enterprises, serve the development of enterprises, improve the innovation awareness of employees, enhance the innovation vitality of enterprises, enhance the innovation of employees, and create a new situation of innovation in the industrial park. **Economic awareness:** The salary in Ningxia Industrial Park is generally not high. In order to meet the different needs of employees in the new era and strive to improve their satisfaction with performance policies, it is necessary for Ningxia Industrial Park to encourage enterprises to pay attention to the establishment of a performance appraisal system for all employees on the basis of improving the basic salary system. **Knowledge awareness:** First of all, the best use of people can promote the development of Ningxia Industrial Park and promote the high-quality development of enterprises. Secondly, Ningxia Industrial Park encourages enterprises to develop technology, encourages innovation and development for enterprises and employees with outstanding technological capabilities, provides necessary financial subsidies for technology promotion and research and development, promotes technological innovation and development, and provides a good development atmosphere for the technological development of the industrial park.

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