

Study of the Compatibility of Fast-Food Co-Branding Strategy Affecting Chengdu Consumer Purchase Intention

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Abstract: The daily task of the teacher is to improve the quality of education and direct students to be model students, competent, intelligent, and dignified. It is not easy for a teacher to direct students to become better people. The teacher has a monthly salary that is not so large that the teacher needs additional money so that the teacher's life is guaranteed and prosperous. Incentives are extra rewards that will be given to teachers. Not all teachers have the same number of incentives, and all teachers will get an incentive according to their performance. Decision support systems are needed in determining the number of incentives that will be given to the teacher so that the acceptance of incentives will be more equitable by applying this method, incentives issued by parties who will be more optimal and targeted. The influencing factors of incentive motivation, welfare motivation, promotional motivation, performance motivation, training motivation, and environmental motivation relating to teacher job satisfaction are studied in this paper. The three research objectives are; to explore the job satisfaction of teachers in private institutions of higher learning in Ningxia, to test the impact of the private higher teacher incentive system on teacher job satisfaction, and to provide feasible suggestions for optimizing the incentive system of private institutions of higher learning.

Keywords: Teacher Incentive System; Ningxia Private Colleges; Teachers' Job Satisfaction

1. Introduction

With the development of the economy and the implementation of China's three-childbirth policy, China's private education has developed rapidly, exceptionally private higher education. In May 2021, Premier Li Keqiang of the State Council signed a State Council decree, promulgating the revised Implementation Regulations of the Private Education Promotion Law and implementing it in September of that year. Private education is gradually standardized. As the main body of private colleges and universities, teachers' job satisfaction will affect national private education. Under the existing personal education policies and the actual conditions of private colleges and universities, how to effectively motivate teachers, stabilize teachers, and make teachers satisfied with their work is a real problem in many private colleges and universities. Ningxia currently has four private institutions of higher learning with nearly 6,000 teachers, which can provide research support.

2. Theoretical Basis

2.1 Theoretical Significance and Value

It provides some theoretical support for the formulation of educational management policies. Based on sorting out domestic and foreign satisfaction theories, we can strengthen society's focus on all dimensions of teachers' job satisfaction by analyzing the status quo of teachers' job satisfaction through questionnaires so that educational policymakers, implementers, and managers can understand teachers' work. The status quo and job demands can better identify problems that management may overlook. Analyze the situation, understand the difficulties teachers may have in the teaching process, and prescribe the right medicine to solve their worries for teachers. The formulation of policies needs to be supported by a scientific basis, and a large amount of data supports the feasibility of approaches. Provide feasibility for the leadership to formulate policies, adjust teacher management policies, and lay a theoretical foundation for a flexible and dynamic teacher management system.

2.2 Practical meaning and value

Conducive to the development of the teaching staff - give teachers a sense of belonging and responsibility in the school and improve their professional happiness. Teachers can better exert their subjective initiative and potential in teaching and create value for the school. Our country pays more attention to teachers' knowledge level and professional skills and what kind of teaching results teachers have achieved in teaching. Further research is needed on teachers' welfare and satisfaction status quo. Based on the survey data, to understand the current teachers' satisfaction, provide a specific basis for improving teachers' job satisfaction, promote teachers to better teach in schools, improve the professional attractiveness of junior high school teachers, and ensure the stable development of the teaching team. It is conducive to building a durable and high-quality teaching team. Job satisfaction affects teachers' awareness of their teaching career and their enthusiasm for work.

3. Understanding the Influence of Teacher Incentive System in Ningxia Private Colleges on Teachers' Job Satisfaction

3.1 Motivational Hygiene Factor Theory

Ly; & Chen. (2022)^[1] explained satisfaction could stimulate enthusiasm and improve labor efficiency are called motivating factors. Dissatisfied motivators keep employees from reaching satisfaction levels but do not increase employee dissatisfaction. Hygiene factors refer to factors such as job remuneration, job benefits, etc., which play a role in maintaining the current situation, with two states of dissatisfaction and no dissatisfaction. However, it cannot help individuals make minimal adjustments, including no longer having job dissatisfaction, but it can prevent individuals from being dissatisfied with their work. This theory treats satisfaction as a continuous variable, so the opposite of job satisfaction is neither job dissatisfaction nor lack of satisfaction.

3.2 Effect of Hygiene Factor Theory on Job Satisfaction

Zhou: et al. (2022)^[2] divided it into two steps: the first step, managers must ensure that there are appropriate health factors, including a comfortable working environment, reasonable compensation, acceptable scope of supervision, and so on. These factors can alleviate employee dissatisfaction to a certain extent, but they are not yet motivating. Secondly, managers should create opportunities to provide incentives for employees as much as possible and then have a motivating influence on employees.

3.3 Job Motivation Theory

Lu; & Liu. (2022)^[3] defined that the movement of workers to behave the way they want has always consumed managers' minds. In many ways, however, this goal is achieved through incentive programs, corporate morale boosters, and other conditional administrative policies, as workers adjust their behavior in response to one of the stimuli of job satisfaction.

4. The Conceptual Framework for the Research Study

4.1 Teacher Job Satisfaction

Teachers' job satisfaction is of utmost importance as it directly impacts students' academic achievement and future careers. The aims of improving teachers' job satisfaction will be essential to promote their organizational commitment and, in turn, to enhance their job performance

5. The Influence of Teacher Incentive System in Ningxia Private Colleges on Teachers' Job Satisfaction

Zhao (2022) ^[4] believed the labor measurement reward system if the salary is relatively high, can stimulate employees' enthusiasm and significantly improve work efficiency. It is concluded that employees' psychological and emotional states will dramatically impact their work performance. It is pointed out that only by understanding the real needs of employees can they obtain satisfaction at work and contribute to improving labor efficiency. Job satisfaction is the perception of employees' psychological and environmental factors due to the work environment, and it reflects the overall feeling of employees. Job satisfaction is divided into two elements: health care and motivation. The existence of health care factors can only play a maintenance role and will not increase satisfaction. But lack of hygiene factors can lead to employee dissatisfaction. Five elements—achievement, recognition, the job itself, responsibility, and progress—determined the level of job satisfaction. Job satisfaction is a set of attitudes to the emotional state of work experience. Individuals feel good when they are appraised or appraised at work, a combination of personal values and perceptions of the work environment.

6. Conclusion

Job satisfaction is strongly correlated with teacher retention and contributes to overall school cohesion and professional teacher status, increasing student well-being. Schools' development is inseparable from teachers' development, and teachers' development is an essential resource to improve the quality of teaching. The key to the level of school running is to ensure the stability and development of the teaching staff to achieve a balanced and steady development of high-quality education. Teachers play a significant role in the education system, and it is essential to attain qualitative development of education and improve teachers' job satisfaction. When teachers feel satisfaction and meaningful value in their work, it helps to promote the organization to do their work effectively.

References

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