

# Enterprise Management Strategy Based on Incentive Theory

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**Abstract:** With the vigorous development of modern society, incentive theory plays an important role in enterprise management, which can provide effective means and concepts for enterprise management, pay attention to the realization of personal value and emotional support of employees, and help improve the enthusiasm of employees, strengthen the internal management level of enterprises, and promote the high-quality development of enterprises. Therefore, the implementation of incentive strategy has strong necessity and importance. By analyzing the enterprise management strategy based on incentive theory, this paper puts forward optimization countermeasures such as strengthening the construction of professional management personnel, giving full play to the role of information technology, and establishing and perfecting the enterprise management system, so as to realize the effective improvement of the enterprise management level.

**Keywords:** Incentive theory; Enterprise; Management; Tactics

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## 1. Introduction

The core of incentive strategy is to meet the individual needs of employees. Enterprises can effectively stimulate the enthusiasm of employees by deeply understanding the needs, expectations and motivations of employees and formulating corresponding incentive measures. By adopting diversified incentive schemes and measures, managers can effectively improve the enthusiasm of employees, strengthen the internal management level of enterprises, and promote the high-quality development of enterprises. This paper aims to study how to promote the innovation and optimization of enterprise management based on incentive theory, so as to promote the high-quality development of enterprises.

## 2. The positive role of incentive strategy in enterprise management

### 2.1 Improve the enthusiasm of employees

Incentive strategy is beneficial to improve the work enthusiasm of employees. For employees pursuing professional development, managers should provide training opportunities and promotion opportunities; For employees who value work-life balance, flexible working hours and the option to work remotely need to be available. Such incentives better align with employees' personal values, thereby increasing their job satisfaction and motivation. By establishing a set of fair and transparent reward mechanism, incentive strategy can create a more fair competitive environment for employees, in such an environment, employees' efforts and contributions can be evaluated and rewarded fairly, effectively avoiding negative mentality such as sabotage, and fair competition can not only stimulate the internal motivation of employees, but also help to enhance the cohesion and centripetal force of the team<sup>[1]</sup>. When the efforts and achievements of employees are recognized by the enterprise and colleagues, they will feel that their value has been reflected, which can enhance self-confidence and belonging, stimulate employees' greater enthusiasm for work and innovation, and promote the continuous development of the enterprise.

### 2.2 Strengthen the internal management level of enterprises

Incentive strategy is helpful to strengthen the internal management level of enterprises. The implementation of incentive strategy can create a positive atmosphere within the enterprise, and make team members more trust, understanding and support. In this atmosphere, employees are more willing to share knowledge and work experience with others, cooperate with each other and solve problems together. At the same time, incentive strategies can also encourage effective communication among employees, reduce misunderstandings and conflicts, and enhance team cohesion and centripetal force. When employees are motivated, they will pay more attention to the internal problems and shortcomings of the enterprise and actively put forward suggestions for improvement, which can promote the enterprise to constantly improve the management process, improve work efficiency and reduce costs, thus enhancing the competitiveness of the enterprise. The implementation of the incentive strategy also helps to further enhance the social image and brand influence of the enterprise. When the

enterprise pays attention to the growth of employees and implements a fair and just incentive system, it will attract more talents to join and win the recognition and support of all sectors of society, which will help the enterprise to stand out in the fierce market competition and achieve sustainable development.

### **2.3 Promote the high-quality development of enterprises**

Incentive strategy can effectively promote the high-quality development of enterprises. The incentive strategy not only pays attention to the material needs of employees, but also pays more attention to the spiritual pursuit and growth space of employees, so as to comprehensively enhance the work enthusiasm, creativity and teamwork ability of employees, and ultimately promote the enterprise to move forward to the development goal of higher quality. Incentive strategies can meet the diverse needs of employees. Each employee has his or her own career development goals and life pursuits, and it is difficult for a single reward mechanism to meet the needs of all employees. Therefore, a comprehensive and flexible incentive strategy can better meet the individual needs of employees, such as providing training opportunities, promotion opportunities, flexible working hours, etc., which can make employees feel valued and recognized, so as to be more actively engaged in the work. Incentive strategies also help enterprises to establish a good corporate culture and values. A healthy and positive corporate culture can stimulate employees' enthusiasm for work and improve their job satisfaction and loyalty<sup>[2]</sup>. Through incentive strategies, enterprises can convey their care and support for employees and create a more positive, united and cooperative working atmosphere. This cultural atmosphere can make employees more identify with the values and strategic development goals of the enterprise, so as to contribute more actively to the development of the enterprise.

## **3. The optimization measures of enterprise management based on incentive theory**

### **3.1 Strengthening the professional team of management personnel**

Enterprises need to provide managers with diversified technical training and professional guidance, invite well-known experts in the industry to hold special meetings to help managers understand more advanced and scientific enterprise management methods and models, and strengthen the comprehensive study of incentive theory, so as to mobilize employees' enthusiasm and innovation power with the help of incentive strategies. So as to achieve the effective improvement of the human resource management level of enterprises and promote the high-quality development of enterprises. Enterprises can also create a fast online learning and communication platform, based on which managers can strengthen the communication with other enterprise management talents, discuss with each other how to make full use of incentive theory in the process of enterprise management, and summarize the nature of effective management experience and methods, which is conducive to promoting the innovation and optimization of enterprise management. Enterprises can also improve the treatment level of management personnel, thus recruiting more professional and high-quality management personnel, help to enhance the professionalism of the enterprise management team, and provide sufficient talent protection for the high-quality development of enterprises.

### **3.2 Give full play to the role of information technology**

In order to improve the level of enterprise management, we should give full play to the role of information technology. Under the development level of modern society, information technology and intelligent technology continue to innovate and optimize. If such advanced technology is applied to enterprise management activities, it will not only help improve the quality and efficiency of enterprise management, but also promote the digital transformation and upgrading of internal management of enterprises, so as to realize The Times of enterprises and better adapt to the increasingly complex market environment. It has strong application value. Enterprises need to strengthen the information technology training of managers, constantly enhance their ability to identify and analyze information, help managers flexibly use various advanced technological means, and effectively integrate incentive theory with information technology means, which is conducive to promoting the efficient development of enterprise management<sup>[3]</sup>. Enterprises should also improve the internal collaborative information system, which can help strengthen the communication efficiency between managers and staff in other departments, facilitate managers to timely understand employees' ideas on enterprise development and their own needs, and based on this, formulate more personalized incentive programs and management measures to meet employees' personalized self-realization needs.

### **3.3 Establish and improve the enterprise management system**

The establishment of the enterprise management system should be based on the core values and mission of the enterprise. By clarifying the development direction and goals of the enterprise, employees can be guided to form a common sense of values and mission, and enhance the cohesion and centripetal force of the enterprise. The formulation of a comprehensive management system is the core of the establishment and improvement of the enterprise management system, which should cover all aspects of personnel management, financial management, business management, administrative management, etc., to ensure the standardization, standardization and scientific work of the enterprise. At the same time, these systems should be operable and enforceable, easy for employees to understand and implement. Managers can stimulate

the enthusiasm and creativity of employees through the establishment of reward systems, promotion mechanisms and other ways, but also pay attention to the combination of material incentives and spiritual incentives, so that employees in obtaining material returns, but also feel the recognition and respect of the enterprise. The enterprise shall establish a special supervisory body or entrust a third-party institution to conduct regular inspection and evaluation of the implementation of the system to ensure the effective implementation of the system, and shall promptly correct and deal with violations of the system to maintain the seriousness and authority of the system. The enterprise should also regularly review and evaluate the existing system, perfect and optimize the system content according to the development needs of the enterprise and the needs of employees, to ensure that the system is always consistent with the development goals of the enterprise.

#### 4. Summary

To sum up, in the process of enterprise management based on incentive strategy, the continuous optimization of enterprise management personnel, technology, system and other elements should be promoted, which can not only regulate the behavior of employees, improve work efficiency, but also stimulate the enthusiasm and creativity of employees, so as to promote the sustainable development of enterprises.

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