

## **A Study on the Promoting Effect of the Capital Construction of Enterprise Dynamic Management on the Employee's Sense of belonging**

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**Abstract:** With the transformation and development of China's economic market, there is bound to be a great risk in the process of expanding the scale and upgrading of enterprises: on the one hand, it comes from the external market risk, on the other hand, it comes from the risk of enterprise employee mobility. And the reason why the enterprise will have a large-scale personnel process, in the final analysis, is that the enterprise in the dynamic management, did not do a good job in the psychological capital construction of employees, resulting in employees did not have a strong sense of belonging and feelings to the enterprise, and even appear disappointed in the enterprise, so choose to leave. Based on the perspective of enterprise dynamic management, this paper discusses the effect of staff psychological capital construction on enhancing their sense of belonging.

### **1. Introduction**

As the main body to promote the development and progress of the enterprise, the establishment of the sense of belonging is based on many factors, such as corporate culture, salary treatment, enterprise prospect and so on. Therefore, in the process of dynamic management, enterprises need to take the demands of employees as the leading, as a people-oriented, constantly strengthen the psychological resources of employees, improve the efficiency of human resources management, fully meet the normal needs of employees for the construction of corporate culture, promotion and salary increase, enhance their sense of belonging and identity, at the same time, mobilize the enthusiasm of employees to provide talent reserve for the development of enterprises.

#### **(1) Psychological capital of enterprise employees**

Psychological capital, refers to the positive psychology formed by the individual in the process of growth and progress, and the positive attitude expressed. From the point of view of enterprise human resource management, with the transformation and development of economic market and the gradual upgrading of the demand for talents of various enterprises, employees accumulate positive psychological factors, which constitute the psychological capitalization, and try to get the expected human capital, social capital and financial capital to satisfy the inner desire. At the same time, a large number of practice has proved that only with a positive work attitude, full of mental state and excellent psychological quality, can the employees of the enterprise become an important part of the process of enterprise development organization and contribute to the realization of economic benefits for the enterprise. It can be seen that if enterprises want to succeed, they need to master the skills of tapping the psychological capital of employees, invest in human resources management properly, create a good working atmosphere and environment for them, and promote the external competitive strength of the whole enterprise while carrying out the high-quality competition internally.[1].

#### **(2) Employee's sense of belonging**

In the process of enterprise development, the employee's sense of belonging refers to the strong sense of achievement, mission, value, security, fairness and identity of the individual after a period of work, emotionally, psychologically and ideologically. Furthermore, the employee will be able to work for the business on a voluntary basis for a long time to come and see work as his mission. And

once the sense of belonging is hard to break, it will mobilize the driving forces within the staff and create a sense of self-motivation, resulting in a reward effect.



Figure 1 Employee's sense of belonging

## **2. An Analysis of the Promoting Effect of Enterprise's Capital Construction on Employee's sense of belonging**

### **(1) Individual dimensions**

Psychological capital is simply the psychological resource of personal growth and performance of enterprise employees, in other words, their personal competitive advantage. Some of the new entrants, its own high-skilled students, their own requirements are relatively high, and all the pursuit of beauty. However, due to lack of experience, lack of psychological capital, there is no good psychological quality in the work to face setbacks and punishment, often immersed in the past academic achievements and many certificates, it is difficult to adapt to society. Such psychological capital, is bound not to make employees have a sense of belonging and identity to the enterprise, will only feel that the enterprise everywhere to suppress themselves, frequent job change is the normal. On the contrary, there are some employees, although their ability is not outstanding, but the accumulation of emotional intelligence and psychological capital, can actively accept the various work arranged by the enterprise, can also deal with problems calmly. Such employees will cherish every job opportunity assigned by the leadership, a strong sense of belonging and identity. In response, companies are more willing to provide these employees with the construction of dynamic management center management capital, and actively cultivate them to become the mainstay of the company's development [2].

### **(2) Organizational dimensions**

In making the internal control mechanism, the managers of the enterprise put the construction staff's psychological capital in the first place, and were able to realize that the proper regulation of the staff's salary, the ideal insurance treatment, the creation of the high-quality office environment, and the good use of the encouraging way to treat the staff, these practices can not only effectively and quickly make the staff resonate, but also the construction of the psychological capital, so that the staff are willing to pay the youth and work efficiency for the enterprise. Over time, this feeling changed into a sense of belonging, resulting in employees everywhere for the sake of the company, mutual dependence, mutual promotion. There are also some enterprises because of their busy business, in order to relieve the pressure of employees, will provide them with appropriate training opportunities and condolences, but also to a large extent to help employees relieve fatigue, adjust their mentality, help them build a sense of belonging and identity. In this way, enterprises can save a large amount of expenditure on human resources management, and the economic benefits will be very considerable.



Figure 2 Employees' needs to be met

### (3) Social benefits

Some enterprises pay too much attention to the cost of capital and the realization of economic benefits in the process of internal control management, so they often reduce the expenditure on human resources management, which can save the province, let alone the psychological capital construction of employees. But these enterprises often can not retain talent, most employees will feel cold after working for a period of time, it is difficult to produce a strong sense of belonging, so they are not willing to contribute their own time and experience. Instead, some old-name enterprises are willing to spend on the psychological capital construction of employees, and are good at providing some promotion and platform for employees. Most of the employees of this kind of enterprise are of large age structure, and the mobility of personnel is not dense, with a strong sense of belonging and identity. And such enterprises will do more and more, and the economic and social benefits will be higher and higher. But the society is less and more obvious, the employee's courage and the identity also gradually upgrades, therefore the two mutually promotes, the common progress [3].

## **3. The Strategy of Enterprise Dynamic Management Capital Construction in Strengthening Employee's Sense of Belonging**

### (1) to broaden recruitment or selection channels to attract quality personnel

Psychological capital construction is very important in staff recruitment. Based on this, when enterprises publish recruitment information, they should use an approachable tone, the corresponding salary treatment, work scope, work content and recruitment authority, all show out, so that candidates can see the sincerity of the enterprise. At the same time, the interview of the enterprise must be regular and cordial, reflect the differences in culture and human nature management with other enterprises, and create a good first impression. After layers of screening, talent in the official post before the need to sign relevant contracts and do the necessary training, during the salary and treatment to negotiate well, so that the enterprise can identify with the talent, to achieve win-win.

### (2) co-ordinate salary management and optimize performance plans

Employees work in the enterprise, the most important thing is to be able to survive or live a more decent life, to support the family, so pay is their most important concern. Based on this, in order to strengthen the sense of belonging and identity of employees, in salary management, the base salary needs to adopt the principle of fairness and justice to ensure that every employee can be basically satisfied. Then the commission is managed according to the different departments of the enterprise, such as the sales department takes the sales volume as the main reference content; the media person takes the news reading quantity, the video viewing quantity and the work influence as the reference. Different departments of different enterprises classified management of salary, so that employees in the psychological will not appear too big a gap.

And in the aspect of performance management, the human resources management department of the enterprise needs to always adhere to the principle of fairness and justice, and the content of the

monthly performance appraisal should be transparent to prevent the employees from becoming dissatisfied. Besides the workload, it also includes the progress, attitude, enthusiasm, value allocation and career promotion. Fully satisfy the employee's sense of belonging in the aspect of performance, so that they can always maintain the enthusiasm for the work, and lay the foundation for the enterprise to realize the unity of social and economic benefits [4].



Figure 3 Principles of performance management

### (3) Give full play to the value of humanistic care and create a good cultural atmosphere

In addition to pay issues being the focus of staff attention, the corporate culture is also important. In order to make employees willing to pay, enterprise managers need to select some employees with high EQ and strong ability as leaders, so that they can effectively play the humanistic care attribute to employees at any time. For example, some employees who are far away from home can provide them with staff dormitories, and family areas can be built if conditions permit. The leader observes the employee's thought dynamics at any time, in the face of some employees who have the intention to leave, also should treat kindly, ask the reason before making a decision, effectively solve the employee's trouble. In addition to the many complex work, the construction of corporate culture is also crucial, managers should regularly set up team building activities, or for employees to issue film tickets, shopping cards, set up tea room, there are contradictions between employees to actively adjust, regular meals, organize cultural exchange activities. In a strong atmosphere of teamwork, employees will be more home sense of belonging, and then in the operation of the enterprise glow.

In addition, the most fundamental is that the enterprise itself to have strength, strong operating conditions and capital accumulation, so that employees first have the sense of security that the enterprise will not close down at any time, and then play their own gear spirit to contribute to the enterprise.

## 4. Conclusion

In the process of implementing dynamic management, in addition to the construction of enterprise scale and the budget of enterprise benefit, it is also necessary to constantly improve the psychological capital construction of employees, so that they can have a strong sense of belonging and identity to the development of enterprises, and add vitality to the progress of enterprises. In the actual capital construction, enterprises should widen the channels of recruitment or selection, absorb high-quality talents, coordinate the salary management, optimize the performance plan, give full play to the value of humanistic care, create a good cultural atmosphere, so that employees can see the strength of the enterprise and their own heart, with sincerity to impress employees, and then lay the foundation for the enterprise to achieve the unity of social and economic benefits.

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