

городах с большим рынком труда средние нормы по всем отраслям выше, чем на аналогичных предприятиях в небольших населенных пунктах по причине отсутствия возможностей поиска другой работы.

Итак, выделим некоторые направления поддержки уровня текучести кадров в сфере сельского хозяйства для обеспечения обновления кадров и сохранения производительности:

1. Повышение привлекательности сельскохозяйственных профессий – создание современной инфраструктуры для работников в сельской местности;

2. Совершенствование системы аграрного образования – тесное сотрудничество с предприятиями, стажировки, оплачиваемые практики и гарантии трудоустройства для будущих специалистов;

3. Внедрение цифровых технологий и автоматизация рутинных процессов, организация обучения сотрудников;

4. Конкурентоспособная оплата труда и льготы.

Таким образом можно отметить, что текучесть кадров – часть естественного процесса движения персонала, отражающего гибкость рынка труда, и важной задачей менеджера является определение для предприятия той естественной величины текучести, за пределами которой необходимо искать пути решения проблемы текучести. Эта проблема обостряется и в связи с тем, что в современных условиях скорость движения кадров увеличивается под влиянием ряда факторов, повышающих мобильность рабочей силы, и поэтому определение естественной нормы текучести становится все более сложной.

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APPLICATION OF INCENTIVE TECHNOLOGY IN HUMAN RESOURCE MANAGEMENT BY THE EXAMPLE OF SINOPEC

Incentive technology plays a vital role in the human resource management of modern enterprises, especially in state-owned enterprises

such as Sinopec. Incentive technology is not only a key means to enhance the enthusiasm and creativity of employees, but also an important tool to promote the realization of corporate strategic goals. The core of incentive technology is to stimulate the internal motivation of employees by meeting their needs, thereby improving work efficiency and organizational performance. The development of enterprises in today's highly competitive market environment cannot be separated from the support of talents. As an important part of human resource management, incentive technology can effectively improve employees' work enthusiasm and sense of belonging, thereby promoting the improvement of the overall performance of the enterprise. According to Sinopec, as a Fortune 500 company, is well aware of the importance of incentive technology. This company has achieved the transformation and optimization of human resource management through a variety of incentive means.

First, incentive technology helps to improve employees' work motivation. Through reasonable salary incentives, promotion mechanisms and career development plans, employees can feel that the company values them and thus work more actively. For example, Sinopec has linked employees' salaries to corporate benefits through the "benefit linkage and efficiency adjustment" total salary determination mechanism, which has stimulated employees' work enthusiasm. In addition, Sinopec has also provided employees with broad promotion space and career development opportunities through the "Double Hundred Plan" and the "Hundred Boats and Thousands of Sails" youth talent practice training plan, further enhancing employees' sense of belonging and loyalty.

Second, incentive technology can promote employees' innovation ability. In the knowledge economy era, innovation is the key to maintaining a competitive advantage for enterprises. Through incentive technology, enterprises can stimulate employees' creativity and innovative thinking, thereby promoting the company's technological progress and business development. It is highlighted that Sinopec has encouraged employees to participate in technological innovation by setting up scientific research teams and results transformation demonstration projects, and has achieved remarkable results in the fields of sour gas fields and shale oil. This innovative mechanism with incentive technology as the core not only improves the technical level of the enterprise, but also provides a platform for employees to realize their self-worth.

Finally, incentive technology helps to improve the organizational effectiveness of the enterprise. Through the combination of performance appraisal and incentive mechanism, the enterprise can better evaluate the work performance of employees and make reasonable resource allocation and optimization based on the evaluation results. Sinopec has achieved full-process management of senior management performance appraisal by establishing a portal-based performance goal setting and evaluation system, which has improved the management efficiency and execution of the enterprise.

The mechanism of incentive technology is mainly reflected in three aspects: needs satisfaction, behavior guidance and psychological effect. By meeting the needs of employees, incentive technology can stimulate their internal motivation, incentive technology can combine the behavior of the enterprise and through psychological effect, it can enhance their sense of belonging and loyalty.

First, needs satisfaction is the basis for incentive technology to work. According to Maslow's hierarchy of needs theory, employees' needs include material needs, safety needs, social needs, respect needs, and self-actualization needs. Incentive technology can effectively improve employees' work enthusiasm by meeting these needs. For example, Sinopec has met employees' material needs by improving its salary and welfare system, and met employees' self-actualization needs through career development planning and training mechanisms. This multi-level demand satisfaction mechanism enables employees to find a sense of belonging and accomplishment at work, so that they can be more actively involved in their work.

Second, behavioral guidance is the key to the effectiveness of incentive technology. Through performance appraisal and incentive mechanisms, enterprises can combine employee behavior with the company's strategic goals, thereby improving organizational effectiveness. Sinopec has established a performance appraisal system to link employee performance with salary, promotion and rewards, guiding employees to work towards the company's strategic goals. For example, Zhang Qingsheng emphasized that Sinopec uses the "comparison of completion, progress and contribution" appraisal mechanism to encourage employees to contribute to technological innovation and production efficiency improvement. This goal-oriented incentive mechanism not only improves employee work efficiency, but also provides strong support for the realization of the company's strategic goals.

Third, psychological effects are an important guarantee for the effectiveness of incentive techniques. Through incentive techniques, enterprises can enhance employees' sense of belonging and loyalty, thereby improving the cohesion and stability of the organization. Sinopec has created a harmonious and friendly working atmosphere through the construction of "family culture" and the "visiting the grassroots and visiting thousands of families" activities, enhancing employees' sense of belonging and happiness. In addition, Sinopec also pays attention to employees' mental health through the Mental Health Working Committee and the Employee Assistance Program (EAP) services, improving employees' job satisfaction and loyalty. This incentive mechanism with psychological effects as the core not only enhances employees' work enthusiasm, but also lays a solid foundation for the long-term development of the company. The application of these incentive techniques not only improves employees' work enthusiasm and innovation ability, but also provides strong support for the realization of the company's strategic goals.

As the conducted research has shown, incentive technology plays an important role in modern enterprise human resource management. By meeting employees' needs, guiding employees' behavior and enhancing employees' psychological effects, incentive technology can effectively improve employees' work enthusiasm and innovation ability, thereby promoting the realization of the company's strategic goals. In the future, with the intensification of market competition and the increase in talent demand, incentive technology will play a more important role in enterprise human resource management.

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IMPORTANCE OF CORPORATE CULTURE FOR ACTIVITIES OF ENTERPRISE

In today's complex and changeable business environment, corporate culture has become a key factor that cannot be ignored in the develop-