

Some Solutions for Motivating Workers in Vietnamese Businesses Today

Dr. Dam Thanh Thuy

Thai Nguyen University of Economics and Business Administration

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ABSTRACT

In businesses, improving the quality of labor resources plays a central role in achieving the organization's set goals. Because people are the key to every problem. If the quality of human resources is high, the business will develop well.

High-quality human resources are a very important factor determining the success or failure of Vietnamese businesses today. Motivating effective work will help businesses form high-quality human resources and create long-term trust with the business. This article proposes some solutions to improve employee motivation, helping Vietnamese businesses increase work efficiency and achieve maximum goals in their production and business.

Keywords: Motivating, workers, solutions, Vietnamese businesses

I. ASK THE PROBLEM

Nowadays, the market is becoming more competitive than ever, and the important role of people in organizations is increasingly emphasized. In Vietnam, when the country is in the development stage, motivating employees not only stimulates them to work more effectively but also helps attract excellent talents to work for the organization. However, in the context that foreign businesses have focused on motivating workers, many Vietnamese businesses have not really focused on this issue, leading to performance that has not achieved as expected.

To compete and develop well, creating motivation becomes important, because people are the main factor determining the success of businesses. Currently, Vietnamese businesses are facing many limitations in implementing Current policies to motivate employees include a lack of flexibility in job evaluation, limited salary and bonus structures, and lack of diversity in training programs. Therefore, Vietnamese businesses need to find solutions to reduce pressure and create a positive working environment for employees, thereby promoting work motivation and job satisfaction.

II. CONCEPT OF WORKER MOTIVATION

Labor motivation is the internal factors that stimulate people to actively work in conditions that create high productivity and efficiency. The manifestation of motivation is the willingness, effort, and passion to work to achieve the goals of the organization as well as the employees themselves. Motivating employees is the use of certain measures to stimulate employees to work voluntarily, enthusiastically, enthusiastically and more effectively at work.

To be able to motivate workers, it is necessary to find out what goals the workers are working to achieve, thereby motivating them to work.

System of main goals of employees:

- Income goal is the most important goal that makes workers work because income helps workers cover the lives of themselves and their families, ensuring survival and development.

- Personal development goal: this is the goal where employees want to improve themselves through training, development, and social and cultural activities. This goal is enhanced and given more attention when workers have enough income to ensure their lives.

- The goal of satisfying social activities is the need to participate in social activities to assert oneself. When the above two goals have been met, the need to satisfy social activities is given more attention by employees.

Thus, motivation is understood as a system of policies, measures, and management techniques that affect employees to make them motivated at work.

Motivating labor is activities that encourage and motivate employees to influence the needs of employees to create changes in their behavior towards the goals desired by the organization. Creating motivation creates motivation in every business. Managers in organizations who want to develop their

organization strongly must apply appropriate policies, measures, and management tools to influence employees, making them enthusiastic about working and developing. Promote creativity in the working process to contribute to the organization.

Maslow's hierarchy of needs American psychologist Abraham Maslow believes that workers have five needs from low to high: physiological needs, safety needs, and needs. social needs, recognition needs and self-actualization needs. Accordingly, low-level needs will have to be satisfied before higher-level needs appear. These needs motivate people to perform certain tasks to be met. Thus, needs become an important driving force and influencing individual needs will change human behavior.

Leaders or managers can use tools or measures to influence employees' needs or expectations to make them more enthusiastic and dedicated to the tasks they undertake. Basic physiological needs can be met through good wages, free lunch or mid-shift meals, or other benefits. Meet the need for social relations expressed through exchange activities and collective activities outside working hours between departments in the company. These activities also help develop a sense of community or team spirit. For self-improvement needs, managers can create opportunities to develop personal strengths. At the same time, workers need to be trained and have opportunities to upgrade themselves, and should be encouraged to participate in the overall development of the business or organization.

III. ROLE IN MOTIVATING EMPLOYEES

If a worker has low levels of motivation, they are working at a slower pace, spending more time on their tasks, and may be lazy by surfing the web or spending time on their phones. But most of all, they are largely unfocused and do not put all their effort into their work.

This not only wastes organizational resources but can also have a negative impact on other individuals, potentially hindering the entire organization from achieving its goals.

On the other hand, a motivated worker is enthusiastic, motivated, and takes pride in their work. They complete tasks quickly, take action, and want to do a good job, both for themselves and the organization.

Whether an organization is currently leading in an area or on the rise, employee motivation is important at every level. The moment employee motivation drops, the organization's

revenue and performance can plummet. Motivating employees will bring great benefits:

* For individual employees:

People always have needs that need to be satisfied, both physically and mentally. When workers feel their needs are met, it will create a good psychology that motivates them to work more enthusiastically. For individual workers who are not motivated to work, it is difficult for labor activities to achieve their goals because then they only work to complete the assigned work without being creative or trying. They strive to strive at work, they only consider the job they are doing as an obligation to perform according to the labor contract. Therefore, managers need to create motivation to promote employees' creativity and working capacity.

Workers are only active when their own needs are relatively satisfied. This is reflected in the benefits they enjoy. When workers feel that the benefits they receive are not commensurate with what they spend and feel that their needs are not satisfied, it will cause a feeling of boredom and lack of concentration. Benefits are a means to satisfy needs, so the benefits that workers receive must be commensurate with what they contribute to create motivation for them to work.

Labor motivation also helps workers improve themselves. When there is motivation in work, workers have greater efforts to learn, gain experience at work, improve knowledge and qualifications to improve themselves.

Currently, our country is carrying out the process of industrialization and modernization of the country. The experience of Japan and other "Asian dragons" shows that we must forge our own path in accordance with Vietnam's political, economic, cultural and social characteristics. This is an extremely difficult task because it must catch up with the world's advanced science and technology level in a short time with poor, outdated facilities and lack of investment capital. One of the temporary solutions is to increase labor productivity to be able to create higher profits on the basis of available equipment and capital, thus having a faster capital accumulation rate.

For the above reasons, the issue of labor stimulation is currently a concern of many leaders and managers. On the other hand, when the issue of investment capital and equipment has been resolved, increasing productivity and stimulating creative labor is still a pressing issue that needs investment and appropriate resolution for businesses and research agencies. In particular as well as the economy in general can develop quickly

and effectively. Stimulating labor is creating an internal urge of people to work, that urge is created based on a stimulus. Some objective movement on consciousness. Therefore, when stimulating any labor activity, one must pay attention to psychological factors such as work purpose, needs, interests, work motivation of each individual and a series of characteristics. Other individual and collective psychological points, from which effective stimulation measures can be formed. Labor can be stimulated physically, by communication or by satisfying other human needs to influence behavior, specifically it can direct and regulate individual behavior. Creating motivation to stimulate work has the following effects:

- Create a bond between labor and the organization to retain good employees and reduce the turnover rate.
- Increase the level of satisfaction, trust, attachment and dedication of employees in the business.
- Reduce time and costs of recruiting and training new employees.
- Increase labor productivity and labor efficiency.
- Is the foundation to increase sales and improve profits.

IV. SOME SOLUTIONS FOR MOTIVATING WORKERS IN VIETNAMESE BUSINESSES TODAY

4.1. Material factors

* Motivate work through salary tools

Building a proper salary mechanism has a very important effect in motivating labor to improve labor productivity and constantly improve the material and spiritual life of workers.

Salary is the main motivation to stimulate employees to work enthusiastically and increase labor productivity. On the one hand, wages create job satisfaction, on the other hand, they create dissatisfaction and production stagnation if wages do not reflect the true value of each individual employee's contribution. In the market mechanism, salary is the value of labor power. Employees sell their labor and receive from the employer salary and wages. Wage is a part of the income that an employer pays to an employee when completing a certain job.

Wage is the monetary expression of labor power, the price of the labor factor that the employer must pay to the labor supplier, following the laws of supply and demand and the law of prices. Market and current state laws. For salary to truly become an effective motivational tool for employees, the enterprise's salary payment system must ensure the following requirements:

- The salary is high enough and convincing to workers.
- Wages must be closely linked to the quantity and quality of labor.
- Wages must be paid based on specific labor targets.
- Wages paid must be fair, clear and public
- * Motivate work through bonus tools

A bonus is a form of financial incentive paid once to compensate an employee for his or her job performance. Bonuses can also be paid unexpectedly to recognize outstanding achievements such as completing projects. Good compensation policies will greatly benefit the organization as promote labor productivity and culture in agencies and organizations; Limit dissatisfaction or negative personal emotions at work, conflicts of interest or unhealthy and polite behavior among all workers in the organization; Attract more potential employees as well as retain many good employees, support employees in salary calculation, salary differences between job positions, increase the bond between the organization and employees.

For bonuses to truly become an effective motivational tool for employees, the following requirements must be met:

- Rewards must be based on each individual's achievements and must be fair and reasonable.
- Bonuses must have a certain meaning in consumption value.
- Bonuses must be tied to specific bonus targets, clearly based on certain grounds.
- The gap between the time the rewarded behavior occurs and the reward time should not be too long.

* Motivate work through welfare tools

Benefits are indirect remuneration paid in the form of life support to employees, including amounts that employees receive in addition to salary, bonuses in the form of cash or services provided at low prices or no money. Currently, the welfare regime is divided into two types: mandatory welfare regime and voluntary welfare regime. Mandatory welfare regime:

- Mandatory benefits are the minimum benefits that organizations and businesses must provide in accordance with legal requirements.
- Compulsory welfare regime includes types such as: social insurance, unemployment insurance, health insurance,...
- Voluntary welfare regime: Voluntary welfare regime is the type of benefits that organizations and businesses offer themselves in accordance with their economic capabilities as well as the capacity of employees and with the participation of their

employees. concern of the leaders there. Voluntary benefits include: Health insurance, life insurance, insurance for the disabled and other types of guaranteed benefits such as income guarantee and retirement guarantee.

Therefore, organizations need to build and manage welfare programs and services well and reasonably by ensuring the following requirements:

- Long-term stable welfare program, the welfare program must be associated with certain binding conditions between the organization and employees.
- Build the program clearly and fairly for everyone.

4.2. Mental factors

* Training and promotion work

Training is learning activities to help employees perform their functions and tasks more effectively. Promotion is progress in expertise, rank, and status at work.

For businesses, human resources play an important role in determining the survival and development of the business. They are considered the most important asset of every business. Therefore, businesses need to create conditions for training and fostering to improve knowledge and skills for workers, building high-quality training programs, suitable to the needs and aspirations of workers. labor, compensating for the lack of knowledge and skills of workers. For employees, training and development during the working process aims to satisfy their learning needs, improve their skills and job performance skills. Through this, the process of performing their work faster and more effectively can help them earn a higher income, contribute and receive greater value from the organization. When training and development activities are organized for employees, employees will have more confidence in the long-term development strategies and sustainable development of the organization. Employees can also count on advancement opportunities available to them.

For training and promotion to truly become an effective tool to motivate employees, the following requirements must be met:

- Objectives and training needs are clear and specific, meeting job needs.
- Identify the right subjects, in accordance with training requirements and goals.
- Scientific and complete training program and methods.
- Ensure the assessment of post-training results is fair.

* Job performance evaluation system

Performance appraisal is an important human resource management activity and exists in all organizations. Regularly and fairly evaluating the employee's level of task completion is a necessary task to know the results of the employee's job completion. Job performance evaluation is an activity that directly affects the rights of employees, so the evaluation results have a great impact on the work attitudes and behaviors of each employee. In many cases, paying high salaries does not necessarily mean that workers are motivated to work. In addition to the issue of high labor remuneration, workers also need fairness and objectivity in evaluating job performance and other issues.

Job performance evaluation is a systematic and formal evaluation of an employee's job performance in comparison with established standards and discussion of that evaluation with the employee. dynamic.

Content of job performance evaluation: A job performance evaluation system includes the following three basic elements: job performance standards, job performance measurement, and feedback.

For a performance evaluation system to be applied effectively, it must meet the following requirements: suitability, sensitivity, reliability, acceptability, and practicality.

* Working conditions

Working conditions are the places that workers have to come into contact with every day, the totality of equipment and machinery for work, production lines, air characteristics, temperature, etc. light, noise,... which directly affect the health and working ability of workers.

To improve employee motivation, businesses need to improve in the following ways:

- Provide workers with working conditions with adequate tools, instruments, machinery and equipment, provide adequate labor protection equipment, and well implement labor safety policies.
- Location, workplace, office are designed and arranged scientifically.
- Have a reasonable working regime, hours, and shifts.

* Work environment

The working environment of employees is expressed in the relationships between colleagues, between employees and leaders, and is influenced by the leader's style. For the working environment to become a motivation for employees, the following requirements must be met:

- A favorable working environment is a working environment with good and harmonious relationships.
- Leaders not only manage and create policies, but leaders themselves need to be aware of their importance and impact on employees and the organization.

V. CONCLUSION

Motivating labor is an indispensable part of the management of every business, playing an extremely important role in determining the work efficiency of the organization and its employees. Especially in the current period, when the human factor is increasingly paid attention and emphasized. On the other hand, motivating employees is a complex, difficult and long-term task that cannot be done quickly or hastily, requiring managers to constantly try, make efforts, continuously monitor, and monitor each step. Steps to develop policies to improve measures to motivate workers with high efficiency to encourage and motivate workers to maximize their abilities.

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