

An Analysis of the Mediating Role of Employee Satisfaction- The Role of Corporate Identity on Compensation Performance

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Abstract. Corporate culture promotes the development of employees, thus making corporate performance rise, and employee satisfaction rise, mutual promotion, and coordination. The purpose of this study is to explore the potential impact of corporate image on employee pay performance and to analyze its mechanisms. Through a comprehensive literature review and empirical research, it is found that corporate image plays an important role in shaping employees' perceptions and attitudes toward pay performance. A good corporate image not only improves employees' recognition of pay fairness and incentives but also stimulates employees' work motivation and loyalty. The results of the study show that employees generally believe that there is a positive relationship between corporate image and pay performance, the improvement of corporate image contributes to the improvement of employees' pay performance. In addition, through the analysis of mediating effects, employees' perceived sense of fairness and impartiality in the incentive mechanism are important mediating factors of corporate image affecting pay performance. The study also suggests strategies for firms to build a favorable image, including strengthening internal and external communication, establishing fair incentive mechanisms, and reinforcing corporate social responsibility. These strategies will help improve corporate image and thus better contribute to employee pay performance. Finally, this study provides an outlook for future research directions that delve deeper into the relationship between corporate image and pay performance.

Keywords: Enterprise performance; satisfaction; administration and management; remuneration.

1. Introduction

Good communication improves the initial understanding of employees, brings the company closer together, and promotes teamwork. Therefore, the dissemination of the company's culture is more conducive to the integration of employees and better development by the company's strategic direction. In the relationship between employees and enterprises to achieve a good coexistence and co-progress state. The relationship between corporate image and pay performance has been one of the focuses of much attention in the field of management and human resource management. With the intensification of enterprise competition and the improvement of employees' requirements on the fairness of compensation and incentive mechanisms, the study of the impact of corporate image on pay performance is not only theoretically important but also has important guiding significance for practical management. The purpose of this paper is to explore in depth the influence mechanism of corporate image on pay performance in order to reveal the inner law of this relationship. First of all, corporate image, as a factor that integrally embodies the brand, reputation, and values of an enterprise, has a broad and far-reaching impact on employees. Through the construction of image, enterprises are able to create a positive brand image externally and enhance market competitiveness, while at the same time stimulating employees' sense of identity and belonging internally. However, to date, research on how corporate image affects employee pay performance has been relatively limited.

Second, pay performance, as a direct reflection of employee motivation and productivity, has always been a core topic of organizational management. Behind pay performance lies employees' perceptions and evaluations of corporate incentive policies. Therefore, an in-depth understanding of how corporate image affects employees' perceptions and attitudes toward the compensation system has important practical value for building a positive organizational culture and improving employees' work effectiveness. Based on the above background, this study aims to fill the gaps in existing research, systematically analyze the mechanism of corporate image's influence on pay performance,

and provide effective management strategies and suggestions for enterprises. Through an in-depth study of the relationship between corporate image and pay performance, provide new ideas for organizational management and promote the sustainable development of enterprises in the field of human resource management.

2. Employee Motivation

In business management, human resource departments are more likely to use communication skills to achieve the best goals. Promote the development of green human resources. "Green development" as China's economic construction and social development of the important concept of the enterprise's own development and the sustainable development of society as a whole are very important and positive significance, so enterprises in the formulation of development strategies must be based on the concept of sustainable development and the concept of green development, in the process of operation and development, should be set up and enhance the awareness of environmental protection, through the organization of environmental activities or take various environmental measures to build a good brand image in society. In the process of operation and development, it should establish and enhance the awareness of environmental protection, and shape a good brand image in the society by organizing environmental protection activities or taking various environmental protection measures. Through the analysis of environmental management, some researchers have pointed out that enterprises can motivate their staff through human resource management so that the sustainable development goals of enterprises can be realized. Injecting green awareness into human resource management practice is the requirement of the times and essential for the sustainable development of enterprises. Green human resource management (GHRM) can also promote enterprises to walk better and farther while solving their environmental problems. In the context of rapid economic development, employees, as the backbone of enterprise development, have an inestimable significance and role in maintaining enterprise operations, survival, and operation. Companies in the enterprise business decision-making into environmental awareness, employees are the key to the success of the implementation of decision-making, human resource management research is an important element of employee satisfaction, generally speaking, the higher the level of satisfaction, the more employees can be stimulated by the endogenous motivation, and thus proactive work, the higher the performance of the enterprise; on the contrary, the lower the level of employee job satisfaction, there will be a burnout and other negative emotions, and work and then will appear! Delay, cope with the situation. Nowadays, the study of corporate cultural identity is of vital importance, the market environment is becoming more and more competitive, and enterprises in every industry recognize the important role of corporate culture for normal operation and high performance, and therefore vigorously strengthen the cultural construction of enterprises, and take corporate culture as the core strength to compete with other enterprises [1].

Business performance is an essential part of every organization, communicate with employees with leaders, with the culture of the company, and with ourselves. Recognize how to affect employees, how to affect performance, how to manage employees, and how to make employees satisfied, but this will lead to new problems, how to make employees in a better state into the work and continue to maintain. But the most important thing is employee motivation, which can be divided into two categories: employee performance management compensation and employee rights and satisfaction. In terms of employee performance management, the assessment week can adopt quarterly assessments to improve the overall working atmosphere. In the concept of value distribution, the employee's ability is evaluated and reasonably distributed, and then the excellent employees are evaluated every quarter, and the remaining employees are motivated. The main strategy is to report in an all-round way, such as giving job opportunities, enhancing the sense of responsibility of the management, free training, and salary. Among them, the most attractive is the salary treatment, which achieves external fairness and internal fairness. Secondly, it is the rights and interests of employees and satisfaction.

3. Employees Attitude and Performance of the Company

The relationship between employees and the company will be closer, which can directly affect the work attitude of employees and improve the performance of the company. Organizational resilience, cross-border search for technical knowledge, and cross-border search for market knowledge are closely related to the improvement of enterprise performance; cross-border search is conducive to the ability to improve organizational resilience; cross-border search for technical knowledge is more significant in terms of adjusting for redundant resources, and cross-border search for market knowledge is more moderate in terms of environmental turbulence; organizational resilience is able to convert external knowledge searched for cross-border into the enterprise's internal resources, thus improving the enterprise's performance. There is a mediating role of organizational resilience in the relationship between cross-border search and enterprise performance [1]. Performance management is a social science. Social science studies human beings, societies, and the relationships between them, while science is the intellectual and practical systematic approach to disproving an idea. While PMS is a (Social)-Science, it has its roots in Operant Conditioning (OC), a branch of psychology. OC is sometimes referred to as instrumental conditioning, and it is a method of training that employs a rewards and punishments system for behavior [2]. Understand the differences in employee personality, use different methods on different employees, use the cultural atmosphere of the enterprise to influence employee attitudes, guide employees to align with the company's strategic development, and make employees agree with the development path of the strategy. From the side, but also from a psychological point of view, to guide the thinking of employees, so that employees are closer to the company. The same is true of Apple, which advocates cultural diversity and inclusiveness, advocates respect for employees of different backgrounds and perspectives, and creates an inclusive and equal working environment. This will stimulate the creativity and innovation ability of employees and improve the performance of the team.

4. Cultural Atmosphere.

A more detailed description of how to use the cultural atmosphere. A corporate culture can coordinate employee behavior without the need for command. Rigid rules and regulations can only maintain peace on the surface, but cannot achieve true harmony. Corporate culture has established common beliefs and values for employees of the company. It can replace the authority to coordinate the behavior of employees, and can ensure that the decentralization measures taken to stimulate the creativity of employees will not lead to confusion. Corporate culture also points out the goal and code of conduct for all employees. In flexible management, it is necessary to rely on the consciousness of employees to complete the work and use the creativity of employees to make relevant decisions. Therefore, it is necessary to delegate power, but it is easy to lead to unclear directions and conflict with each other. At this time, it is necessary to rely on corporate culture to point out the direction for all employees. the first is altruistic self-interest, cooperation, and win-win, the second is to show an open atmosphere so that the entire organization quickly and actively embraces changes, followed by trust, the greatest degree of trust in the enterprise, mutual trust within the organization, the formation of self-discipline oath system, and finally make collaboration, the formation of cooperative thinking rather than competitive thinking, safeguard the interests of the team, respect and play the value of each member, through the division of labor and cooperation to jointly cope with strong challenges, greatly increase the probability of long-term success. Organize research every year, such as cooperation with other companies, or the Ministry of Culture to organize materials so that each new employee understands the cultural background and growth process of the company, and use this activity to enhance the sense of substitution. The same is true of Huawei. Huawei will cultivate employees' sense of belonging and cohesion, and fundamentally better integrate into the organization to work. Pay attention to the creativity of employees, and dare to put forward ideas, and solutions. Huawei's cultural atmosphere can actively inherit and carry forward corporate values, including customer-centered, struggle and hard work, openness and inclusiveness. This helps employees to be

consistent with the company's values in behavior and decision-making, form a common code of conduct, and further enhance the cohesion and competitiveness of the company. The enterprise trade union plays an important role in the construction of enterprise culture and staff culture. It comprehensively and effectively safeguards the actual interests of enterprise employees, promotes the improvement of the overall quality of employees, gives full play to the creativity of employees, and actively contributes to the development of enterprises. Our strength promotes the healthy and long-term development of enterprises. Organizational culture has a significant direct impact on job satisfaction and significant direct impact on job motivation and job satisfaction has a significant direct impact on employee performance. Similarly, job satisfaction can mediate organizational culture in employee performance with all relationships in a positive direction. There is no research aimed at identifying those 4-variable relationship models of the broader relationship between these variables and the present study outlines employee behavior in SME firms and is useful in determining the inputs in the strategies, especially for firms. Improve their performance [3].

In addition to the cooperation of the cultural atmosphere, it is also necessary to understand the employees from an objective perspective, such as the working environment, the atmosphere of each office area, and the studios of different departments need to correspond to the corresponding themes, and subtly improve the consistency of the work direction of the employees in this field. Each different job requires challenging work content, or a certain amount of fun, autonomy so that long-term work will not let employees produce tired or conflicting hearts. By grasping the characteristics of people's love for beauty, employees can organize and clean the office area by themselves, which is more conducive to the mutual assistance of the organization and the cooperation of the team. In addition, the most important thing is the fairness of the enterprise.

A special period is an important test for the company, because the approach may change the attitude of employees, thereby changing the company's performance. If faced with financial constraints, change the bonus strategy, reduce a small amount of year-end bonuses, and increase new regulations such as extended working days, or bank loans to tide over the crisis. If the special period is that the sales company's customers need to get the plan urgently, the company's management needs to re-plan the current schedule, consider the length of the holiday shutdown, complete the transfer before the shutdown, and inform the supplier's organizational team, and strive to return to the right track before the shutdown. Make employees adjust their status during the holiday, so that they still have the motivation to complete the remaining work, and even have time to improve the project so that they can not only get the customer's recognition to improve the employee's self-confidence but also take this opportunity to increase orders and achieve long-term supply Strategic flexibility plays an intermediary role in the relationship between supply chain collaboration and innovation performance. The research results not only enrich the theoretical results of the relationship between supply chain collaboration and innovation performance but also have important practical guiding significance for Chinese manufacturing enterprises to improve supply chain management level and achieve high-quality development. With the development of science and technology, China's market economy has also been rapidly developing of the competition between enterprises has become more and more intense, enterprise managers are facing the same problem which is how to improve the core competitiveness of enterprises. In this increasingly competitive environment, more and more enterprises have recognized the importance of corporate culture and have gradually begun to build corporate culture, which will be used as the core strength of competition with other enterprises. Improving the staff's recognition of corporate culture, is an important goal of the enterprise culture construction, at the same time, the staff's work performance can be effectively enhanced [4].

5. Employee Satisfaction and Corporate Performance.

Employee satisfaction is usually associated with high corporate performance. Employees have high satisfaction with the working environment, salary and welfare, development opportunities, and other aspects, and will have more motivation and input to complete the work tasks, to improve the

performance of the enterprise. The improvement of employee satisfaction can promote the enthusiasm and creativity of employees, and then promote the innovation and competitiveness of enterprises. Organizations with high employee satisfaction tend to be able to attract and retain high-quality talents and stimulate their potential, thereby improving business performance. When employee satisfaction is improved, the relationship between employees and leaders is also changing, and the effect of communication and collaboration is constantly improved, to improve the effectiveness of team cohesion, and ultimately improve the overall performance level of the company. The company's good performance will also affect the satisfaction of employees because the company's performance is often linked to the development prospects, but also that there will be more opportunities, and more generous incentives, which will also maximize the grasp of the hearts of employees.

Employees' corporate culture identity and employee performance are affected by their background characteristics, and corporate culture, corporate culture identity, and employee performance can interact with each other. Corporate cultural characteristics affect the degree of employees' recognition of corporate culture, while corporate cultural identity can enhance employees' work attitudes and the implementation of corporate systems, thus improving employee performance. The improvement of employee performance needs to make efforts to build corporate culture identity, and the findings of this paper can provide some reference for the formulation of corporate culture policy [4].

Corporate identity refers to the degree of employees' recognition of the values, culture, and goals of the organization. When employees agree with the mission and values of the enterprise, they are more motivated to work hard and create better performance for the enterprise. This motivation and stimulation are usually reflected in higher work enthusiasm, work engagement, and creativity. This is the impact of corporate culture. For example, when employees have a deep and clear understanding of the company's goals and are willing to work for them, they will be more responsible and dedicated to achieving and surpassing performance goals. Because in the evaluation of performance, corporate identity is also an indispensable part of the evaluation, which will have a great impact on the future of employees. Suppose there is a higher degree of recognition of the enterprise. In that case, the enterprise will focus on the training of the employee, or be regarded as the core talent in the organization, which will bring more promotion opportunities more professional training, or higher salary to the employee. Therefore, corporate identity has an important impact on pay performance. It can stimulate employees' work motivation and creativity, affect performance evaluation methods and standards, and provide employees with more career development and promotion opportunities. The combined effect of these factors will have a positive impact on pay performance. In Tesla enterprises, corporate identity plays an important role in compensation performance, such as improving work engagement and passion: when employees have a strong sense of identity with the mission, values, and goals of Tesla enterprises, they are more motivated and passionate to work. Employees agree with the mission and values of the company and will work harder for the company to improve work engagement and performance. Corporate identity can stimulate employees' intrinsic motivation and dedication. Employees' recognition of Tesla's business will bring a sense of responsibility and belonging. They are willing to contribute to the success of the company and are more willing to make additional efforts to improve their performance. Then a common goal, such as corporate identity helps to form a common performance goal. When employees are aligned with the values and goals of Tesla's business, they will pursue the long-term development and success of the business in their work, not just the short-term interests of individuals. This will promote the joint efforts of employees and enterprises to achieve common performance goals. At the same time, it is also necessary to enhance teamwork and cohesion. Corporate identity also helps to strengthen teamwork and cohesion. When employees share and identify with the same values and goals, they are more likely to form close teamwork, mutual support, and collaboration, in the pursuit of performance excellence. Finally, employees' development and promotion opportunities employees with a high degree of corporate identity usually receive more attention and development opportunities. Tesla enterprises attach importance to and cultivate employees with corporate identity, providing them with more development and promotion opportunities. This will further stimulate employees' work motivation

and performance, and create better performance results for enterprises. In short, corporate identity plays an important role in the pay performance of Tesla companies [5] [6].

6. Conclusion

Employees have a sense of identity with the mission, values, and goals of the company, which will increase work engagement and passion, strengthen motivation and dedication, form common goals, enhance teamwork and cohesion, and gain more opportunities for development and promotion, thus affecting and improving salary performance. Therefore, the final performance of the enterprise will be closely related to the enterprise background, cultural background, and cultural atmosphere, and the cultural background will be closely related to the satisfaction of employees. Because of the existence of mutual benefit and win-win situation between employees and the company, both sides work in the same direction at the same time, and the performance will surely become better. How to maintain such a good relationship requires the influence of cultural background. The influence of cultural atmosphere is that employees realize the importance of the enterprise culture and clearly understand the role of the culture on the enterprise and themselves, to move towards the common development direction and follow the same development strategy to progress and achieve.

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