Research on Motivation, Constraints and Countermeasures of Small and Medium-sized Enterprises Performance Evaluation

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Abstract. Business performance evaluation is an essential part of enterprise management activities. It is based on the actual situation of the enterprise and uses relevant indicators to evaluate the business performance and employee performance. The results of the evaluation will play an important role in the formulation and development of the enterprise's future strategy, and it is also a measure of the management level of the enterprise managers and the staff's ability to work. The paper expatiates on the necessity of performance evaluation for small and medium enterprises, the causes of performance evaluation of small and medium-sized enterprises in China are analyzed, and puts forward to strengthen enterprise managers performance evaluation consciousness, improve business performance evaluation system and other strategies to promote the strategic objectives of enterprises.

Introduction

Operating performance is to reflect the enterprise in a certain period of operation and management performance level. It consists of two modules, one is the operating efficiency of the enterprise, and the other is the management efficiency of the enterprise. The business efficiency is mainly reflected in the enterprise's solvency, operating capacity, profitability and other aspects; and the management performance mainly refers to the management through the use of their professional knowledge and their individual abilities play a role in the process of enterprise production and management. Scientific and reasonable evaluation of business performance is an important link to measure the quality of enterprise operation. Therefore, the business operators attach importance to the evaluation of the business performance, which is equivalent to control the overall operation of the enterprise. The correct treatment of the existing problems can effectively promote the improvement of the enterprise's management level and realize the good and steady development of the enterprise.

The Motivation of Small and Medium-Sized Enterprise Operating Performance Evaluation Providing Decision-making Reference for Enterprise Operators

Small and medium-sized enterprises as the mainstay of the national economy, plays an important role in national economic development. A large number of small and medium enterprises generally, the ownership of capital and the right to operate are separated. The investor manages the company through the high salary and employs the capable person, which causes the two parties to have the serious information asymmetry, the investor cannot directly grasp all the information in the enterprise production and management process. Many small and medium-sized enterprises only through the relevant financial statements provided by the financial department to understand the operating conditions and profitability of enterprises, but do not know the actual operation of the enterprise. Therefore, we must rely on the reasonable evaluation of the business performance to grasp the general business conditions, and through the good or bad business conditions as a basis for managers to investigate and reward and provide a basis for decision-making.
Strengthen Managers' Supervision of Enterprise Managers

Most of our small and medium enterprises are decentralized operators, the management of the company's rights delegated to the hands of managers, but the lack of effective means of supervision of managers. Many managers of small and medium-sized enterprises use their own authority to seek benefits for themselves and their families, thereby damaging the overall interests of enterprises. There are also some managers in view of their positions, holding enterprises to ensure the amount of work done to manage the company mentality. But never from the enterprise to develop a better point of view to operate the company, leading enterprises to always stop. Therefore, if the business performance of the enterprise to conduct a reasonable scientific evaluation can effectively avoid the emergence of this situation, to achieve effective supervision of enterprise managers, to impose a certain pressure and motivation to promote business managers to improve the enterprise The overall strength rather than for personal gain. At the same time, through the evaluation of business performance, it can provide more authentic and comprehensive information for managers to make relevant decisions.

Seeking to Effectively Motivate Employees Path

The income of many small and medium-sized employees is not equal to the responsibilities they bear and their contribution to the company, which seriously strikes the enthusiasm and enthusiasm of the staff. So there have been some of employees dissatisfied with the company given the reward and have "quit", once again seeking their own satisfaction with the work unit, the business situation has been seriously affected. While the other part of the staff is holding the "eat big pot" mentality to complete their work tasks, only care about whether to complete, never care about the quality of good and bad. Therefore, according to the enterprise's business performance evaluation to develop a reasonable scientific pay system and incentive mechanism is very important. This will not only be able to retain a large number of talent for enterprises, mobilize the enthusiasm of employees in their jobs, improve staff efficiency, but also to the company's products to achieve value-added, and further income for the company.

Promote Enterprise Development Strategy Adjustment

At present, a large part of China's small and medium enterprises take the extensive economic model, one-sided pursuit of output value and other short-term economic benefits, often overlooked from the talent pool, technological innovation, environmental improvement and other aspects to develop long-term benefits. The leaders of small and medium-sized enterprises use the analysis and results of business performance evaluation, and compare and analyze the factors such as input-output level, asset quality status, debt risk and future development potential of enterprises in different periods. It can also reflect the contribution of employees in the process of enterprise production and management from a certain level. And then conducive to the timely transformation of production and management concepts, and for the development of the previous development strategy to adjust its adjustment applicable to the development of today's business situation, and further build the healthy development of enterprises trend.

Restrictive Factors of Performance Evaluation of Small and Medium-sized Enterprises

The Operator 's Performance Evaluation Is Weak

There is a common misplaced thinking that some of the small and medium-sized business operators in our country think that the operational performance evaluation is dispensable. The reason is the lack of accurate understanding of business performance evaluation. Business managers only fancy employees for the enterprise to create the size of the profits, ignoring the real business performance within the enterprise. This is why many companies seem profitable, and ultimately will face the cause of the crisis. In the process of production and operation of the lack of a reasonable assessment of business performance, operators will not be able to grasp the development trend of enterprises, affecting the future policy of enterprises, policy development. In addition, there are still some small
and medium enterprises do not set up a special assessment department to evaluate its business performance, making its evaluation results and the actual situation of deviation, thus affecting the decision-makers to make decisions. At the same time, it also affects the future production, management and development of the enterprise.

**Operating Performance Evaluation Becomes a Mere Formality**

At present, most of the small and medium-sized business performance evaluation is nothing more than arrange the performance evaluation form and analysis of the results, but the lack of professional knowledge of professionals to carry out the assessment, so that the results of a lack of scientific. There are some small and medium-sized business managers in order to meet the requirements of the operator, fear of operating performance results on their own positions and pay a certain harm, at the evaluation staff to exert some pressure to make it in order to achieve a better result, And through the "cheating" and "false" and other means to carry out the evaluation of business performance. This action does not have any substantive significance, nor can it be an effective measure of business conditions and employee capacity. Ultimately, managers can not understand the real reason for the decline in corporate profits, thereby affecting the management level and operational capacity of enterprises.

**The Performance Evaluation Standard Is Unreasonable**

There are a large number of business operators will require managers to evaluate the performance of enterprises within a certain period of time, but its evaluation of the content of the same, mainly the relevant national policies, staff performance, their own assets and other internal and external conditions Influencing factors. However, different scale and different business scope of the enterprise there are different differences, the evaluation of business performance indicators and standards should also be a certain difference. Enterprises should not be the same as other enterprises to develop the same performance evaluation indicators, but should be combined with the development of their own business, hire relevant professionals according to the actual situation of enterprises to conduct business performance evaluation. The same evaluation index will not be able to accurately evaluate the actual operating conditions of enterprises, make enterprises will mislead the fundamental policy, affect the whole enterprise development. In order to ensure the authenticity of business performance evaluation, managers should arrange personnel supervision team to supervise the normal operation of the overall performance evaluation.

**Operational Performance Evaluation Results Are Lacking in Penalties and Incentives**

Generally, the results of enterprise performance are often linked to the compensation and responsibility mechanism of employees. When the performance evaluation results are better, they are often inseparable from the joint efforts of managers and employees. There are differences between individuals and individuals, many operators in order to save costs, often overlooked the reward mechanism for outstanding employees, nor to the wrong employees to blame, but treat them equally. This will make employees feel confused about their prospects, from the long-term development will appear a series of problems of employee sabotage, job hopping, affect the sustainable development of enterprises. At the same time, the wrong employees are not responsible, encourage employees irresponsible behavior, to the enterprise caused huge losses. It also seriously affected the long-term development of enterprises in the future.

**Optimization Strategy of Small and Medium Sized Enterprises' Performance Evaluation**

**Strengthen Managers' Awareness of Business Performance Evaluation**

At present, many small and medium-sized business operators in China do not have the correct understanding of the importance of business performance evaluation, which leads to the use of the power of enterprise managers to gain profits, and the operation of enterprises is becoming increasingly stagnant. The use of operating performance evaluation mechanism can effectively control the operation of enterprises in a certain period of time, so that managers understand the
overall business and assets. But also to measure the managers and employees of personal ability and its contribution to the company's size, at a certain level to promote managers responsible for the enterprise, the staff responsible for their work, enhance their ability. In order to achieve the strategic objectives of enterprises and improve economic efficiency, business operators should constantly strengthen their awareness of business performance. Enterprise managers should correctly understand the important role of business performance evaluation in the future development of enterprises.

**Improve the Performance Evaluation System**

If enterprises want better foothold in the market and realize the management goal of enterprise at a certain stage, they need to set up a set of management performance evaluation system in line with the enterprise's own development. The enterprise performance evaluation system is the mechanism to quantify the relevant aspects of the business status, asset status and staff capacity of the enterprise so that the actual operation status of the enterprise can be measured by certain evaluation indexes. The business performance evaluation is to measure and assess the situation of enterprises, enterprise managers with business performance assessment results, take certain incentives and accountability mechanism to encourage and restrain the employees to work hard, and then improve the efficient operation of enterprises. Only by constantly improving the enterprise performance evaluation system, can we ensure the healthy and sustainable development of enterprises in the future.

**Sound Management Performance Evaluation and Supervision Mechanism**

With the increasing competition in the market, the internal management mechanism of enterprises has been continuously improved. The relevant regulatory authorities of the enterprise will strengthen the supervision of the performance evaluation system, thus ensuring the authenticity and reliability of the performance evaluation process. Supervision of business performance by special regulatory authorities can greatly reduce corporate corruption. And to some extent will cause some pressure to employees, prompting employees to improve their performance level. Therefore, it is imperative for small and medium-sized enterprises to establish a sound regulatory mechanism for business performance. His behavior not only can guarantee the accuracy of enterprise performance evaluation results, to eliminate part of the "officials shield one another" behavior. But also can make a more fair evaluation of the performance of enterprise employees.

**Combining Operation Performance Evaluation with Reward and Punishment Incentive**

Incentive measures for small and medium-sized enterprises should be combined with their performance evaluation results. Business performance evaluation can directly reflect the operation of enterprises in a certain period of time and the performance and ability of managers and staff. In order to enable enterprises to achieve better development in the future, it should be good managers and staff of both spiritual and material incentives. This will encourage him to work harder and make more contributions to the company. For the wrong staff, they should not tolerate their mistakes, but should develop a corresponding imputation mechanism. In order to reduce the loss of enterprises, give them some pressure, in order to regulate the behavior of employees. This is conducive to the formation of a virtuous circle of competition within the enterprise, and the staff will be more motivated and enthusiastic, and enterprises will be better developed. Therefore, it is necessary for enterprises to combine operation performance evaluation with reward and punishment incentive mechanism.

**Summary**

Small and medium-sized enterprises are an important part of China's economic development can not be ignored. In recent years, many small and medium enterprises continue to emerge, to the existing small and medium enterprises have brought no small impact and challenges. To survive in such a competitive environment, it is necessary to evaluate the business performance of the enterprise itself,
so as to discover the advantages and shortcomings of the company and adjust it accordingly to realize the efficient operation of the company. A reasonable and effective evaluation system of business performance can improve the management level of the enterprise to a certain extent, stimulate the internal potential of the employees and enhance the overall capacity of the self, so as to realize the maximization of business performance. Small and medium-sized enterprises should also be based on the results of business performance evaluation to the corresponding incentives and penalties for employees, in order to promote their employees to strengthen their comprehensive ability. For the future to better serve the company laid the foundation to promote enterprises to faster, better and stronger development.

References

