

CHAPTER 1 INTRODUCTION

1.1 Research Background

Every organization must have a loyal team. Many successful companies gain sustainable development mainly thanks to their teams with high loyalty. The development of a company is highly independent to a group of loyal employees.

It is easy to see an employee's loyalty. Loyal employees always pay close attention to the image and interest of the company, always follow the instructions and rules made by the management, and devote themselves in the development of the company, or even are willing to sacrifice their own benefits for the interest of the company. They are always good team players and treat all the employees of the company as their family members treat them equally without discrimination or prejudice and always the ones that promote enterprise cohesion. The loyal employees try their best in works and create economic benefits for the company rather than having artful speech or acting in flashy manners.

The disloyal ones are loyal to the company superficially while have different development views with the company. Rather, they always focus on their own interests, i.e. their salaries, positions and remunerations, and look forward to gain the maximum gains with the minimum efforts. They have negative attitudes and malicious remarks to other employees to keep their own jobs. They have legacy thinking and refuse to reform for they are afraid of hurting their own benefits, they are not capable and shortsighted and are not willing to make contributions to the long-term development of the company and always opportunistic.

A company's sustainable development cannot be realized without loyal employees. As everyone knows, in the era of knowledge-based economy, talents are the trump card in the competition among enterprises, for the knowledge-based talents can create more economic benefits than the traditional ones. Some modern management masters find that: knowledge resource is of great importance to a company, the knowledge-based talents are creative and can help the company to win a place in the market. However, the employee's loyalty is an important factor that enables the full play of the talent's capacity. The formula $\text{intellectual capital} = \text{capacity} \times \text{loyalty}$ explains everything. The employees must be capable and loyal so as to bring more economic benefits to the company and promote the sustainable development of the company. A disloyal employee may cause great loss to the employer even when the employee is very capable, for example, he/she may reveal company's confidential decision, which will cause harm to the company interest. Moreover, their disloyalty will also lead to outflow of talent.

1.2 Research Significance

Firstly, theoretical significance. Domestic and overseas experts have done deep and through study in the employee loyalty, and made many research achievements. However, companies' development strategies and targets are changing with the change of the world and times development, the research on employee loyalty shall give consideration to such changes, and companies shall change their strategies on improving and cultivating employee's loyalty to provide a solid theoretical support to the sustainable development of the company in the ever-changing environment. In this paper, company D is taken as the object of study based on the current historical background and existing research results, and company D employees' loyalty problems and causes are mainly analyzed; methods and supporting measures for cultivating employees' loyalty are discussed to help company D in employee loyalty cultivation and team works, also to give a solid theoretical support for study of employee loyalty of the company. It is of importance to the team construction of the company macroscopically.

Secondly, practical significance. Further research on the employees of company D has important practical significance. Firstly, the analysis on domestic and abroad research status and explanation of the influence on the employee loyalty as well as enhancement of awareness of employees on the loyalty and cultivation of employees' consciousness and intuitiveness on loyalty can provide a solid ideological and organization guarantee. Secondly, the research on the status, problems and cause of such problem of employee loyalty can enhance the sense of urgency and responsibility of the loyalty cultivation of the employees so as to research the way, method and strategy to cultivate employee loyalty. Thirdly, the study on the principle and methods for cultivating employee loyalty and in-depth study of countermeasures according to the status and problems of company D employee can provide theoretical support and practical reference for employee loyalty enhancement of company D.

1.3 Research Objectives

It is of great importance for a company to have both knowledgeable and loyal employee team, or the company will be lack of vigor and will not be able to develop or have a share of the market. At present, the researches on the employee loyalty both at home and abroad are limited, especially on employee loyalty of a specific company. Therefore, in the paper, company D is taken as the study object to explore the strategy of and supporting measures for enhancing employees' loyalty based on former researches and human resource management

theories. This research can be used as reference for company D in employee loyalty cultivation and team construction and also the solid theoretical support for company D's employee loyalty research, so as to promote the healthy development of hotel industry and the sustainable development of the company.

1.4 Paper Structure

The paper structure is as follows:

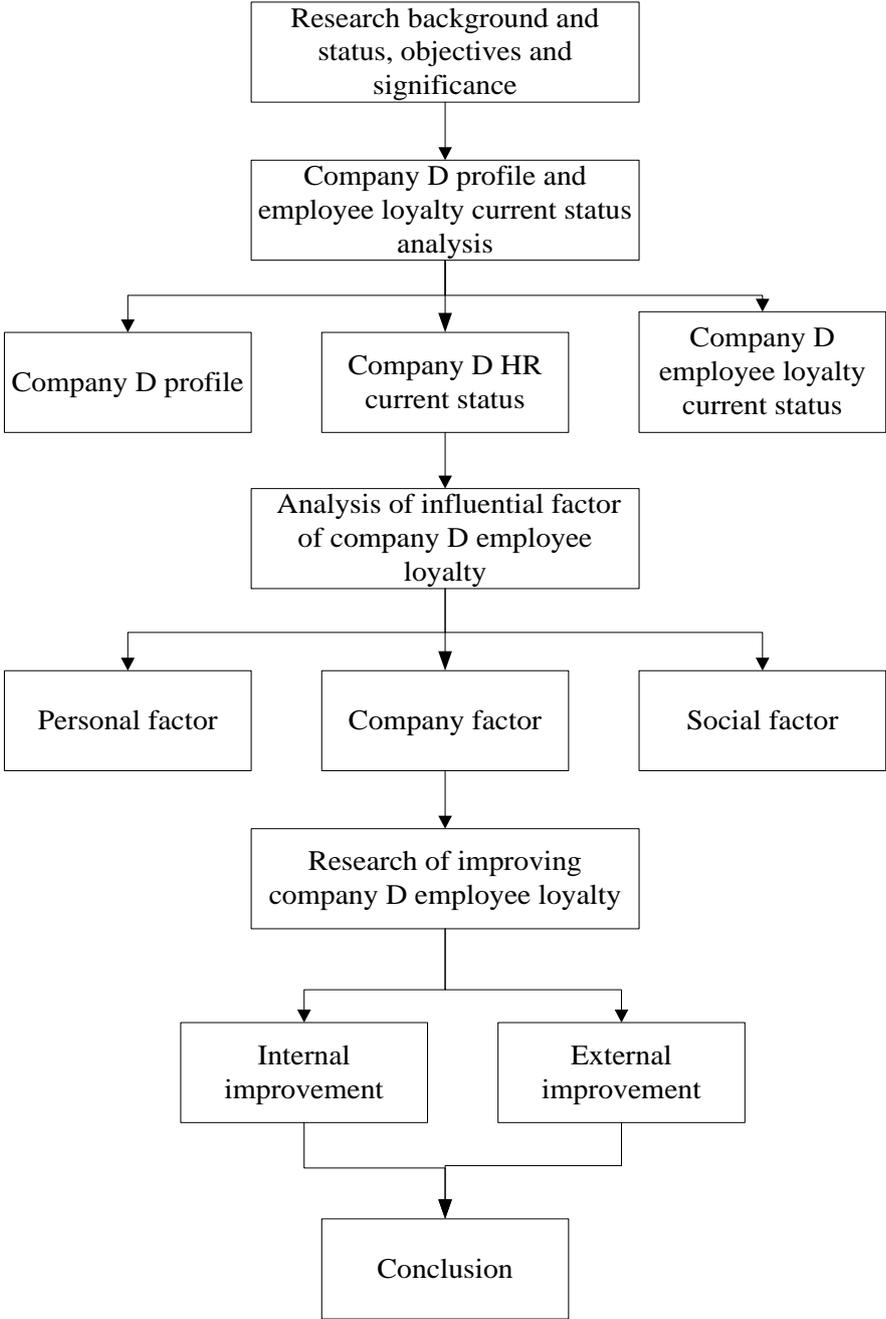


Figure 1 Paper Structure

