

CHAPTER 3

RESEARCH METHODS

3.1 Research design

Selecting the knowledge-based enterprise, ZY company as the research object, this paper focused on the prominent characteristics of its knowledge-based enterprise. Using the methods such as interviews, questionnaires, analysis and so on, this paper analyzes the incentives Mechanism, information communication, personnel training and other aspects according to the solving ideas of questioning, analysis of question and solution of the question to conclude the main problems of the current knowledge-based employees in the non-salary incentive mechanism and learn from the successful experience of similar enterprises. According to the theory and method of application of modern human resource management, it proposes the countermeasures and suggestions for further improvement of non-salary incentive mechanism of the knowledge-based employees in ZY company. The purpose of the paper is to further improve the human resource strategy of the company on the basis of incentive system research of ZY company dominated by knowledge-based employees and to provide practical suggestions and measures to achieve the purpose of motivating employees. Meanwhile, this paper provides reference for the other knowledge-based employee dominated enterprises to improve the efficiency through the non-salary incentive and also provides some ideas and reference for the more applicable human resources management.

3.2 Data collection methods

Questionnaire and interview methods: With reference to the previous research models, taking a variety of incentive factors and employee psychological needs as a design dimension to sort out the problems, the method of anonymous questionnaires is used to obtain the weight of the incentive factors and the management theories are applied to improve the incentive strategies. The employee 's advice, expectations and effects on the incentive strategies can be understood through the employee interviews.

Literature search method: the relevant information can be searched through the key words "knowledge-based employee, incentive strategies, incentive system" so as to understand the recent theoretical system and research results.

Case study: The empirical research is carried out on the development and changes of ZY company and its human resources to compare the effectiveness and conclusions of its incentive system.

3.3 Data analysis methods

Descriptive statistics: The data is collected through the use of questionnaires and interviews, literature search, case studies and other methods to collect the data for the statistics to obtain the relevant data needed.

3.4 Research process

The research process in this paper is as follows:

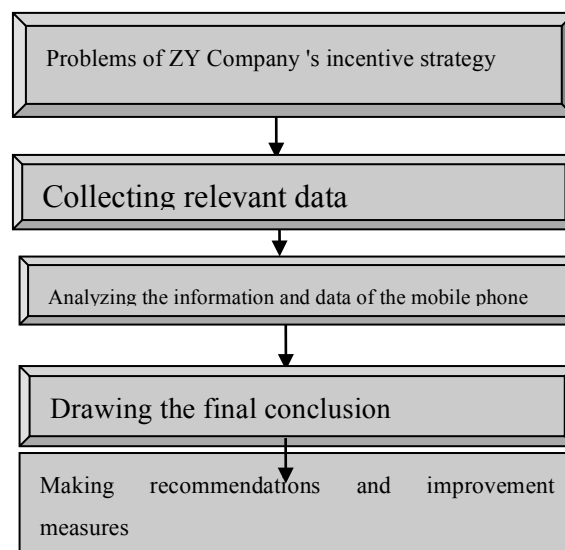


Figure 1 Research process in this paper.