

Education investment, Talent investment, Health protection and Income investment of the Mobile Business Agent in Beijing, China

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ABSTRACT

The research investigated the education investment, talent investment, health protection and income investment of the mobile business agent in Beijing, China. The conceptual framework was developed from the literature review, survey, and other contemporary research in human capital and human resource management. Accordingly, the researchers consider the importance of education investment, talent investment, health protection, income investment and incentive investment for mobile business agent in Beijing, China. In this, the researchers employed the quantitative research approaches. The instruments of research were the steps of a questionnaire. Data were collected from 303 people who are entrepreneurs of the mobile business agent in Beijing, China. The data collected were analyzed using descriptive statistics as mean, standard deviation, and percentage on the basis of observing the actual incentive investment of the organizations studied through all operational links in management. Findings are applications of education investment, talent investment, health protection, income investment and incentive investment are high-level.

Keywords: education investment, talent investment, health protection, income investment and incentive investment

INTRODUCTION

The enterprise is an important carrier of human capital investment. As an important form of enterprise capital investment, the scientific effectiveness of human capital investment is helpful to improve the utilization rate of enterprise material capital, promote the quality of practitioners in the competitive environment and improve the comprehensive performance of enterprises, and also substantially help to build a harmonious and stable enterprise labor relations. At the same time, scientific and reasonable human capital investment can promote the human capital allocation of the whole society and the sustainable and steady development of the economy as a whole. There is a complex interaction relationship between various indicators of enterprise performance, and different human capital investment strategies will affect the business performance of enterprises from different perspectives. The research of economists Schultz and Dennison promoted human investment from qualitative analysis to quantitative analysis, and closely combined human capital theory with empirical analysis to illustrate the nature and role of human investment. Since then, many scholars at home and abroad have conducted multi-dimensional analysis on the factors affecting human capital investment and enterprise performance through the combination of qualitative analysis and quantitative analysis. This research focuses on the analysis of China Mobile Group in Beijing human capital investment on the basis of absorbing and drawing on various economic theories. Starting from the market environment and competition pattern of the industry, it comprehensively analyzes the enterprise resources, systems, environment, enterprise

characteristics and other factors that affect human capital, This paper theoretically expounds the relevant role of human capital investment and the performance of China Mobile Communication Group in Beijing in the period of strategic transformation; Through quantitative analysis, this paper explores the differences among various factors that affect the human capital investment performance of China Mobile Communication Group in Beijing in the period of strategic transformation and the root causes of the differences, which provides a theoretical basis for the formulation of human capital investment strategies of enterprises in the period of strategic transformation.

Research on human capital investment income

According to the different subjects of human capital investment income, the human capital investment income is divided into three levels: personal income, enterprise income and social income. Personal income is the direct income of human capital investment, and enterprise income and social income belong to indirect income. The most direct result of the human capital investment is that the individual gains the human capital income, that is, the improvement of the salary, position and human capital quality brought about by the human capital investment. Wang Jing, Liu Ping, Li Rongjun (2009) indicate that enterprise income refers to the positive impact of human capital stock and quality of employees, improve labor productivity, products and services, and enhance enterprise competitiveness; social income refers to the positive impact of human capital stock and quality, such as the improvement of national science and technology and national economy. (Yan Shimei. (2003).

The research object of this paper is corporate human capital. The organizational human capital investment and the improvement of organizational competitiveness are the ultimate goal of enterprise development. The performance of enterprise human capital has the characteristics of radiation and diffusion, and its benefit range is wide, but it is difficult to quantify. (Chung, Wright & Kedia, 2016). notes that the main reason is that corporate human capital is sometimes invested to obtain non-monetary benefits. Therefore, economic benefits cannot be regarded as the only index of human capital investment income. With the advent of the era of big data, the enterprise management concept is undergoing great changes. From the initial simple pursuit of profit maximization to seeking multiple goals of coordinated development of the whole industry and the whole society, enterprises should no longer be limited by the lag of human capital investment. Therefore, it is necessary and based for enterprises to conduct human capital investment strategy. Unlike other types of investment, the returns of human capital investments are indirect. Its connotation is reflected in the wide range of human capital investment, including not only the production process of observable returns, but also the output of unobservable results such as training and incentives. Carpenter M A, Sanders G (2017) pointed out that the investment cost can not be directly compensated from the production process, but by improving the human capital stock and quality, increase the employee organization identity, human capital investment and staff sense of belonging, etc., into the quality of products and services, form the core competitiveness, eventually into enterprise economic benefits. (Li Chuantao. (2017; Guo Jinlin, Guo Yaoming, 2009).

METHODOLOGY

In the study of the education investment, talent investment, health protection and income investment of the mobile business agent in Beijing, China. The researcher has studied documents, textbooks, concepts, theories, and related research consistent with the study's objectives. This research is quantitative research in the format is survey research. The research tool was a questionnaire. Data was collected by instrument-based interviews. The population is mobile agency entrepreneurs in Beijing City, China, the total number of entrepreneurs is 1,250 people in Hunan, China. The survey sample was 303 people from entrepreneurs of the mobile agency in Beijing City. The researchers used a simple random sampling method to conduct a random sample size, as determined according to the Taro Yamane formula (Yamane, 1973). The tool is a questionnaire about education investment, talent investment, health protection and income investment. The form of questionnaire was Questionnaire type Rating Scale has 5 levels, weight will be assigned according to the Likert method by assigning weight and performance level for each question in the questionnaire, there are 5 levels. Education investment, talent investment, health protection investment, income investment, incentive investment, and work performance of mobile agency in Beijing the mean and the standard deviation (S.D.) were analyzed using a 5-interval approximation scale to count and weight each performance level and the performance level of the sample group of respondents by assigning numbers instead of weights.

RESULTS

Table 4.1 Personal characteristics of entrepreneurs of the mobile Agency

Characteristics of entrepreneurs	number (n=303)	Percentage
1. Gender		
- Male	134	44.22
- Female	169	55.78
-		
2. Age		
- 18 - 25 Year	110	36.30
- 26 – 35 year	95	31.35
- 36 – 45 year	62	20.46
- More than 46 year	36	11.75
3. Marital status		
- single	122	40.27
- married	113	37.29
- divorced	68	22.44
4. Degree of education		
- lower than bachelor's degree	59	19.47
- Bachelor's degree	129	42.57
- Graduate	115	37.96
-		

5. Working time		
- 1-3 years	91	30.03
- 4-6 years	125	41.25
- More than 7 years	87	28.72
-		
6. Monthly income	-	
- 1000-3000 Yuan	116	38.28
- 3001-5000 Yuan	98	32.34
- 5001-8000 Yuan	89	29.38
-		

From the table 4.1, the perspective of gender, female are significantly higher than male, accounting for 55.78 percentage, and male 44.22 percentage.

Regarding the age of mobile agent entrepreneurs, the highest proportion was 26-35 years old, accounting for 36.35%, followed by entrepreneurs aged 18-25 years and entrepreneurs, aged more than 46 years, accounting for 36.30% and 11.75%, respectively, and entrepreneurs, aged 36-45 years representing 20.46% said that mobile agent entrepreneurs who responded to the survey were generally middle age.

Regarding marital status, 37.29% were single, 40.27% were divorced, and 22.44% were related to married. The company had many single mobile agent entrepreneurs.

From the perspective of educational background, mobile agent entrepreneurs generally have lower than bachelor's degree, Bachelor's degree, and graduate accounting for 19.47, 42.57%, and 37.96% respectively.

From the perspective of working years, the mobile agency entrepreneur is generally in the range of 1-3 years, 4-6 years of mobile agent entrepreneur, accounting for 30.03 and 41.25 respectively, and the entrepreneur who has worked for more than 7 years also account for a certain proportion, 28.27%.

In terms of monthly income, 32.34% of entrepreneurs have a monthly income of 3000-5000 Yuan, 29.38% of entrepreneurs have a monthly income of 5000-8000 Yuan, and only 38.28% of entrepreneurs have a monthly income of 1000-3000 Yuan, indicating that the average income per month of mobile agency entrepreneur has basically reached the middle-income level.

Opinion level results on the effect of human capital investment on customer satisfaction of the mobile business agent in Beijing, China

To study education investment, talent investment, health protection investment, income investment, incentive investment, and customer satisfaction of the mobile businesses agent of Beijing in China.

4.1 Education Investment

Table 4.2 the level of opinion about the education investment

Education investment	Mean	S.D.	Level	Rank
1. There is a chance to get promoted if I get professional training.	3.733	.558	high	5
2. Employees here love to train until they are skilled.	4.109	.536	high	2
3. I am delighted that the company gave me job training.	3.984	.562	high	3
4. I'm delighted with the promotion once I've mastered the training.	3.853	.538	high	4
5. The company arranges for all employees to receive thorough training.	4.132	.585	high	1
Total	3.962	.556	high	

From Table 4.2, the mean and standard deviation of the opinion level of the education investment variable is at a high level, with the mean value at a higher level being 3.962. Comprehensive from all aspects, the average of the highest side is "The company arranges for all employees to receive thorough training", a high-level average of 4.132, followed by "employees here love to train until they are skilled", high level of an average of 4.109, the last is "I'm delighted with the promotion once I've mastered the training ", the average is 3.853, in the high level.

4.2 Talent investment

Table 4.3 the level of opinion about the talent investment

Talent investment	Mean	S.D.	Level	Rank
1. Satisfaction with the company's talent introduction policy	3.766	.651	high	4
2. Satisfaction with the company's talent introduction fees	4.151	.542	high	1
3. Satisfaction with the company's talent introduction benefits	4.101	.533	high	2

4. Satisfaction with the company's talent introduction efforts	3.886	.612	high	3
Total	3.976	.585	high	

From Table 4.3, both the mean value and the standard deviation regarding the opinion level affecting the talent investment are at a high overall level, with the mean value at a higher level being 3.976. From the various aspects of the variables involved, we found that the highest average is "Satisfaction with the company's talent introduction fees". (4.151), at a high level, followed by "Satisfaction with the company's talent introduction benefits" (4.101), at a high level, the lowest is "Satisfaction with the company's talent introduction policy ", the average of 3.776, in the same high level.

4.3 Health Protection Investment

Table 4.4 the level of opinion about the Health protection investment

Health protection investment	Mean	S.D.	Level	Rank
1. The company's attention to its employees' health	3.861	.554	high	4
2. Employee' insurance policy (medical treatment, accidental injury)	4.117	.588	high	2
3. Physical examination benefits for company employees	4.183	.617	high	1
4. The sense of security of the company's employees	4.101	.615	high	3
Total	4.066	.594	high	

From Table 4.4, the mean and standard deviation of the opinion level of the health protection investment variable is at a high level, with the mean value at a high level being 4.066. Comprehensive from all aspects, the average of the highest side is " Physical examination benefits for company employees" high-level average of 4.183, followed by "Employee' insurance policy (medical treatment, accidental injury)" high level of an average of 4.117, the last is "The company's attention to its employees' health" the average is 3.861, in the medium level

4.4 Income Investment

Table 4.5 the level of opinion about Income investment

Income investment	Mean	S.D.	Level	Rank
1. Employees have welfare benefits for medical expenses.	4.116	.541	high	1
2. Employees have welfare for medical expenses for parents and children.	4.102	.632	high	3
3. Employees have welfare benefits for their children's tuition.	3.892	.523	high	4
4. Employees have benefits after retirement.	4.109	.519	high	2
5. Employees have increased income every year.	3.881	.651	high	6
6. Employees have overtime while over job on board	3.896	.597	high	5
Total	3.999	.577	high	

From Table 4.5, the mean and standard deviation of the opinion level of the salary and welfare variable is at a high level, with the mean value at a higher level being 3.999. Comprehensive from all aspects, the average of the highest side is "Employees have welfare benefits for medical expenses ", high level average of 4.116, followed by " Employees have benefits after retirement", high level of average of 4.109, the last is "Employees have increased income every year" the average is 3.881, in the medium level.

4.5 Incentive investment

Table 4.6 the level of opinion about the incentive investment

Incentive investment	Mean	S.D.	Level	Rank
1. There are Incentive policies of company	4.103	.545	high	2
2. There are Incentive amount	3.865	.587	high	3
3. There are Incentive cash	4.117	.556	high	1
Total	4.028	.562	high	

From Table 4.6, the mean and standard deviation of the opinion level of the incentive investment variable is at a high level, with the mean value at a higher level being 3.893. Comprehensive from all aspects, the average of the highest side is "There is Incentive cash" with, a high-level average of 4.117, followed by "There are Incentive policies of company ", a high level of an average of 4.103, the last is "There are Incentive amount ", the average is 3.865, in the medium level.

4.6 Customer satisfaction

Table 4.7 the level of opinion about the Customer Satisfaction

Customer satisfaction	Mean	S.D.	Level	Rank
1. Existing customers come back to use the service again.	4.116	0.587	high	1
2. Customers always appreciate the service.	4.112	0.563	high	2
3. Customers do not blame the company's service.	3.954	0.651	high	3
4. Customers always refer new customers to the business.	3.911	0.543	high	4
Total	4.023	.586	high	

From Table 4.7, the mean and standard deviation of the opinion level of the work performance variable is at a high level, with the mean value at a higher level being 4.023. Comprehensive from all aspects, the average of the highest side is "Existing customers come back to use the service again", a high-level average of 4.116, followed by "Customers always appreciate the service", high level of an average of 4.112, the last is "Customers always refer new customers to the business", the average is 3.911, in the medium level.

4.7 The factors affecting the overall

Table 4.8 the level of opinion about the factors affecting the overall

Variable	Mean	S.D.	Level	Rank
1. Education investment	3.962	.556	high	5
2. Talent investment	3.976	.585	high	4
3. Health protection investment	4.066	.594	high	1

4. income Investment	3.999	.577	high	3
5. Incentive investment	4.028	.562	high	2
Total	4.006	.575	high	

As can be seen in Table 4.8, the mean and standard deviation of opinion levels regarding factors affecting customer satisfaction are at a high overall level, with a higher-level mean at 4.006. From each variable, we found that the highest average was Health protection investment (4.066), at a high level, followed by incentive Investment (4.028), and the lowest was education Investment with an average of 3.962.

CONCLUSION

(1) The level of opinion about the factors affecting the overall

The mean and standard deviation of the opinion level of the work performance variable is at a high level, with the mean value at a higher level being 4.023. Comprehensive from all aspects, the average of the highest side is "Existing customers come back to use the service again", a high-level average of 4.116, followed by "Customers always appreciate the service", high level of an average of 4.112, the last is "Customers always refer new customers to the business", the average is 3.911, in the medium level.

(2) Education Investment

From Table 4.2, the mean and standard deviation of the opinion level of the education investment variable is at a high level, with the mean value at a higher level being 3.962. Comprehensive from all aspects, the average of the highest side is "The company arranges for all employees to receive thorough training", a high-level average of 4.132, followed by "employees here love to train until they are skilled", high level of an average of 4.109, the last is "I'm delighted with the promotion once I've mastered the training ", the average is 3.853, in the high level.

(3) Talent investment

The mean value and the standard deviation regarding the opinion level affecting the talent investment are at a high overall level, with the mean value at a higher level being 3.976. From the various aspects of the variables involved, we found that the highest average is "Satisfaction with the company's talent introduction fees". (4.151), at a high level, followed by "Satisfaction with the company's talent introduction benefits" (4.101), at a high level, the lowest is "Satisfaction with the company's talent introduction policy ", the average of 3.776, in the same high level.

(4) Health Protection Investment

The mean and standard deviation of the opinion level of the health protection investment variable is at a high level, with the mean value at a high level being 4.066. Comprehensive from all aspects, the average of the highest side is "Physical examination benefits for company employees" high-level average of 4.183, followed by "Employee' insurance policy (medical treatment, accidental injury)" high level of an average of 4.117, the last is "The company's attention to its employees' health" the average is 3.861, in the medium level

5) Income Investment

The mean and standard deviation of the opinion level of the salary and welfare variable is at a high level, with the mean value at a higher level being 3.999. Comprehensive from all aspects, the average of the highest side is "Employees have welfare benefits for medical expenses ", high level average of 4.116, followed by " Employees have benefits after retirement", high level of average of 4.109, the last is "Employees have increased income every year" the average is 3.881, in the medium level.

(6) Incentive investment

From Table 4.6, the mean and standard deviation of the opinion level of the incentive investment variable is at a high level, with the mean value at a higher level being 3.893. Comprehensive from all aspects, the average of the highest side is "There is Incentive cash" with, high-level average of 4.117, followed by "There are Incentive policies of the company ", high level of an average of 4.103, the last is "There are Incentive amount ", the average is 3.865, in the medium level.

(7) Customer satisfaction

The mean and standard deviation of the opinion level of the work performance variable is at a high level, with the mean value at a higher level being 4.023. Comprehensive from all aspects, the average of the highest side is "Existing customers come back to use the service again", a high-level average of 4.116, followed by "Customers always appreciate the service", high level of an average of 4.112, the last is "Customers always refer new customers to the business", the average is 3.911, in the medium level.

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