



Motivations- und Leistungssteigerung durch variable Vergütung (German Edition)

Sonja Gerding

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Diplomarbeit aus dem Jahr 2007 im Fachbereich BWL - Personal und Organisation, Note: 1,7, Hochschule Niederrhein in Krefeld (Fachhochschule), 87 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Nur 15 % der Arbeitnehmer in Deutschland sind hoch engagiert und zufrieden mit ihrem Job. Laut einer Studie der Unternehmensberatung Towers Perrin im November 2006 machen 70 % lediglich Dienst nach Vorschrift, 15 % zählen zu den nicht engagierten Arbeitnehmern.

Deutschland hat im internationalen Vergleich ein großes Defizit bei der Mitarbeitermotivation. Motivierte Mitarbeiter sind eine Grundvoraussetzung für den Erfolg eines Unternehmens und somit für das langfristige Fortbestehen eines Unternehmens. Was nützen einem Unternehmen die bestausgebildeten Mitarbeiter, wenn diese nicht bereit sind, ihre Fähigkeiten Erfolg versprechend einzusetzen? Wie bringt man diese dazu, dass zu tun, was sie tun sollen? Dies ist eine schwierige Aufgabe, denn Menschen lassen sich nicht ohne weiteres auf die Ziele der Unternehmung programmieren.

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