



# Mitarbeitermotivation. Immaterielle Motivationsinstrumente und Anreizsysteme (German Edition)

*Jochen Laufer*

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Akademische Arbeit aus dem Jahr 2004 im Fachbereich BWL - Personal und Organisation, Note: 2,0, Fachhochschule Kaiserslautern, Sprache: Deutsch, Abstract: Instrumente zur Mitarbeitermotivation lassen sich unterteilen in materielle, insbesondere finanzielle, und in immaterielle Instrumente. Die materiellen Anreizsysteme sind der Motivation nur bis zu einem bestimmten Grad dienlich. So besteht ihre wichtigste Aufgabe in der Vermeidung der Unzufriedenheit.

Denn nur wenn keine Unzufriedenheit vorherrscht, ist es möglich durch die immateriellen Motivationsinstrumente höchste Motivationswirkungen beim Mitarbeiter zu erzielen. Der Mitarbeiterführung kommt hierbei eine bedeutende Funktion zu. Mit Hilfe mitarbeiterorientierter und kooperativer Führungsstile werden wichtige Voraussetzungen dafür geschaffen, dass sich Mitarbeiter motivieren können. Verschiedene Instrumente und Anreizsysteme der immateriellen Mitarbeitermotivation werden in dieser Arbeit vorgestellt.

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