



Mitarbeitermotivation. Motivationstheorien und immaterielle Motivationstechniken. (German Edition)

Solveig Matz

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Studienarbeit aus dem Jahr 2007 im Fachbereich BWL - Personal und Organisation, Note: 1,3, Universität Hamburg, 11 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Die Mitarbeitermotivation erfährt eine zunehmende Bedeutung in einer arbeitsteiligen, globalisierten Wirtschaft. Im Zeitalter der Megafusionen wächst der Grad der Betriebsgrößen und viele Mitarbeiter nehmen aufgrund der starken Rationalisierung nur noch an einem kleinen Ausschnitt des Arbeitsprozesses teil. Im Gegensatz zu einem Familienunternehmen das die Produktion von Anfang bis Ende verfolgt entfremdet der Mitarbeiter in größeren Unternehmen sich immer mehr seiner Arbeit. Gerade in diesem Fall kommt der Motivation eine bedeutsame Rolle zu.

Motivation ist ein Faktor, der die Effizienz, Produktivität und Qualität eines Unternehmens signifikant beeinflusst. Das Verständnis und Wissen über Motivationstheorien und daraus abgeleiteten Techniken resultiert in einer motivierenden Atmosphäre, welches zu einer Effizienzsteigerung führt.

Ein wichtiger Faktor ist dabei der Führungsstil der Manager - dieser hat einen großen Einfluss auf die Motivation der Mitarbeiter sowie die Betriebsgröße.

Generell reagieren die Mitarbeiter individuell auf Motivationstechniken, welches eine schematische Anwendung dieser Techniken erschwert .

Neben einem Überblick über die gängigen Motivationstheorien im 2. Kapitel, befasst sich diese Arbeit insbesondere mit immateriellen Motivationstechniken im Kapitel 3.1.

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