

优胜教育企业员工归宿感的研究

摘 要

伴随着教育改革事业的不断深化，我国的课外辅导教育行业由小到大逐渐发展起来，已经成为国民教育的重要组成部分。作为一名人力资源管理专业的学生，以自己在优胜教育的实习经历来说，企业员工归属感真的十分重要，员工归属感高的员工一定能给企业带来不一样的价值。当员工和组织的关系非常融洽的时候，员工和企业也会有一个良性循环发展的机会，产生非常明显的积极效应。当一个员工的归属感高的时候，他的积极性也会随之越高，工作绩效以及愿意为公司服务的欲望也会更强。

针对优胜教育集团目前存在的问题，运用问卷调查法，访谈法以及文献研究法分析了当前优胜教育集团在员工归宿感方面存在的问题。研究得出：薪酬，有效沟通，企业文化以及领导者风范均是影响员工归宿感的重要因素，针对研究结论并且根据优胜教育集团目前的实际状况提出要实行薪酬激励，加强有效沟通，企业文化以及领导示范等措施。

关键词： 归宿感 满意度 激励

Abstract

With the deepening of educational reform, China's extracurricular tutoring education industry has gradually developed from small to large, and has become an important part of national education. As a student majoring in human resource management, it is very important for employees to have a sense of belonging to the enterprise based on their internship experience in the excellent education. Employees with a high sense of belonging can certainly bring different values to the enterprise. When the relationship between employees and the organization is very harmonious, employees and the enterprise will also have an opportunity to develop a virtuous circle, producing a very obvious positive effect. When an employee's sense of belonging is high, his motivation will be higher, and his work performance and desire to serve the company will be stronger.

In view of the existing problems of Yousheng education group, this paper analyzes the existing problems in the sense of belonging of employees by using the methods of questionnaire, interview and literature research. The results show that salary, effective communication, corporate culture and leader's style are all important factors that affect employees' sense of belonging. According to the research conclusion and the current actual situation of Yousheng education group, the paper puts forward measures such as salary incentive, effective communication, corporate culture and leadership demonstration.

Key words: a sense of belonging; satisfaction; incentive

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