

摘 要

随着我国经济形势的发展,在国民经济中,民营企业占据的比例逐渐增加。在民营企业发展上,一些自由发展元素相继应用,例如:竞争规律、价值规律、供求关系等,让民营企业越来越规范化发展。我国经济发展最为关键的推动力逐渐靠民营企业来推动,企业生产经营渐渐充满活力,这对我国的经济水平、经济水平的提高至关重要。然而,快速更新和强化的民营企业,对人才的要求也在不断提高。而民营企业中,女性职工占据的比例越来越高,此时,民营企业对于女性职工的激励也显得尤为重要。

“妇女撑起半边天”已经从单单的口号成为现实。女性职工在企业中的角色不乏高管人员、基层管理人员、基层员工,这些角色与企业的发展密切相关。女性职工不再只是一个陪衬、花瓶、点缀,例如:格力的董明珠、华为的孟晚舟、最美翻译张京等,作为企业的最高人力资本被视为珍宝,所以要使企业的水平上升,就要提升女性职工的工作积极性与工作能力。由此,怎样为女性职工合理配置激励问题,一直都是国内外不断探讨的。目前,提升企业价值的主要方式就是对职工实行激励机制。需求就是激励的前提,如果需求不存在就不会产生所谓的激励。动机是由于需求的产生,而动机又会驱动产生一定的行为。

本研究通过将民营企业X企业的女性职工作为研究对象,通过对国内外文献梳理及问卷调查的方式可以看出“工作环境”、“自我实现与挑战需求”、“薪酬需求”是女性职工目前的需求。然后根据其年龄、学历、工龄不同进行实证分析,得出其需求偏好的差异。之后简明扼要的介绍当前民营企业的特点,最后提出了满足需求的各项激励措施和建议,以此希望可以完善企业激励运行效果评估机制,希望可以对企业管理实施激励时做出一个参考方案。

关键词: 企业; 需求; 激励; 女性职工

ABSTRACT

With the continuous development of China's economic policies for private enterprises, the proportion of private enterprises in the national economy has gradually increased. China's enterprise organization, private enterprises, has gradually become the most critical driving force for China's economic development, which has energized the production and operation of China's enterprises, and has played an important role in the rapid development of our economy and the improvement of our economic level. With the continuous updating and strengthening of private enterprises, the requirements for talents are also increasing. In the private enterprises, the proportion of female employees is getting higher and higher. At this time, the incentives for female employees in private enterprises are particularly important.

The role of female employees in the company is no shortage of senior management, grass-roots management, and grass-roots employees. These roles are closely related to the development of the company. For example: Gree's Dong Mingzhu, etc., is regarded as the highest human capital of an enterprise. Therefore, to improve the level of the enterprise, it is necessary to improve the work enthusiasm and working ability of female employees. Therefore, how to rationally allocate incentives for female employees has been continuously discussed at home and abroad. At present, the implementation of incentive mechanisms for female employees has become the main way to enhance corporate value

The premise of incentives is demand, without which there is no incentive. This article analyzes the needs and characteristics of female employees in the enterprise, and concludes that the working environment, self-realization and reputation are the current needs of female employees

Keywords: enterprise; demand; incentives; female workers

目 录

摘 要.....	I
<u>ABSTRACT</u>	II
<u>第 1 章 绪论</u>	5
<u>1.1 研究的背景及意义</u>	5
1.1.1 研究背景.....	5
1.1.2 研究意义.....	6
1.2 研究的思路.....	7
1.3 国内外研究现状.....	7
1.3.1 国内研究现状.....	7
1.3.2 国外研究现状.....	8
1.3.3 对国内外研究现状的评价.....	10
1.4 研究内容与方法.....	10
1.4.1 主要研究内容.....	10
1.4.2 技术路线图.....	11
1.4.3 研究方法.....	11
<u>第 2 章 X 企业女性职工的激励状况分析</u>	12
2.1 X 企业简介.....	12
2.2 X 企业女性职工现状分析.....	12
2.3 X 企业女性职工激励存在的问题分析.....	13
2.3.1 民营企业女性职工的激励机制制度欠缺完整性.....	13
2.3.2 女性职工的激励机制与日常管理分为两张皮.....	13
2.3.3 女性职工的激励机制标准不够科学.....	13
2.3.4 绩效结果的评估艺术性较低.....	14
<u>第 3 章 X 企业女性职工的需求状况分析</u>	15
3.1 需求的理论及类别.....	15
3.2 X 企业女性职工需求要素.....	16
3.2.1 自我实现与挑战需求.....	16
3.2.2 薪酬需求.....	16

以上内容仅为本文档的试下载部分，为可阅读页数的一半内容。

如要下载或阅读全文，请访问：

<https://d.book118.com/555004322022011222>