

摘 要

现阶段，全世界经济争夺战不断深入、经济发展速度不断延缓、世界关联不断深化，迫使国有企业必须进行相应的改革才能逐渐转变为以经济为中心的关系。此类问题也成为了现阶段我国社会急于去解决的难点，尤其是在薪资监管方面上，在一定程度上干涉到了我国集团经济的稳定提升。其中，薪酬管理战略与企业战略不适应，薪酬激励弹性小，福利费用支出过大，薪酬激励机制功能得不到发挥，从而使国有企业人才流失现象严重。对于怎样完善并且稳定的提升薪资管理标准，加强企业工作人员的资助工作意识、加强其积极性以及发展观念性，是现阶段我国人力资源监管标准中的重点。

本文主要基于薪酬与激励相关理论，同时结合国有企业薪酬管理特点及企业自身薪酬战略，研究分析企业薪酬激励机制中存在的问题和不足之处，并提出企业薪酬激励机制优化方案。首先，通过阅读大量文献和相关资料，对有关国内外关于薪酬激励方面理论、及最新文献成果进行大概的查阅研究；其次，采用问卷调查法对河北圣雪大成制药有限公司营销人员薪酬激励机制现状进行分析，研究其中存在的问题及产生的原因；最后，在此基础上，根据薪酬激励相关理论，提出企业薪酬激励机制优化方案。

关键词：河北圣雪大成制药有限公司；国有企业；营销人员；薪酬激励机制

ABSTRACT

At present, the global market competition intensifies, the economy continues to slow down, the international relations are complicated, the compensation incentive mechanism function cannot display, thus causes the state-owned enterprise talented person to drain the phenomenon seriously. How to design a reasonable and effective compensation incentive mechanism to improve staffs initiative, enthusiasm and creativity is an important topic of current state-owned enterprise human resource management research.

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This paper is mainly based on the theory of compensation incentive the compensation incentive mechanism function cannot display, thus causes the state-owned enterprise talented person to drain the phenomenon seriously. How to design a reasonable and effective compensation incentive mechanism to improve staffs initiative, enthusiasm and creativity is an important topic of current state-owned enterprise human resource management research. which seriously affects the stable development of enterprises. Among them, the compensation management strategy and the enterprise strategy are not suitable, the welfare expense is too big, the compensation incentive mechanism function cannot display, thus causes the state-owned enterprise talented person to drain the phenomenon seriously. How to design a reasonable and effective compensation incentive mechanism to improve staffs initiative, enthusiasm and creativity is an

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