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# XC 公司员工绩效管理体系优化研究

## 摘要

我国饲料行业竞争十分激烈，加上行业不景气，许多公司都已经开始转变原本的发展模式，以适应外部环境的变化。许多企业注重的是产品质量和销售方面，然而对公司员工的绩效管理方面不够完善，因此出现许多问题。因此本文以 JXZ 公司员工的绩效考核方案为研究对象，采用文献研究和实例研究相结合的方式，通过分析，发现其中存在的问题，包括考核指标不够科学，考核主体过于单一等问题，并以解决这些问题为目的进行考核体系的优化。然后遵循优化绩效考核原则，对公司员工的绩效考核方案做出优化设计。本文得出的结论有 1. 员工绩效水平之间影响到公司的业绩水平，对于公司而言是很重要的一块，因此对员工的绩效考核十分重要，所以健全一套员工的绩效考核制度很关键。2. 通过调研公司的具体情况以及结合文献资料，采用 360 度绩效考核法对员工进行考核，全方位的解到员工的情况并且给予其公平公正的考核。3. 在解到公司并对绩效考核结果的不重视之后，建立以一套申诉制度，目的是为解决员工心里方面觉得不公的问题。同时本文对绩效考核的应用方面也进行设计，将考核结果应用于其他方面才能够最大限度的发挥绩效考核的作用，同时与人力资源部门相沟通，对员工的任用方面可以参照绩效水平的高低进行任用。这样才能极大调动员工的积极性，从而提高业绩，提高企业竞争力。

**关键词：**人力资源    绩效考核    优化    员工

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## ABSTRACT

China's feed industry is very competitive, coupled with the industry downturn, many companies have begun to change the original development model to adapt to the changes in the external environment. Many enterprises focus on product quality and sales, but the performance management of the company's marketing personnel is not perfect, so there are many problems. Therefore, this paper takes the performance appraisal plan of marketing personnel of Jiangxi Xiangliang company as the research object, adopts the method of literature research and case study, through analysis, finds out the problems, such as the unscientific appraisal index, too single appraisal subject, etc., and optimizes the appraisal system for the purpose of solving these problems. Then, following the principle of optimizing performance appraisal, the paper makes an optimized design for the performance appraisal scheme of the company's marketing personnel. The conclusions of this paper are as follows: 1. The performance of the company is directly related to the ability of the marketing personnel, so it is very important for the performance appraisal of the marketing personnel, so it is very important to establish a complete set of performance appraisal system of the marketing personnel. 2. Through the investigation of the specific situation of the company and the combination of literature, the 360 degree performance appraisal method is adopted to assess the marketing personnel, so as to fully understand the situation of the marketing personnel and give them a fair and just assessment. 3. After learning about the company and paying no attention to the results of performance appraisal, a set of appeal mechanism is established to solve the problem that marketing personnel feel unfair in mind. At the same time, this paper also designs the application of performance appraisal. Only when the appraisal results are applied to other aspects can the role of performance appraisal be brought into full play. At the same time, it communicates with the human resources department, and the appointment of marketing personnel can refer to the level of

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performance. In this way, the enthusiasm of marketing personnel can be greatly aroused, so as to improve performance and competitiveness of enterprises

**Keyword:**human resources performance appraisal program optimization  
marketing staff

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