



Betriebliche Anreizsysteme. Inhalts- und Prozesstheorien der Motivationsforschung (German Edition)

Jochen Laufer

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Akademische Arbeit aus dem Jahr 2004 im Fachbereich BWL - Personal und Organisation, Note: 2,0, Fachhochschule Kaiserslautern, Sprache: Deutsch, Abstract: Trotz jahrzehntelanger Motivationsforschung, vor allem in den 50er bis 70er Jahren, existiert heute noch keine einheitliche Motivationstheorie. Es gibt mehrere unterschiedliche, einander ergänzende Versuche zu erklären, wie menschliches Verhalten in Betrieben in Antrieb und Richtung bestimmt wird. Auch wenn diese Grundlagen der Motivationstheorien in der Literatur und in der Praxis oft nicht einhellig aufgenommen werden, so sind die Resultate für das weitere Verständnis betrieblicher Anreizsysteme von großer Bedeutung. In der Motivationspsychologie werden die unterschiedlichen Theorien vielfach als Inhalts- und Prozesstheorien klassifiziert, wobei letztere wiederum in Erwartungsvalenz- und Gleichgewichtstheorien unterteilt werden können. Je fünf Inhalts- und Prozesstheorien werden in dieser Arbeit vorgestellt.

Aus dem Inhalt:

- Bedürfnistheorie von Maslow.
- Theorie der gelernten Bedürfnisse von McClelland.
- VIE-Theorie von Vroom.
- Zieltheorie von Locke.

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