

# Immaterielle Anreize Der Mitarbeitervergütung - Ein Überblick: Ein Überblick - Michael Obst

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Ziel dieser Arbeit ist es, einen möglichst umfassenden Überblick über immaterielle Anreize zu geben. Auf Erläuterungen der Motivationstheorie wird verzichtet, um im vorgegebenen Rahmen zu bleiben. In Kapitel 3 folgt eine ausführliche Darstellung betrieblicher, immaterieller Anreize. Es wurde eine Einteilung in folgende acht Kategorien vorgenommen, wobei Überschneidungen allerdings unvermeidlich waren: \* Unternehmensattraktivität \* Betriebsklima \* Work-Life-Balance \* Arbeitsinhalt \* Entwicklungsperspektive \* Erfolgserlebnisse \* Statussymbole \* Führungsqualität

Immaterielle Anreize der Mitarbeitervergütung können nicht in gleicher Weise zur Motivation eingesetzt werden wie etwa leistungsbezogenes Gehalt. Sie sind häufig ein Charakteristikum des Arbeitgebers und können nicht kurzfristig gesteuert werden. Ein gutes Betriebsklima kann ein Unternehmen beispielsweise nur mittel- bis langfristig erzeugen. Diese Arbeit stellt daher auch Maßnahmen vor, mit denen sich immaterielle Anreize langfristig entwickeln lassen.

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