



# Arbeitsmotivation und Kultur (German Edition)

*Betül Kaya*

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## **Arbeitsmotivation und Kultur (German Edition)** Betül Kaya

Das Buch behandelt eine aktuelle Forschungsfrage aus der komparativen Managementforschung. Nach einer Phase der Technikeuphorie besinnt man sich wieder verstärkter darauf, dass der langfristige Unternehmenserfolg in bedeutendem Maß vom motivierten und leistungswilligen Menschen abhängt. Die Motivation ist wiederum abhängig von den individuellen Bedürfnissen und Präferenzen, aber auch Einstellungen und Erwartungen der Mitarbeiter/-innen. Sind die motivationalen Differenzen auf individueller Ebene bereits derart erheblich, so ist die Komplexität der interkulturellen Vergleichbarkeit offensichtlich. Angesichts der immer stärkeren Intensivierung und geografischen Ausweitung internationaler Geschäftstätigkeiten, wird hier der Frage nachgegangen, ob und inwiefern von einer kulturellen Gebundenheit von Arbeits-Motivationsinstrumenten gesprochen werden kann und worin sich diese äußert. Näher betrachtet werden hierbei neben Vergütungsinstrumenten, wie die Erfolgs- und Kapitalbeteiligung, der Leistungslohn und das Cafeteria-System, immaterielle Instrumente, wie Zielvereinbarungen, unterschiedliche Führungsstile und Gruppenarbeitsformen sowie die Unternehmenskultur im Kontext unterschiedlicher Kulturen. Die Kultureinteilung nach "Hofstede" auf der einen Seite und die Auswertung wesentlicher empirischer Studien auf der anderen Seite, erlauben letztlich eine Aussage über die Frage der Kulturgebundenheit.

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