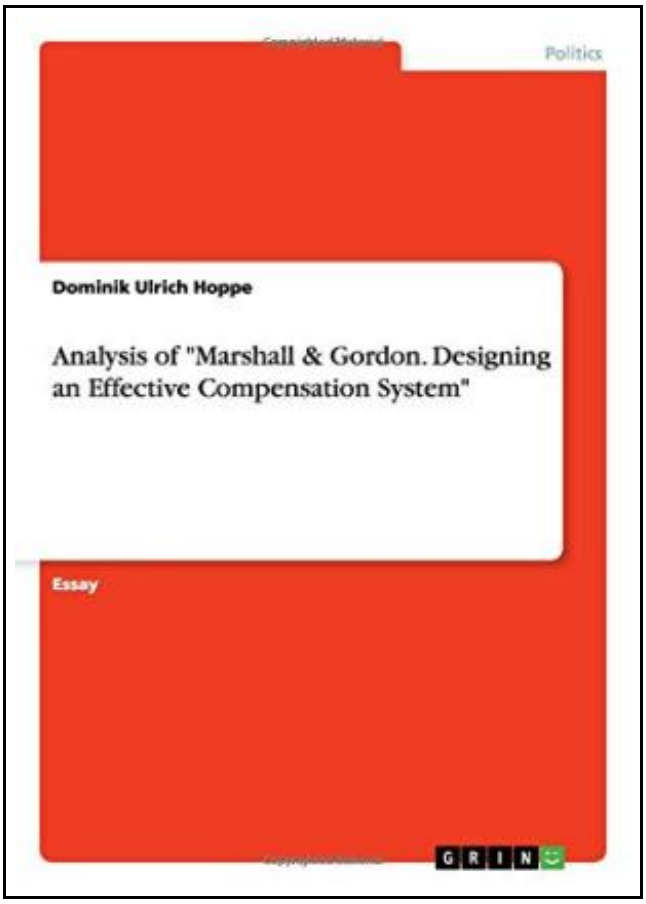
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GRIN Verlag Gmbh Jun 2015, 2015. Taschenbuch. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Essay from the year 2015 in the subject Politics - International Politics - Environmental Policy, grade: 1, Vienna University of Technology, language: English, abstract: Solution to a Harvard Business School Case Study: How to design an effective compensation system This term paper is an analysis of the Case Study 'Marshall & Gordon: Designing an Effective Compensation System (A)' by HEIDI K. GARDNER and KERRY HERMAN. Putting myself in the shoes of Kelly Browne, CEO of the PR agency Marshall & Gordon, I believe it is nearly impossible to design something like the 'ideal compensation policy' fitting everyone's needs. However, I know that there are several recommended guidelines with fundamental properties for compensation systems that should be taken into serious consideration by executives while creating such systems. A compensation system should consist of: a statement of overall objectives, the relative importance of compensation, general performance measures, competitive reference points, competitive positioning, internal equity and consistency, communication and involvement of employees, and governance. As for the category of 'involvement of employees', Herzberg's motivation theory stipulates that factors such as recognition, achievement, increased responsibility and opportunities to learn (within the company) are extremely important factors for employees, besides payments and benefits. In the following case study I will attempt to analyse the current incentive system with respect to the given questions using numerous quotations. 16 pp. Englisch.

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