

Abstract

Title: Medical Software Company Sales Incentive Study

----Case Study on MedEx

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Software companies have focused on effective incentive for outstanding salespeople. Research and make scientific incentives policies to evoke salespeople's aggressiveness, significance to dig out salespeople's potential which is also main method of attracting salespeople, stabilizing salespeople and developing salespeople.

This research paper explores the factors of effective incentive based on MedEx Company, and hope to discover the key factors of effective incentive for salespeople in the software company. The relativity between effective incentive factors and individual characteristics so that help with exploring effective incentive scheme, whereby software companies can improve the existing incentives, improve overall performance, and improve the competitiveness of software company. Accordingly, this paper is divided into two levels to investigate for the incentives to salespeople. One is to realize incentive demand characteristics of high-tech company salespeople; the other is gaining variety of incentives and exploring the elements/relationship of the incentive by gender, age, length of service, education, job level and other individual characteristics through the analysis of survey data.

This paper combines with business phenomena and problems which are preliminary analyzed and summarized. Next, explore various related theories which

includes motivation theory (Maslow's hierarchy of needs theory, Herzberg's two-factor theory and McClelland's need for achievement theory), the process theory of motivation (expectancy theory, equity theory and goal setting theory), comprehensive theory of motivation (Potter - Lawler motivation model) based on them. Then, based on various theoretical research combines with the thesis focuses assays on incentive theory and process theory of motivation, and compared comprehensive motivation theory with incentives effectiveness. Meantime, investigate some scholars' conclusions from all over the world and provide the different opinion or evaluation for abstract Western theories and Chinese scholars' research.

Finally, get the inspiration, ideas and framework to this investigation by analyzing and summarizing to the problems of incentives for the case of the company, and then explore the case company by empirical investigation.

Key Words: Software Company, salespeople and incentive

摘要

题目： 医疗软件企业销售人员激励问题研究

——以麦迪克斯企业为实证

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有效激励优秀的销售人员已经成为软件企业关注的焦点, 研究并制定科学完善的激励政策对调动销售人员的积极性, 充分挖掘销售人员的潜能具有十分重要的意义, 也是吸引销售人才、稳定销售人才和发展销售人才的主要手段。本文以麦迪克斯企业为实证, 对销售人员内激励因素进行了探索性的研究, 希望发现有效激励软件企业销售人员的因素, 以及激励因素与个体特征之间的相关性, 从而有助于探讨有效的激励方案, 借此改进软件企业现行激励措施, 有效提高整体工作绩效, 进而提高软件企业竞争力。基于此, 本文分两个层次来对销售人员激励因素进行了研究。一是了解在国内高新技术企业的销售人员激励需求特点, 二是通过对调研数据进行分析, 得到各种激励因素并探讨各项激励因素随着性别、年龄、工龄、学历、职位级别等个体特征间的相互关系。

本文结合企业现象和问题分别进行初步分析和总结, 探探初步分析和总结的结果, 分别对各种相关理论进行研究, 其中包括内容激励理论(马斯洛需要层次理论、赫茨伯格双因素理论、麦克莱兰的成就需要理论)、过程激励理论(期望理论、公平理论、目标设置理论)、综合型激励理论(波特-劳勒激励模型), 依据各种理论研究内容结合本论文研究的重点, 分别对内容激励理论和过程激励理论进行针对性评述, 并对综合激励理论进行了激励效力的比较; 同时, 也研

究了国内外一些学者研究结论, 针对抽象的西方理论和华人学者研究, 提出自己的不同看法或评价意见, 指出在具体企业情境下的局限性和存在的不足, 并且针对企业的情况就激励相关问题进行了分析和归纳, 得到启迪同时形成了对本文案例调查研究的思路及框架, 接着通过实证调查研究对本文企业实际案例进行充分调查研究。

关键词: 软件企业、销售人员、激励因素