

<b>題目</b>	企業激勵薪酬設計因子對組織吸引力之影響—以高科技產業新進研發人員為例
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<b>摘要</b>	<p>高科技產業在我國經濟發展扮演重要的角色。高科技產業之重要的特質為需要高品質的人力資源，尤其是獲得優秀的研究發展(R&amp;D)人員，往往是企業致勝的關鍵；企業之激勵薪酬制度是研發人員選擇工作重要的考量因素之一，其本身同時具有工作吸引力和選擇工作之影響力，如果組織知道理想的應徵者偏好那種薪資政策，則可在不增加人事成本之下，增加應徵者求職與接受聘僱的意願。</p> <p>本研究採四因子實驗設計的方式，針對學校理工科學生，未來欲從事工程研發工作的507位同學，隨機分派一種薪資情境給每位受試者填答，進行工程及研發人員對變動薪酬的偏好的測量。實證分析的結果發現以員工績效為調薪主要考量因素、以股票認股權的方式發放獎金紅利，對組織人才吸引力有正面影響，而高比率的變動薪資及依個人績效發放獎金紅利與組織人才吸引力間沒有顯著的關係。</p>
<b>關鍵字</b>	激勵薪酬、組織吸引力、研究發展人員
<b>Title</b>	The Impacts of Incentive Design on Organizational Attractiveness: Newly R&D Professionals in High-Tech Industry as An Example
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<b>Abstract</b>	<p>High-tech industry plays an important role on economy development in Taiwan. One of the major traits of high-tech is that it much relies on human resources. How to acquire and how to retain high quality R&amp;D engineers will be the key issue of success. Compensation is one of key factors for job selecting for applicants. By realizing the preferences of prospective employees, an organization is able to increase its attractiveness to applicants without increasing compensation costs.</p> <p>This paper explored the relationships between compensation designs and organization attractiveness by using four compensation factorial experiment designs. Each of 507 university students majoring in science or engineering was provided a combination of compensation condition randomly. The result shows that salary adjusting by performance criteria and long-term stock option has positive effect on attracting applicants. High ratio of variation pay and individual incentives have no consequence on attracting new employees.</p>
<b>Key Words</b>	incentive compensation, organizational attractiveness, R&D professionals