

如家快捷酒店员工流失原因及对策研究

摘 要

研究发现，由员工流失率较高所带来的企业员工成本的上升、管理难度加大、社会口碑下降等问题已严重制约了如家快捷酒店的发展。文章将如家快捷酒店的实际情况与国内外学者的快捷酒店相关理论以及代表性的激励理论相结合发现，通过设计应聘职能表、短暂的考察期等措施提高招聘效率，通过提高福利水平、增设特殊技能奖等措施调整薪酬结构，通过定期对员工进行所在岗位的培训和公司具体制度的培训加强企业文化建设，以及规范员工离职的程序等，可以有效地解决员工流失的问题，同时也会有利于如家快捷酒店未来的发展。

关键词：如家快捷酒店；员工流失；招聘；薪酬；企业文化

ABSTRACT

It is found that the development of home inns has been seriously restricted by the problems such as the increase of staff cost, the increase of management difficulty and the decline of social reputation caused by the high staff turnover rate. This paper combines the actual situation of Home Inn with the relevant theories of domestic and foreign scholars and representative incentive theories. It is found that by designing the application test table and set up a short internship to improve the recruitment efficiency, improving the welfare level and adding special technical awards to optimize the salary structure, regularly training employees on their positions and specific system of the company to strengthen the cultural construction of the enterprise, as well as standardize the procedures for employees to leave., the problem of employee turnover can be effectively solved, and it will also be conducive to the future development of Home Inns.

Key words: Home inns; staff turnover; recruit; salary; corporate culture

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