

MOTIVATING SYSTEM FOR EMPLOYEES ENTERING NEW PRODUCTS AND THEIR USING

Summary

This paper is concerned with new product incentives, which play a crucial role in a compensation programs designed for new product development people. Through literature study, we identified financial and non-financial incentives used to motivate new product people and their usage. We conclude that new product incentives play a minor role in companies and their usage is rather small, also motivating new product people is still unresolved problem, and effective financial and non-financial rewards should be found

Translated by Dariusz Dąbrowski