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FACULTY HOTEL & TOURISM MANAGEMENT

EMPLOYEE INCENTIVES TOWARDS CORPORATE REPUTATION

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ABSTRACT

Corporate reputation is basically the perception that the public have towards the corporate body. Many organization or corporation are trying to build good reputation that can help their organization to gain favourable position in the society that exceed other competitors which also help them in gaining high financial performance. In order to achieve such a positive reputation, the organization is said to actually depend on their employee to be the ambassador for the company and show it to public. Thus, the organization need to ensure that the employee's satisfaction is achieved so that, they can engaged positively with the organization and one of the way is through giving the incentives to the employee. When the employee is satisfied and engaged positively with the organization, they will help in building good corporate reputation for the organization. It is shown that the employee incentives have a direct relationship with corporate reputation.

Keyword: Employee Incentives, Corporate Reputation

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CHAPTER 1

INTRODUCTION

1.1 OVERVIEW

This chapter consist of eight sections which it begins with the background of the study where it will discuss the topic of this research in broader view in section 1.2. The problem statement will be highlight in section 1.3 and the objective of the research will be discussed in section 1.4. In addition to the objectives, in section 1.5, the research question is proposed to be tally with the aims of this study. Section 1.6 will explain on the significant of the study of this research and followed by the limitations in section 1.7. The last but not least, the definition of key terms will be discussed in section 1.8.

1.2 BACKGROUND OF THE STUDY

The advances of technology is seen to give an impact which it reduce the need of people for many jobs as stated by Karsten and West (2015) in their article that the recent technology advancement resulted in many businesses to operate with fewer workers. For examples, the use of robots as supported in the article of “The Impact of Technology on Employment” (n.d), published by the World Economic Forum are now widely use in many sites of economy even in manufacturing and hospitality industries itself.

However, the experts says that there are four reasons on why the artificial intelligence will never replace overall human existence in the workplace. According to Hanke (n.d) states that the emotionless of machines, no creativity created upon time, limited and inattentive interaction and repetitive work without self improvement have made the organization to hire physical workforce in order to do the job.

However, this situation leads to another challenging situation for the employer or the organizationthat are in need of professional manpower to be able to deliver the actual means of their product. Therefore, the employees are at the advantages which they can either choose for whom they want to work for or to demand for what kind of benefit that they deserve to receive if the willing to work for the organization.