

职位名称实践报告

很多企业的职位名称不统一，可能会引起职位名称的夸大或缩小以及不准确的薪酬影响，同时也可能影响内外部的公平性。

职位名称不仅是反映职位的职责与权利，也是组织激励的手段之一。

美世职位名称实践报告将会结合企业内部的职位名称命名实践与美世薪酬调研中关于职位名称的大数据分析，全面揭示企业关于职位名称的政策与实践，为企业实施职位名称实践提供支持帮助。

职位名称实践报告主要由两部分构成：

市场常见职位名称数据将来自于美世整体调研数据库的大数据分析：

- 覆盖4,000多家企业实际职位名称
- 覆盖中外资不同类型
- 覆盖不同职能，如销售、市场、研发、人力资源、财务等
- 覆盖不同职位层级的职位名称，如蓝领、专业人员、管理层、高管层等
- 可根据客户要求定制化职位名称报告（需额外收费）

企业职位名称实践数据将来自于美世职位名称调研：

- 职位名称架构政策及其重要性
- 实行职位名称架构的驱动因素
- 内部与外部职位名称比较
- 不同职业层级的职位名称
- 职位名称架构的沟通机制

价格表

TRS参加者	16,500元
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* 此处费用已包括税费 (6%)

调研时间表

数据基准日期	2019年3月1日
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数据提交截止日	2019年4月20日
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报告交付日期	2019年6月30日
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TITLING PRACTICE SURVEY

Many organizations do not assign job titles e.g. internal and external business card titles in a consistent way. This potentially leads to inflated or deflated job titles, inaccurate pay implications, and employee's perception of being treated unfair.

The title of a job is not only a reflection of the duties and rights of the position, but also one of the means of incentives.

The misrepresentation of job titles may lead to exaggeration or reduction of job titles and inaccuracy on compensations, as well as internal and external fairness.

The Mercer Titling Practice Survey will combine the internal job naming practice with the big data analysis of the job title in the Mercer TRS database to fully reveal the company's policies and practices on job title, and provide support and assistance for the implementation of titling practice.

TITLING PRACTICE SURVEY COVERS:

Market common job titles will come from the big data analysis of Mercer Total Remuneration Survey database:

- Covering more than 4,000 participants
- Covering both Chinese and Foreign owned enterprises
- Covering job functions such as Sales, Marketing, R&D, HR, Finance and etc.
- Covering job titles from different career stream, e.g. Blue collars, Professionals, Management, and Top management staff etc.
- Customized titling report per clients' request (additional fee will be charged)

Companies' titling practice will come from our titling survey:

- Guidelines for job titling structure and its importance
- Drivers for job titling structure
- Internal vs. External job title
- Job title for different career streams
- Communication of job titling structure

PRICE

TRS Participant	RMB 16,500
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*Taxes are included in the fees (6% VAT)

SURVEY PHASE

DATA EFFECTIVE DATE	1 March 2019
DATA SUBMISSION DEADLINE	20 April 2019
REPORT DELIVERY DATE	30 June 2019

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"TITLING".

