

ERG , ERG ERG

(), [4]

(Blau & Duncan)

[5] “ ” [6] ERG

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2012 “ ”

3001 4000 , 79.4% ; 4001 5000 ,88.07% [7]

“ ” :

88.5%、87.7%、87.6% 86.7%。 [1]

ERG ()

“ ” :

[8] ERG

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[1]

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60.84

38.40 ;
9.03% ;
4.08%

78.95

23.21% ,
10.54% ,

ERG

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《 (2015—2020) 》

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A Study of the Incentive System of Rural Teachers' Occupational Attraction Promotion from the Perspective of ERG Theory

LI Lu-chuan

(Faculty of Education, Southwest University, Chongqing 400715, China)

Abstract: In the process of deepening the reform of compulsory education, rural teachers are still a group of people who are faced with a predicament. How to retain good teachers in rural areas or how to attract excellent teachers to teach in rural areas has become a hot issue in academic discussion. At the same time there is some difficulty in practice. Therefore, we need to pay attention to the improvement of their work and living conditions and take certain incentive measures to enhance the occupational appeal of rural teachers. According to the need of existence, the need of relatedness and the need of Growth of ERG theory, this paper tries to find out the influence factors of rural teachers' occupation to promote the salary reform, establish democratic management system, perfecting the incentive systems such as human resource management system and evaluation system.

Key words: ERG theory; rural teachers; occupational attraction

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