

Comparison the Anchoring Effect Application in Employee Management in Silesian Voivodeship with Prague, Moravian-Silesian Region and Vysočina Region

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Abstract : Behavioral aspects are very important for successful human resource management. This fact is becoming more and more apparent. Therefore, the paper deals with behavioral economics, human resource management, and the enterprises with 100+ employees. More precisely, the paper focuses on the degree of the anchoring effect, i.e. the degree of the use of the instruments for influencing and persuasion that managers apply to manage their employees. This paper builds on the results of previous researches and further develops these results. The authors used the questionnaire to identify how much the anchoring effect is applied in enterprise with 100+ employees. The main goal of the paper is to compare the anchoring effect application in employee management in Silesian Voivodeship (Polish region) with three Czech regions which are Prague, Moravian-Silesian region, and Vysočina region. The comparison applies to enterprises with 100+ employees. The second goal of the paper is to find out how the anchoring effect is used in the Silesian Voivodeship. The authors set one hypothesis and the result of the paper rejected it. The basic assumption led the authors of this paper to this research. The authors predicted that managers of Silesian Voivodeship companies use anchoring methods less often than the three regions mentioned above, i.e. the managers of Prague companies, the managers of Moravian-Silesian region companies, and the managers of Vysočina region companies. Confirmation or rejection of the above mentioned assumptions discussed in more detail.

Keywords : anchoring effect, behavioral economics, enterprises with 100+ employees, science of the anchoring

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