

# When Incentives Are Too Enticing

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***Inc:***

Management research about incentive pay often focuses on whether or not the tactic works to increase productivity.

But what if the promise of a bonus or some other reward works too well?

New neuroscience research from a team of American and European researchers shows that the excitement of a reward might excite people to the point they are unable to adequately complete the task at hand. The study was detailed recently on the Association for Psychological Science's Minds for Business blog.

Read the whole story: [Inc.](#)