



Business to Employees (B2E) (German Edition)

Michael Müller

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Studienarbeit aus dem Jahr 2002 im Fachbereich BWL - Personal und Organisation, Note: Gut, Hochschule Coburg (FH) (FB Wirtschaft), 17 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: 1 Einleitung

Nahezu alle Märkte zeichnen sich durch eine hohe Dynamik, Globalisierung, komplexe Produkte (bei kürzer werdenden Lebenszyklen) und hohen Qualitätsanforderungen aus. Noch vor 2 Jahrzehnten war es für Unternehmen möglich, sich gegenüber den Konkurrenten einen Vorteil durch hohe Investitionen im herkömmlichen Sinn wie Forschung und Entwicklung, Automatisierung oder Modernisierung zu verschaffen. Doch die Zeiten der Dampfmaschinen und Lochkarten sind vorbei, stattdessen dominieren Computer und Internet gleichermaßen Fabrikhallen und Verwaltungstrakte.

Am Beginn des 21. Jahrhunderts befinden sich alle Industrienationen inmitten eines gewaltigen Strukturwandels. Dieser Wandel macht natürlich nicht vor den Mitarbeitern eines Unternehmens halt. Auf ihrem Rücken wird der Verdrängungswettbewerb im Wettlauf mit der Zeit ausgetragen. Sie sind es, die mit den stetig wachsenden Anforderungen des ökonomischen Umfelds und vor allem der rasenden technologischen Entwicklung konfrontiert werden.

Der Erfolg eines Unternehmens wird in erster Linie an seinem Shareholder Value gemessen. Nimmt man diese zentrale Herausforderung des 21. Jahrhunderts an, müssen verschiedene Arten von Potenzialen erschlossen und ausgeschöpft werden. Beispielhaft sei hier auf die Bereiche Kosten, Qualität, Zeit, Informatik, Vertrieb und Human Resources verwiesen.

Um für all diese Anforderungen gerüstet zu sein, ist vor allem eines unabdingbar:
[...]

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