

Absentismus Der Schleichende Verlust An Wettbewerbspotential Von Rainer Marr

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m stoffl systematisiert auf basis einer bedarfsplanung mögliche ansätze zur steuerung der personalkapazitäten im mittelpunkt der betrachtung stehen drei einzelhandelsspezifische ansätze zur Ökonomisierung des faktors arbeit

zentrale ansätze des kostenmanagements sind u a das kaizen das target costing die wertanalyse und das benchmarking bei der anwendung dieser ansätze in der betrieblichen praxis treten u a zwei probleme auf 1 mitarbeiter müssen zur aktiven mitwirkung an der erarbeitung und umsetzung von kostensenkungsmaßnahmen motiviert werden zudem muss mit dem widerstand der mitarbeiter gegen die umsetzung von kostensenkungsmaßnahmen umgegangen werden 2 die senkung der kosten erfordert immer häufiger die zusammenarbeit mit lieferanten und abnehmern in der wertschöpfungskette die bekannten ansätze müssen deshalb an die erfordernisse des unternehmungsübergreifenden kostenmanagements angepasst werden in dem buch werden die ansätze des kostenmanagements detailliert erläutert und lösungen für die probleme bei der betrieblichen anwendung diskutiert es enthält eine systematische und fundierte darstellung des entwicklungsstandes des kostenmanagements weiterhin werden ansatzpunkte für die weiterentwicklung des kostenmanagements aufgezeigt

die autoren dieses buches gestandene führungskräfte und bekannte forschler beleuchten den spat zwischen Ökonomie und werten und diskutieren die daraus resultierenden herausforderungen für unsere gesellschaft für unternehmen für führungskräfte in unternehmen und für das personalmanagement dabei wird der mensch nicht auf den homo oeconomicus reduziert sondern in seiner komplexität und widersprüchlichkeit berücksichtigt gerade aus solch vermeintlichen gegensätzen können bei einer alternativen perspektive neue gestaltungsmöglichkeiten und innovationspotenziale für die zukunft entstehen

vor knapp 20 jahren erschien die erste auflage der industriebetriebslehre sie war von anfang an konzipiert als ein lehrbuch der augemeioen betriebswirtschaftslehre das am beispiel des industriebetriebes argumentiert des nach wie vor häufigsten un ternehmungstyps seither wurde das lehrbuch in sieben weiteren auflagen unter beibehaltung des bewahrten achteiligen grundaufbaus zum teil tiefgreifend weiter entwickelt neben diesen neuauflagen zeugen mehrere nachdrucke innerhalb der jeweiligen auflage von der

guten resonanz am markt betriebswirtschaftlicher lehr biicher angesichts der fortschreitenden entwicklung des faches ist nach zwei jahrzehnten eine strukturelle anpassung des buches erforderlich geworden urn die wichtigsten neuen fachlichen erkenntnisse in angemessener form in das buch aufzunehmen und urn dem anspruch einer auf den industriebetrieb angewandten allgemeinen be triebswirtschaftslehre weiterhin zu geniigen mu 3te die gesamtkonzeption erneuert werden zwar kniipft auch der neuaufbau der industrietriebslehre an die bewahrte kon zeption der entscheidungsorientierten betriebswirtschaftslehre an es ergeben sich aber wesentliche strukturelle und inhaltliche neugestaltungen anderungen und er weiterungen die im ergebnis zu einem zehnteiligen neuen buch fiihren schwer punkte dieser neuerungen sind vertiefung und verbreiterung des theoretischen fundaments der betriebswirt schaftslehre aus dem blickwinkel der industriellen unternehmungsfiihrung und auf der grundlage der entscheidungstheorie z b

die weltweite vernetzung und zusammenarbeit zwischen unternehmen bei der entwicklung innovativer technologien birgt groÙe herausforderungen und risiken für das management wettbewerbsrelevanter kompetenzressourcen zum einen müssen geeignete partnerunternehmen identifiziert und auf ihr risikopotential hin untersucht werden zum anderen bedarf es effizienter maÙnahmen um über den gesamten verlauf der zusammenarbeit die kooperationsziele zu fördern und abzusichern das risiko durch eine technologiekooperation überlebenswichtige kompetenzen zu verlieren wurde bis jetzt weder von der wissenschaft noch in der praxis systematisch behandelt diese arbeit setzt sich deshalb zum ziel die einflussgrößen auf das management wettbewerbsrelevanter kernkompetenzen in technologiekooperationen zu analysieren das ergebnis dieser analyse ist eine praxisnahe methode für risikobewusstes wissensmanagement in technologiekooperationen

the book offers new theoretical perspectives on innovation analyzes innovation processes in diverse innovation fields and presents case studies that reflect the diversity of innovations fields to what extent and in what sense does innovation characterize our societies today innovations are no longer limited to the economic sphere we find them in almost all areas of society today diverse actors generate innovations in different increasingly reflexive ways new concepts practices and institutional forms such as open source crowdfunding or citizen panels expand the spectrum

the paradigm of social network analysis sna is widely recognized as a potential approach to analyze evaluate and influence communication processes the author argues that sna proves useful as a theoretical concept and as a practical tool for knowledge communication in research and development r d the context of innovative knowledge generation in organizational r d environments is introduced very broadly with reference to the existing literature the pragmatic approach of networks is outlined as a powerful concept to grasp the social relationships between individuals as well as between social aggregates for conceptual and analytical purposes based on three case studies methods of sna are simplified and illustrated according to their basic steps to meet practical needs and show their usefulness for business practice moreover the book provides examples for interventions and follow up activities to improve processes of organizational knowledge communication based on sna

includes entries for maps and atlases

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