

Werttreiber In Der Energiebeschaffung Und Ihre Auswirkungen Auf Das Gesamtunternehmen - Benjamin Viertel

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Trotz Liberalisierung steigen im deutschen Strommarkt die Preise für Energie. So rückt gerade die Energiebeschaffung wieder stark in den Fokus. Diese Arbeit möchte den Prozess der Energiebeschaffung von Energieversorgungsunternehmen aus der Perspektive wertorientierter Unternehmensführung betrachten, um daraus Werttreiber dieses Prozesses und ihre Auswirkungen auf das Gesamtunternehmen abzuleiten. Dazu wird im Kapitel zwei das theoretische Konzept wertorientierter Unternehmensführung dargestellt, um danach in Kapitel drei Grundlagen des liberalisierten deutschen Strommarktes zu beschreiben. Im vierten Kapitel findet ein Versuch der Analyse des Beschaffungsprozesses und seiner Schnittstellenprozesse statt. Für die Darstellung der theoretischen Grundlagen wird im Kapitel zwei auf Prinzipal-Agenten-Verhältnisse, auf verschiedene Spitzenkennzahlen der Wertmessung, auf die Bedeutung der Werttreiber und auf die Anreizgestaltung eingegangen. Kapitel drei beschreibt Besonderheiten der Handelsware Strom, die Marktteilnehmer der Elektrizitätswirtschaft in Deutschland, Märkte und Produkte für Strom und deren Handelsmöglichkeiten. Kapitel vier stellt den Gesamtprozess der Stromlieferung dar und ordnet die Beschaffungsaktivität ein, bevor Werttreiber im eigentlichen Beschaffungsprozess beschrieben werden. Studienarbeit aus dem Jahr 2005 im Fachbereich Wirtschaft - Controlling, Note: 1,7, Technische Universität Chemnitz (Professur für Unternehmensrechnung und Controlling), Veranstaltung: Seminar Controlling, 59 Quellen im Literaturverzeichnis, Sprache: Deutsch. Author: Viertel, Benjamin Publisher: GRIN Verlag Illustration: N Language: GER Title: Werttreiber in der Energiebeschaffung und ihre Auswirkungen auf das Gesamtunternehmen Pages: 00026 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638352383 Category: Business & Economics : Management - General

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